

## Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2021	2020	2021	2020	2021	2020
Canterbury City Centre	-58.0%	-21.5%	-26.1%	-48.9%	26.5%	-41.7%
South East	-31.1%	-18.9%	-23.6%	-44.8%	23.9%	-37.3%
High Street Index(Historic Town)	-26.9%	-21.4%	-29.2%	-48.1%	27.7%	-42.8%
UK	-36.7%	-19.0%	-32.6%	-47.7%	24.1%	-42.2%

Benchmark calculations (Year on Year and Month on Month) have been calculated using like for like data sets (only those counters available in both comparison periods) to ensure statistical accuracy

The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2021 versus 2019 in order to provide a comparison to the last normal trading year. This comparison is provided on the final pages of this report.

## Headlines

The total number of visitors for the year to date is 784,720 which is 58% down on the previous year.

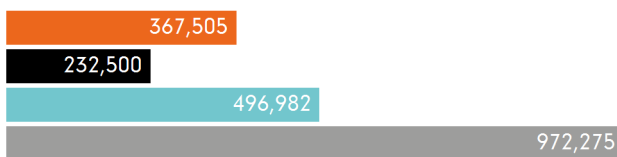
The total number of visitors to Canterbury City Centre in month commencing 1 March 2021 was 367,505.

The busiest day in month commencing 1 March 2021 was Tuesday 30 March with 14,026 visitors.

The peak hour of the month was 13:00 on Saturday 27 March 2021 with footfall of 1,459.

## Footfall by month

Figures shown below are calculated using monthly totals.



■ This Month    ■ Previous Year  
■ Previous Month    ■ 2 Years Ago

## Weather



Number of days this month    15    6    13    1

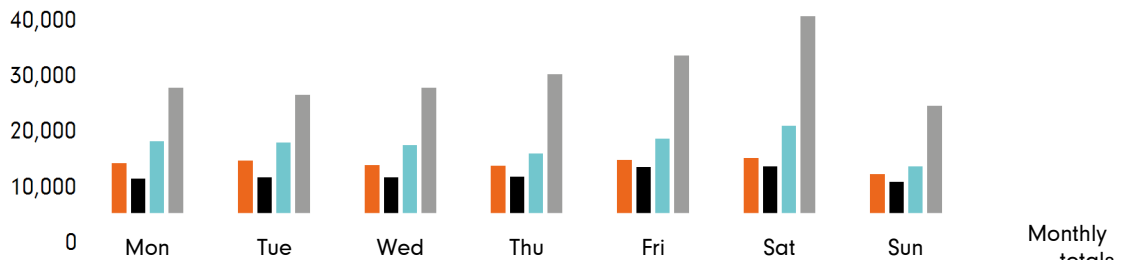
Number of days same month last year    17    3    14    1

## Average temperature

	Maximum temperature	Minimum temperature
2021	11°	4°
2020	10°	4°

## Footfall by day

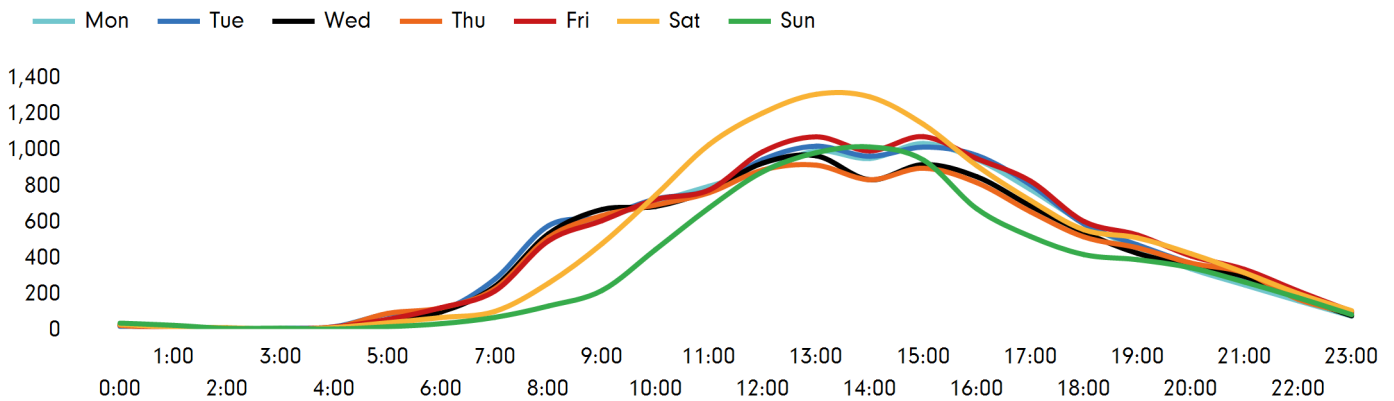
The figures shown below are calculated using weekly averages.



This Month	10,659	11,064	10,289	10,138	11,268	11,599	8,484	73,501
Previous Month	7,567	7,847	7,870	8,032	9,815	10,023	6,972	58,126
Previous Year	14,842	14,654	14,112	12,473	15,376	17,895	10,044	99,396
2 Years Ago	25,243	23,826	25,220	27,876	31,423	39,144	21,723	194,455
Month on month %	40.9%	41.0%	30.7%	26.2%	14.8%	15.7%	21.7%	
Year on year %	-28.2%	-24.5%	-27.1%	-18.7%	-26.7%	-35.2%	-15.5%	

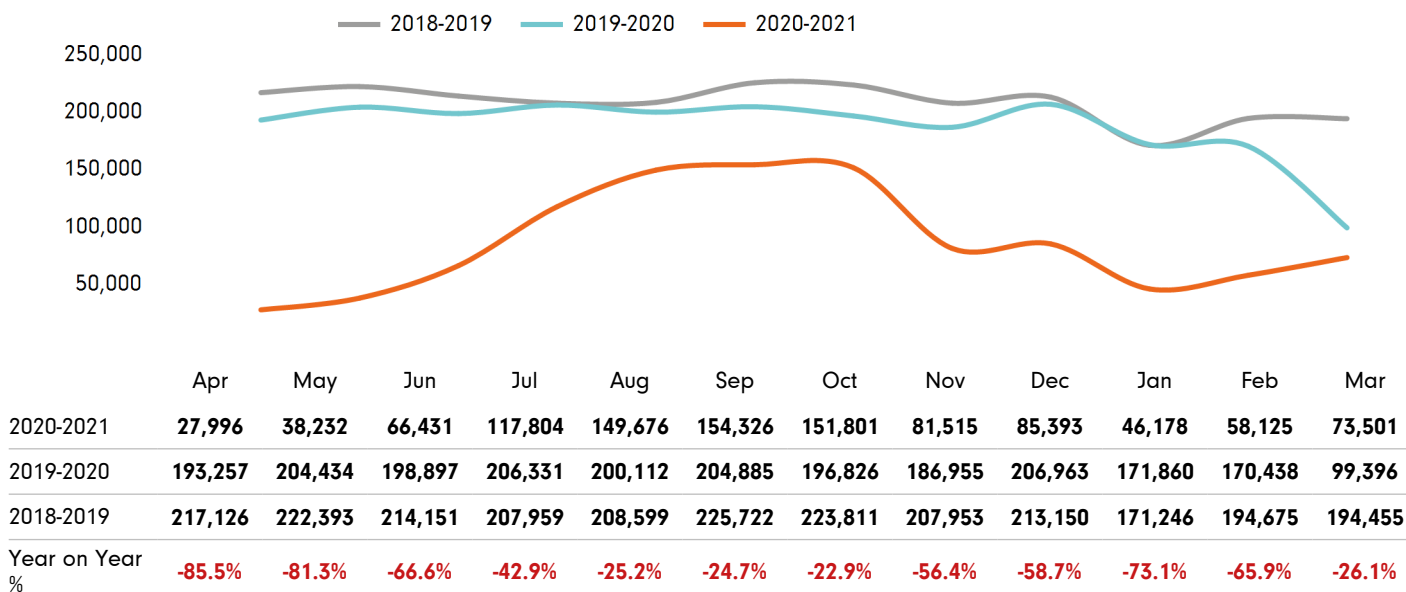
## Footfall by hour

The figures shown below are calculated using a weekly average



## Footfall - rolling 12 months

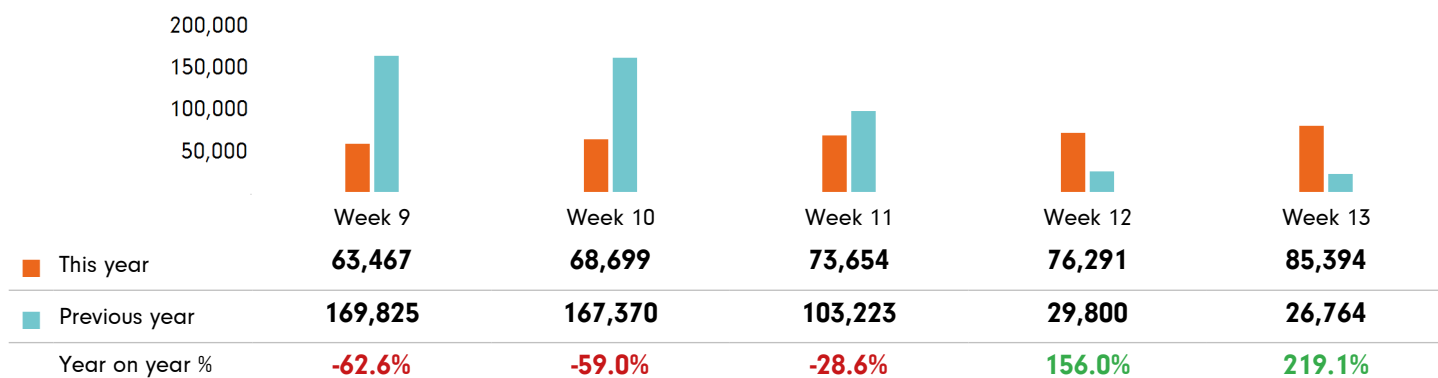
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2020-2021 period with the 2019-2020 period i.e the figure for March compares March 2021 to March 2020

## Footfall by week of month

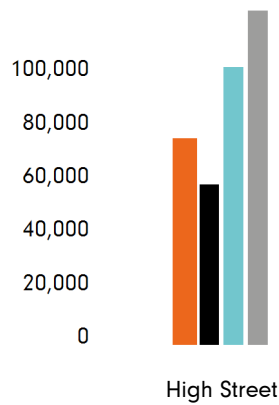
The figures shown below are calculated using weekly totals.



## Footfall by location

The figures shown below are calculated using weekly averages.

■ This month   ■ Previous month   ■ Previous year   ■ 2 Years ago



This Month	<b>73,501</b>
Previous Month	<b>58,125</b>
Previous Year	<b>99,396</b>
2 Years Ago	<b>194,455</b>
Year on Year %	<b>-26.1 %</b>

### Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2021 to March, 2021 Vs January, 2020 to March, 2020

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. March, 2021 Vs March, 2020

Month on Month % Change is the % change in footfall for this Month from the previous Month. 3 2021 Vs 2 2021

**2021 versus 2019 comparison follows on subsequent pages**

## 2019 comparison for Canterbury City Centre

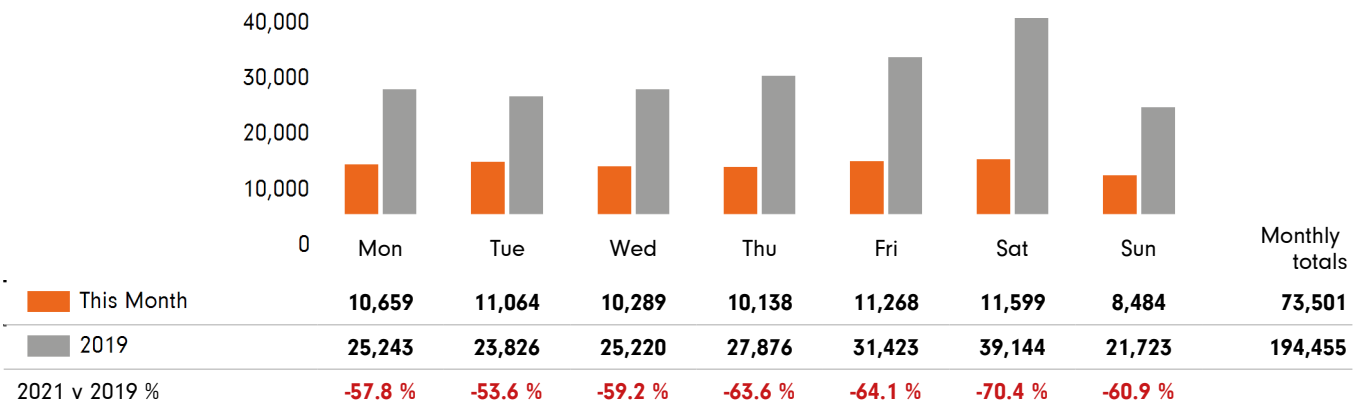
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2021 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section **below** and shows your current performance in 2021 against the similar time period in 2019

### Headlines

	Year to date % 2021 Vs 2019	Year on year % 2021 Vs 2019
Canterbury City Centre	<b>-67.8 %</b>	<b>-62.2 %</b>
South East	<b>-62.6 %</b>	<b>-56.1 %</b>
High Street Index(Historic Town)	<b>-68.8 %</b>	<b>-62.7 %</b>
UK	<b>-69.0 %</b>	<b>-63.8 %</b>

### Footfall by day

The figures shown below are calculated using weekly averages.



### Footfall by location

The figures shown below are calculated using weekly averages.

