

Weekly Footfall

| | Year to date % | | Year on year % | | Week on week % | |
|----------------------------------|----------------|---------------|----------------|---------------|----------------|--------------|
| | 2021 | 2020 | 2021 | 2020 | 2021 | 2020 |
| Canterbury City Centre | -28.5% | -38.7% | 316.7% | -83.4% | -6.7% | 10.8% |
| South East | -21.2% | -34.9% | 220.0% | -77.7% | -5.9% | 11.9% |
| High Street Index(Historic Town) | -27.9% | -38.4% | 308.1% | -84.4% | -8.9% | 15.2% |
| UK | -34.7% | -35.7% | 206.9% | -79.4% | -8.4% | 17.2% |

Benchmark calculations (Year on Year and Week on Week) 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 to Canterbury City Centre for the last 52 weeks is 5,092,216 which is 42.5% down on the previous year.

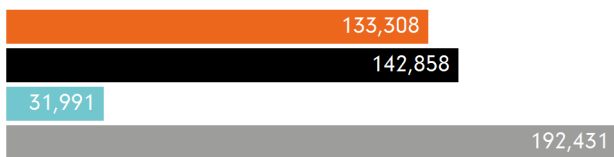
The total number of visitors for the year to date is 1,437,328 which is 28.5% down on the previous year.

The total number of visitors to Canterbury City Centre in week commencing 3 May 2021 was 133,308.

The busiest day in week commencing 3 May 2021 was Saturday with 24,490 visitors.

The peak hour of the week was 14:00 on Monday 3 May 2021 with footfall of 3,012.

Footfall by week

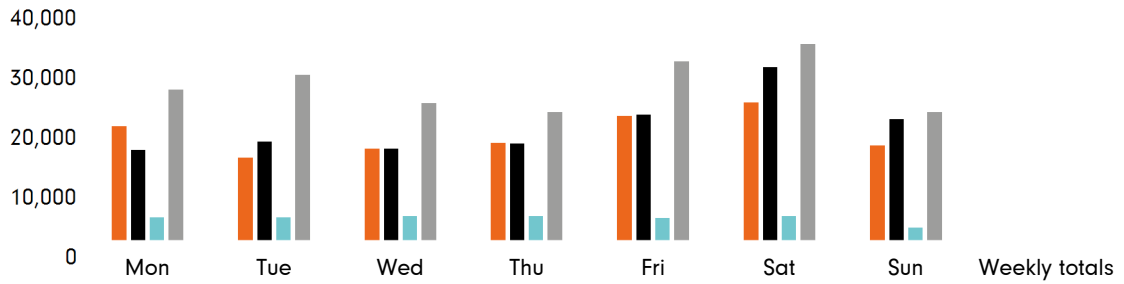


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

Weather

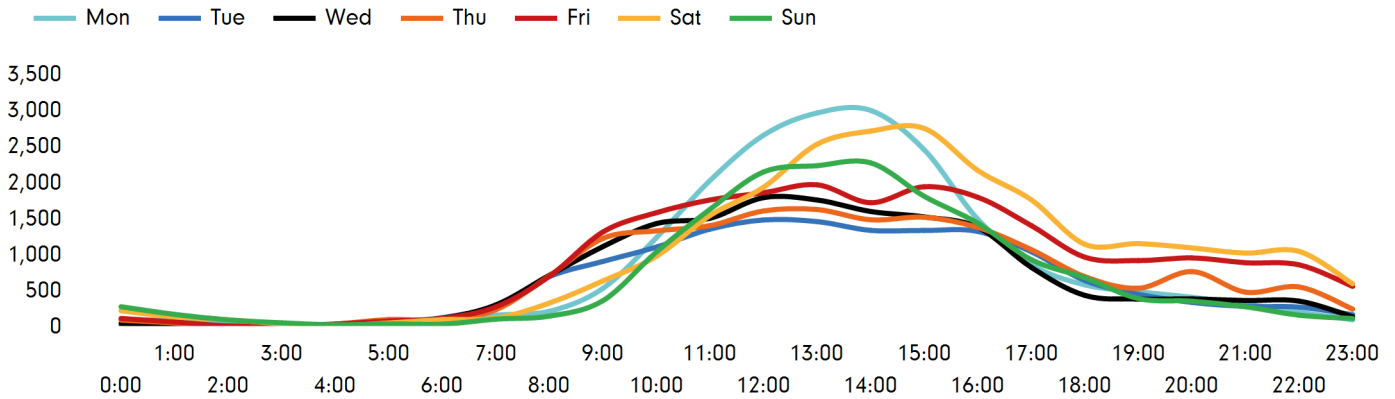
| | Mon | Tue | Wed | Thu | Fri | Sat | Sun |
|---------------|-----|-----|-----|-----|-----|-----|-----|
| This week | 13° | 15° | 13° | 11° | 15° | 18° | 20° |
| Previous week | 11° | 15° | 13° | 12° | 13° | 13° | 13° |
| Previous year | 15° | 12° | 15° | 20° | 21° | 19° | 16° |

Footfall by day

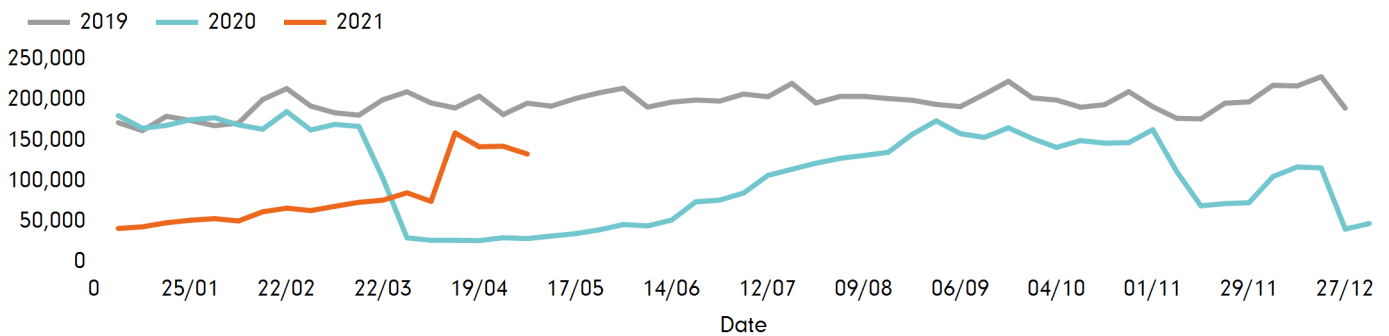


| | | | | | | | | |
|----------------|--------|--------|--------|--------|--------|--------|--------|--|
| Week on week % | 25.3% | -16.0% | 0.2% | 0.4% | -1.1% | -20.0% | -21.0% | |
| Year on year % | 332.0% | 214.3% | 233.6% | 253.2% | 384.2% | 393.4% | 466.8% | |
| % of week | 15.3% | 11.2% | 12.4% | 13.2% | 16.7% | 18.4% | 12.8% | |

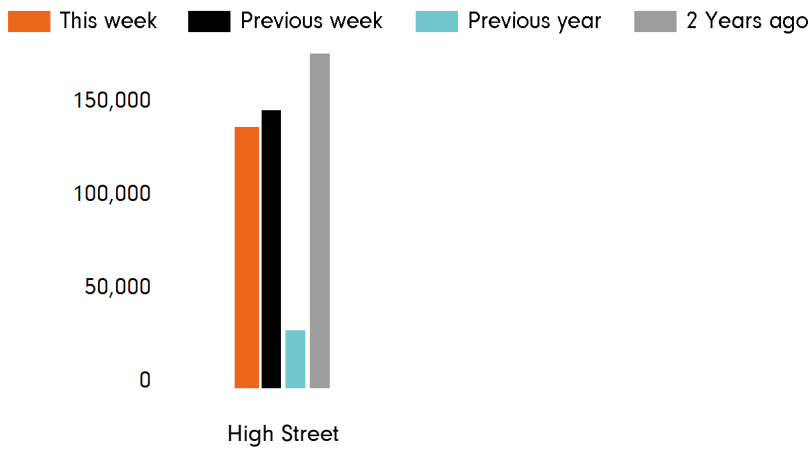
Footfall by hour



Footfall by week



Footfall by location



| | |
|----------------|----------------|
| This Week | 133,308 |
| Previous Week | 142,858 |
| Previous Year | 31,991 |
| 2 Years Ago | 192,431 |
| Week on week % | -6.7 % |
| Year on Year % | 316.7 % |

Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week 1, 2021 to Week 18, 2021 Vs Week 1, 2020 to Week 18, 2020

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 18, 2021 Vs Week 18, 2020

Week on Week % Change is the % change in footfall for this week from the previous week. Week 18 2021 Vs Week 17 2021

2021 versus 2019 comparison follows on subsequent pages

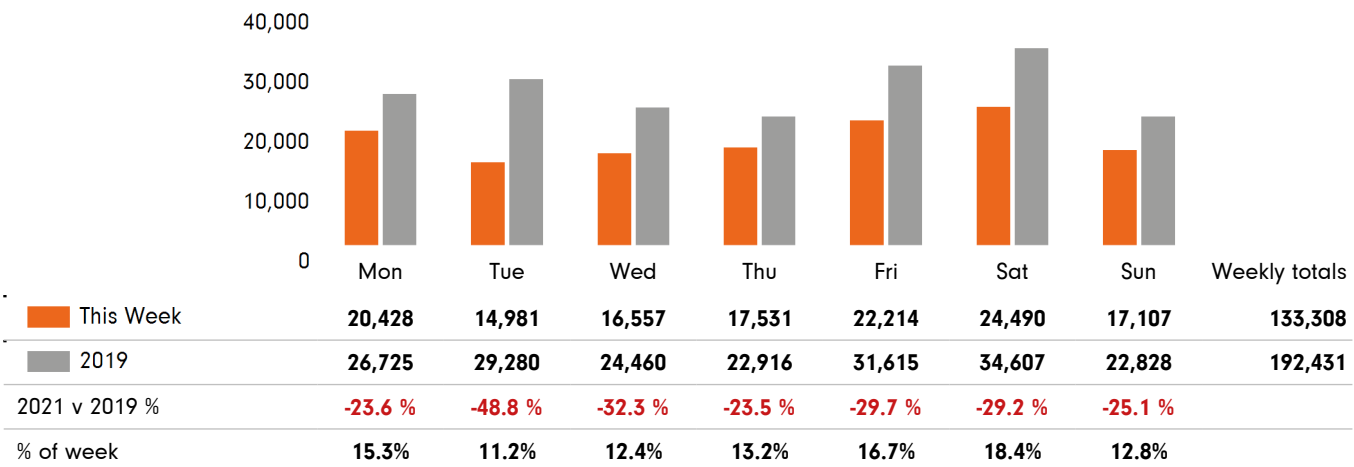
2019 comparison for Canterbury City Centre

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 % | Year on year % |
|----------------------------------|----------------|----------------|
| | 2021 Vs 2019 | 2021 Vs 2019 |
| Canterbury City Centre | -57.7 % | -30.7 % |
| South East | -52.0 % | -28.3 % |
| High Street Index(Historic Town) | -59.8 % | -34.0 % |
| UK | -57.1 % | -35.6 % |

Footfall by day



Footfall by location

