

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2021	2020	2021	2020	2021	2020
Canterbury City Centre	12.9%	-45.5%	19.8%	-25.2%	16.7%	27.1%
South East	14.3%	-42.6%	24.6%	-33.3%	6.8%	11.5%
High Street Index(Historic Town)	18.5%	-47.1%	24.7%	-35.8%	9.6%	22.9%
UK	5.0%	-45.1%	23.5%	-38.0%	8.3%	14.9%

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 3,989,067 which is 12.9% up on the previous year.

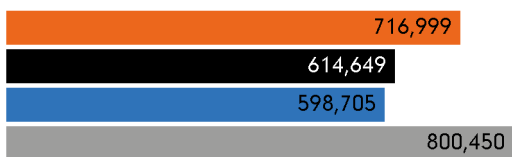
The total number of visitors to Canterbury City Centre in month commencing 2 August 2021 was 716,999.

The busiest day in month commencing 2 August 2021 was Saturday 28 August with 34,104 visitors.

The peak hour of the month was 13:00 on Saturday 28 August 2021 with footfall of 3,613.

Footfall by month

Figures shown below are calculated using monthly totals.



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

Weather



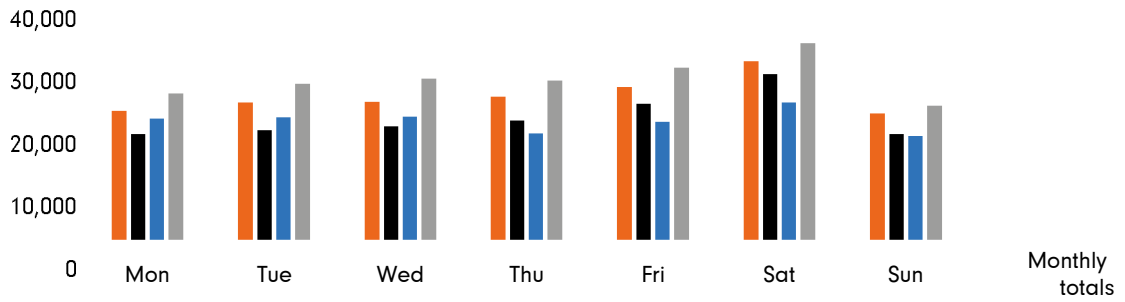
Number of days this month	14	5	9
Number of days same month last year	12		16
Number of days same month two years ago	17	4	7

Average temperature

	Maximum temperature	Minimum temperature
2021	21°	13°
2020	25°	16°
2019	23°	13°

Footfall by day

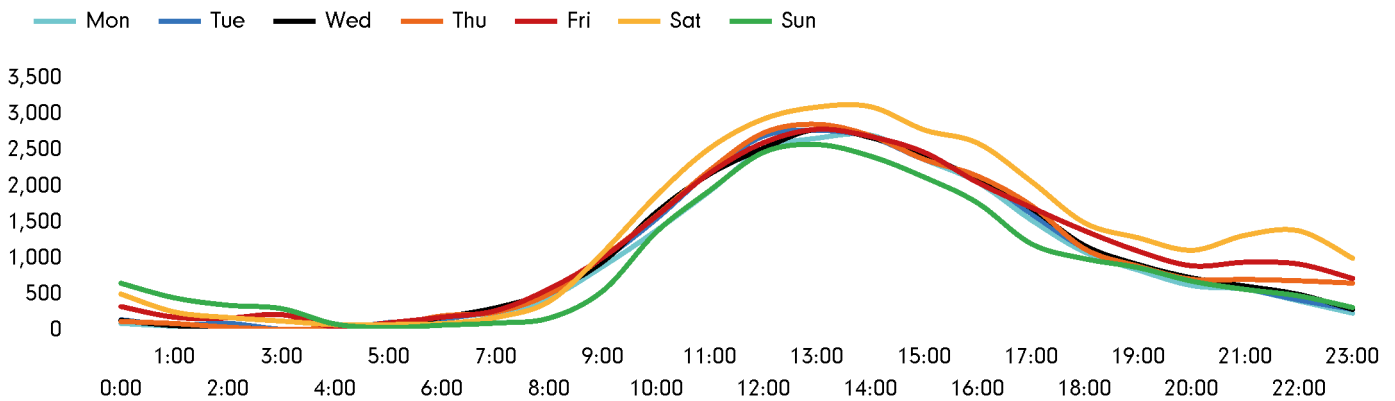
The figures shown below are calculated using weekly averages.



This Month	23,062	24,515	24,656	25,565	27,208	31,616	22,628	179,250
Previous Month	19,142	19,809	20,468	21,419	24,360	29,403	19,062	153,663
Previous Year	21,736	21,983	22,122	19,246	21,254	24,561	18,776	149,678
2 Years Ago	26,071	27,727	28,645	28,334	30,533	34,778	24,026	200,114
Month on month %	20.5%	23.8%	20.5%	19.4%	11.7%	7.5%	18.7%	
Year on year %	6.1%	11.5%	11.5%	32.8%	28.0%	28.7%	20.5%	

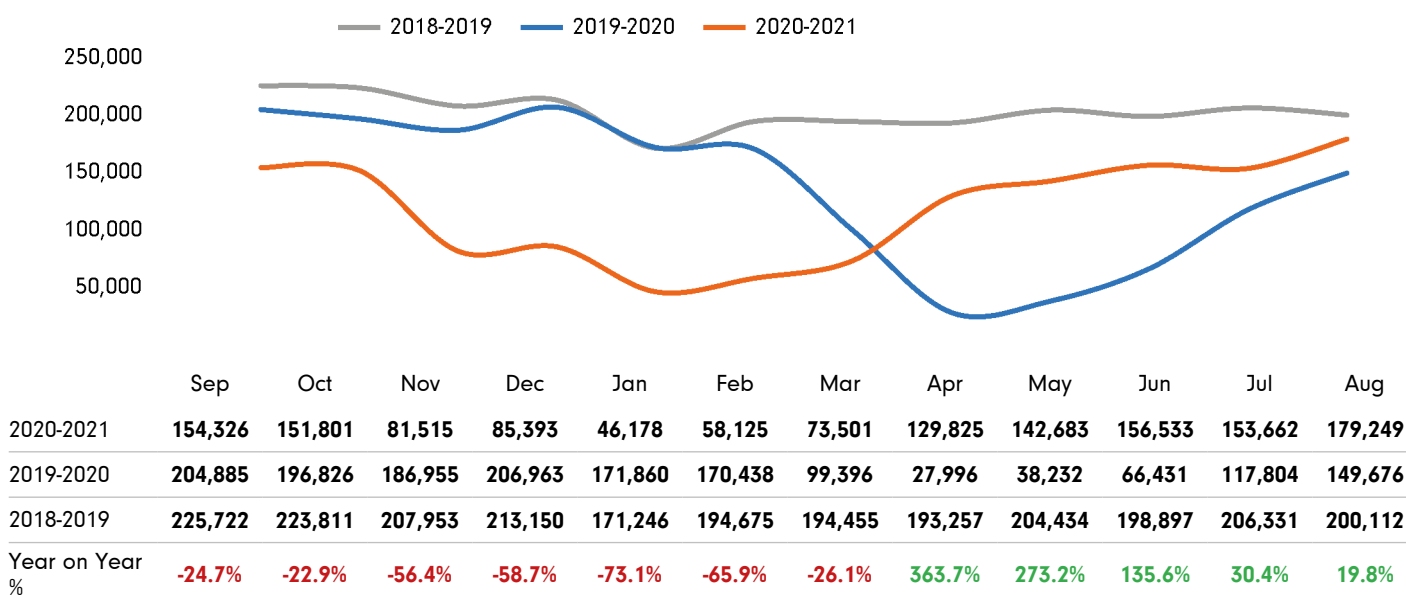
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

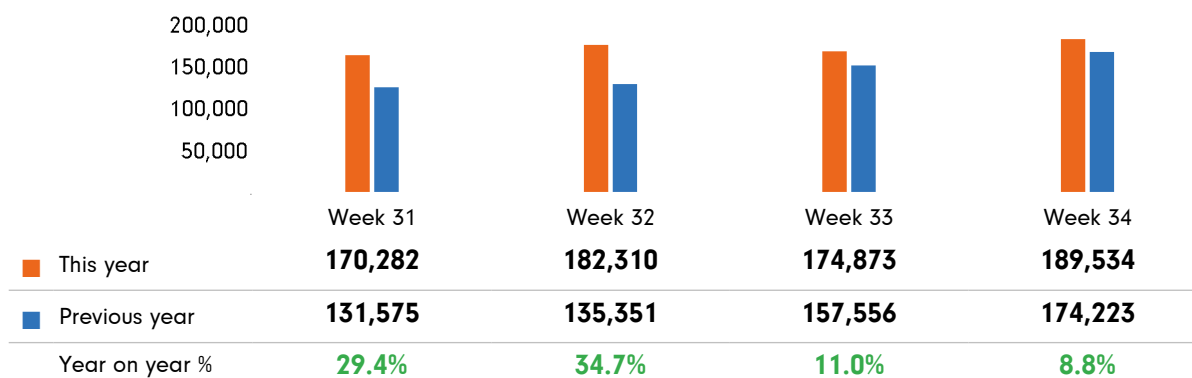
The figures shown below are calculated using weekly averages.



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

Footfall by week of month

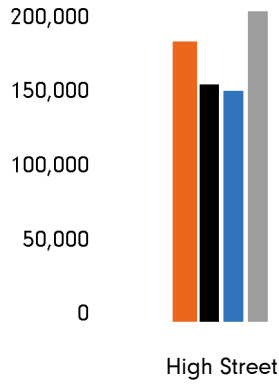
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

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



This Month	179,249
Previous Month	153,662
Previous Year	149,676
2 Years Ago	200,112
Year on Year %	19.8 %

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 August, 2021 Vs January, 2020 to August, 2020

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 8 2021 Vs 7 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

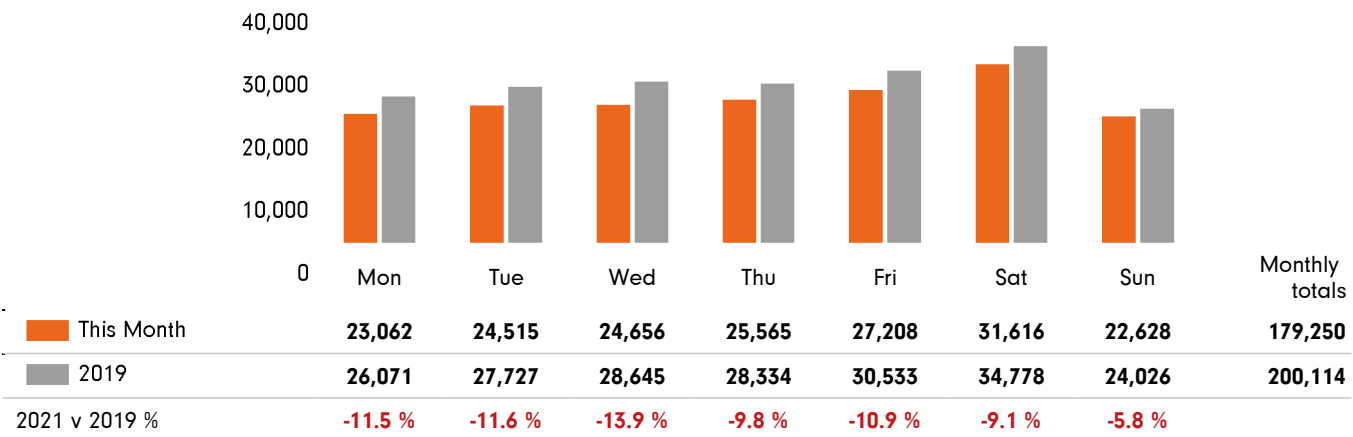
Headlines

	Year to date % 2021 Vs 2019	Year on year % 2021 Vs 2019
Canterbury City Centre	-40.0 %	-10.4 %
South East	-36.9 %	-17.2 %
High Street Index(Historic Town)	-40.4 %	-15.8 %
UK	-40.4 %	-23.1 %

Canterbury City Centre is compared to the high street index.

Footfall by day

The figures shown below are calculated using weekly averages.



Footfall by location

The figures shown below are calculated using weekly averages.

