Canterbury BID
BUSINESS IMPROVEMENT DISTRICT

Week 32, 2021. 09 Aug 2021 - 15 Aug 2021

Footfall Report for: Canterbury City Centre

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2021	2020	2021	2020	2021	2020
Canterbury City Centre	13.2%	-47.4%	34.7%	-32.9%	7.1%	2.9%
South East	13.8%	-43.4%	32.2%	-35.8%	3.5%	-1.1%
High Street Index(Historic Town)	18.5%	-48.1%	32.5%	-39.4%	2.9%	0.0%
UK	3.7%	-45.7%	29.1%	-39.4%	4.5%	-0.7%

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 6,088,307 which is 15.3% down on the previous year.

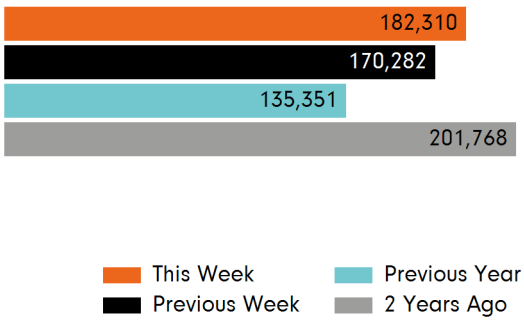
The total number of visitors for the year to date is 3,624,660 which is 13.2% up on the previous year.

The total number of visitors to Canterbury City Centre in week commencing 9 August 2021 was 182,310.

The busiest day in week commencing 9 August 2021 was Saturday with 33,211 visitors.

The peak hour of the week was 13:00 on Saturday 14 August 2021 with footfall of 3,312.

Footfall by week

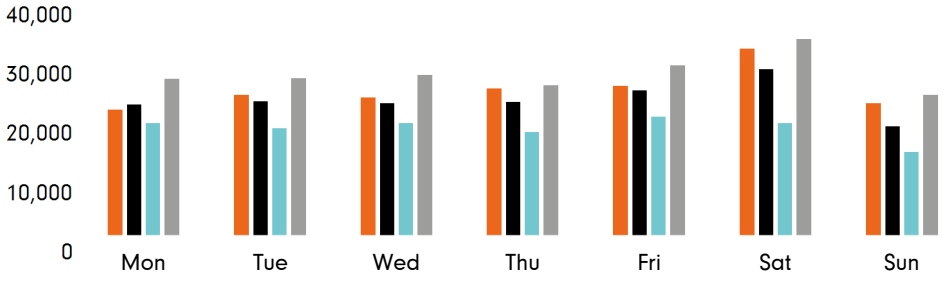


Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	20°	24°	23°	23°	23°	24°	24°
Previous week	20°	20°	22°	22°	22°	20°	19°
Previous year	31°	31°	31°	28°	25°	24°	25°

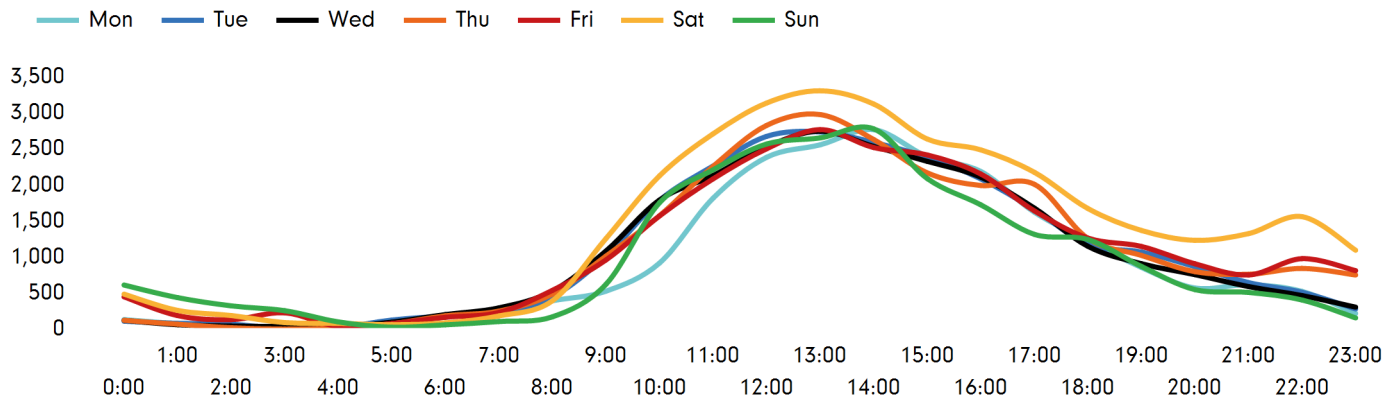
SPRINGBOARD.

Footfall by day

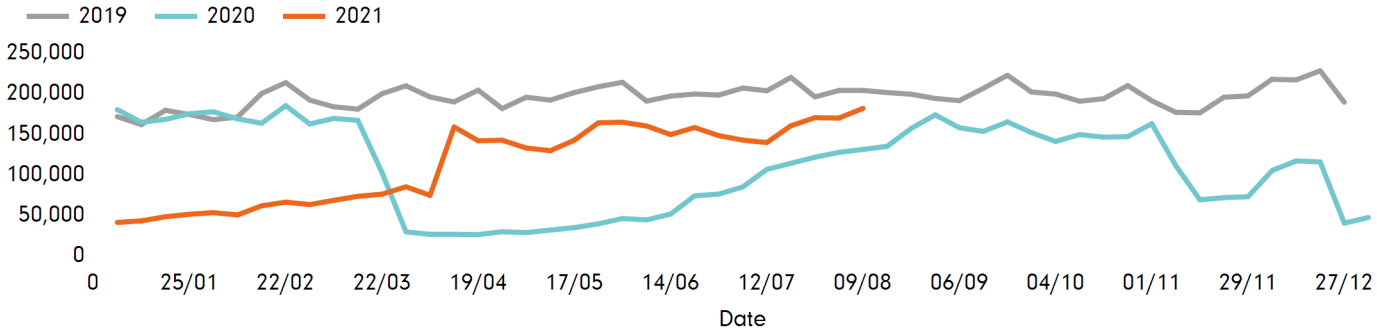


	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly totals
This Week	22,539	25,187	24,693	26,281	26,688	33,211	23,711	182,310
Previous Week	23,435	23,985	23,717	23,915	25,893	29,608	19,729	170,282
Previous Year	20,253	19,336	20,220	18,643	21,385	20,216	15,298	135,351
2 Years Ago	27,929	28,035	28,619	26,857	30,285	34,871	25,172	201,768
Week on week %	-3.8%	5.0%	4.1%	9.9%	3.1%	12.2%	20.2%	
Year on year %	11.3%	30.3%	22.1%	41.0%	24.8%	64.3%	55.0%	
% of week	12.4%	13.8%	13.5%	14.4%	14.6%	18.2%	13.0%	

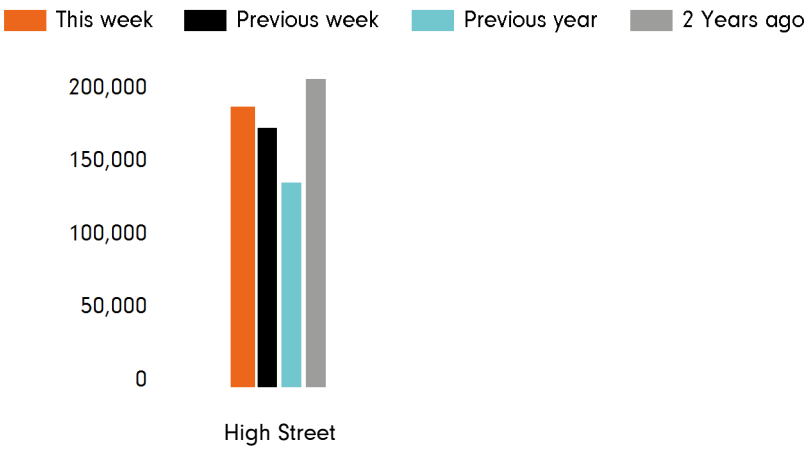
Footfall by hour



Footfall by week



Footfall by location



This Week	**182,310**
Previous Week	**170,282**
Previous Year	**135,351**
2 Years Ago	**201,768**
Week on week %	**7.1 %**
Year on Year %	**34.7 %**

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 32 , 2021 Vs Week 1, 2020 to Week 32 , 2020

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year.Week32, 2021 Vs Week 32, 2020

Week on Week % Change is the % change in footfall for this week from the previous week. Week 32 2021 Vs Week 31 2021

2021 versus 2019 comparison follows on subsequent pages

2019 Comparison for: Canterbury City Centre

2019 comparison for Canterbury City Centre

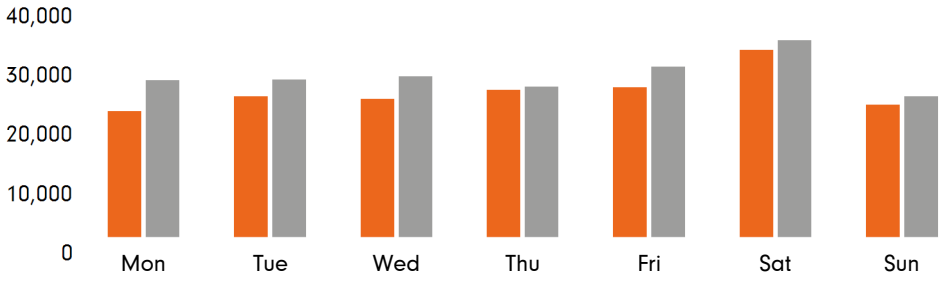
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2021 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section ***below*** and shows your 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	-42.0 %	-9.6 %
South East	-38.3 %	-15.1 %
High Street Index(Historic Town)	-42.1 %	-14.9 %
UK	-42.0 %	-21.0 %

Canterbury City Centre is compared to the high street index.

Footfall by day



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2019	27,929	28,035	28,619	26,857	30,285	34,871	25,172	201,768
2021 v 2019 %	-19.3 %	-10.2 %	-13.7 %	-2.1 %	-11.9 %	-4.8 %	-5.8 %	
% of week	12.4%	13.8%	13.5%	14.4%	14.6%	18.2%	13.0%	

Footfall by location

	This week	2019	2021 - 2019 %
High Street	182,310	201,768	-9.6 %