Canterbury BID
BUSINESS IMPROVEMENT DISTRICT

Week 33, 2021. 16 Aug 2021 - 22 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	13.1%	-46.6%	11.0%	-21.1%	-4.1%	16.4%
South East	14.0%	-43.1%	20.1%	-33.9%	-2.5%	7.1%
High Street Index(Historic Town)	18.5%	-47.7%	17.8%	-34.3%	-4.0%	9.3%
UK	4.3%	-45.5%	19.8%	-39.3%	-2.9%	4.7%

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 6,105,624 which is 14.6% down on the previous year.

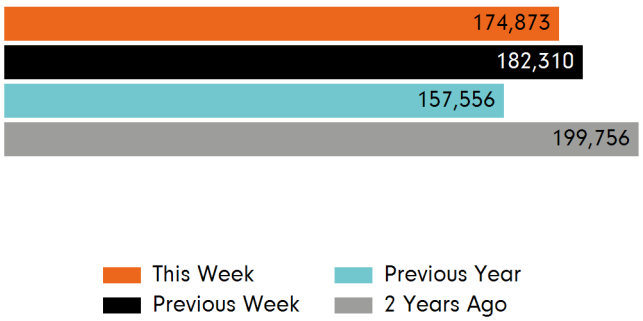
The total number of visitors for the year to date is 3,799,533 which is 13.1% up on the previous year.

The total number of visitors to Canterbury City Centre in week commencing 16 August 2021 was 174,873.

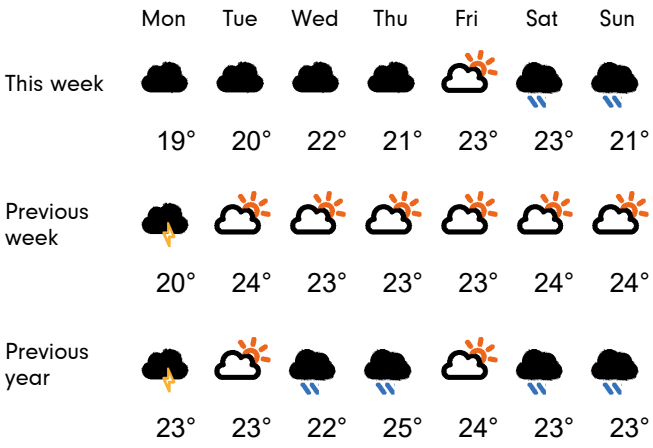
The busiest day in week commencing 16 August 2021 was Saturday with 29,541 visitors.

The peak hour of the week was 14:00 on Saturday 21 August 2021 with footfall of 2,970.

Footfall by week

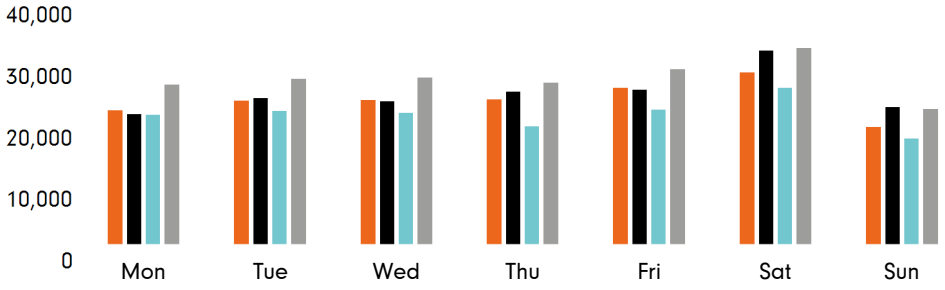


Weather



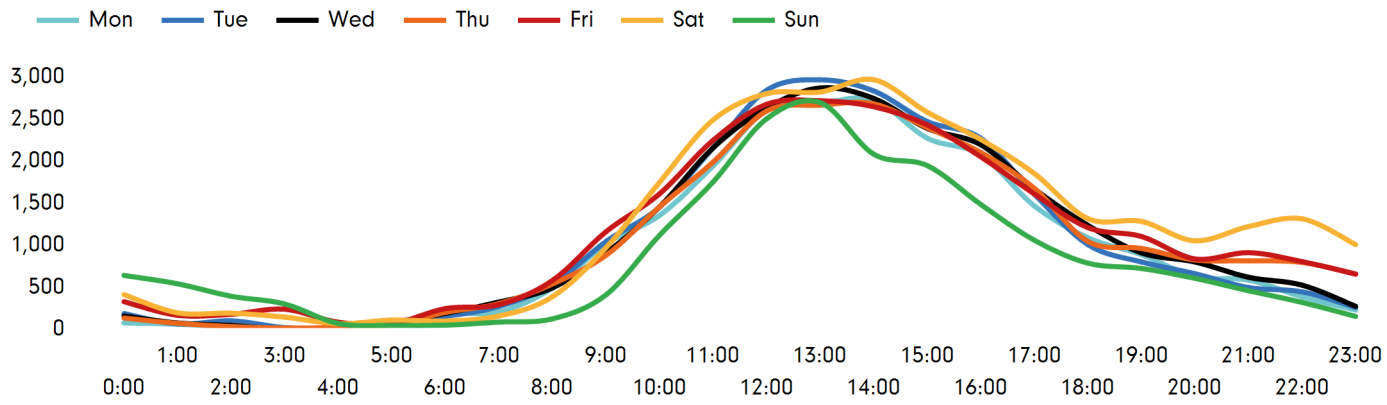
SPRINGBOARD.

Footfall by day

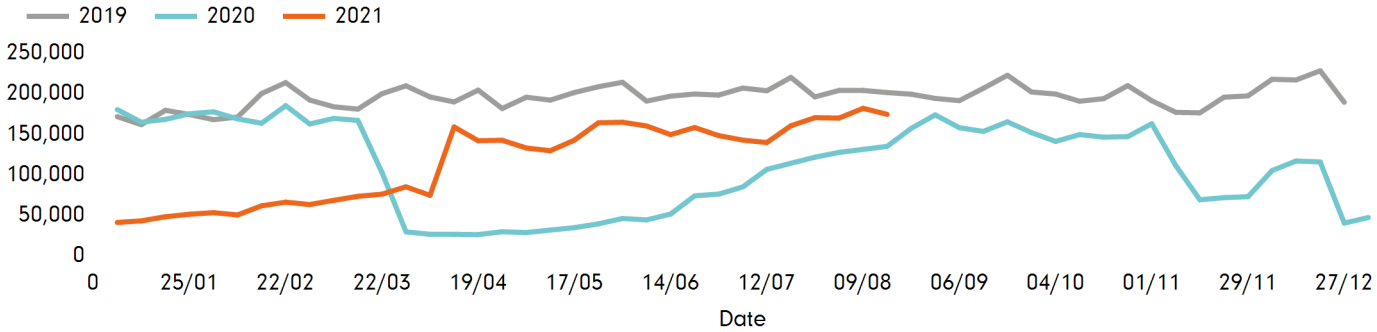


	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly totals
This Week	23,194	24,853	24,871	25,011	26,951	29,541	20,452	174,873
Previous Week	22,539	25,187	24,693	26,281	26,688	33,211	23,711	182,310
Previous Year	22,434	23,075	22,734	20,554	23,356	26,970	18,433	157,556
2 Years Ago	27,537	28,497	28,683	27,817	30,104	33,652	23,466	199,756
Week on week %	2.9%	-1.3%	0.7%	-4.8%	1.0%	-11.1%	-13.7%	
Year on year %	3.4%	7.7%	9.4%	21.7%	15.4%	9.5%	11.0%	
% of week	13.3%	14.2%	14.2%	14.3%	15.4%	16.9%	11.7%	

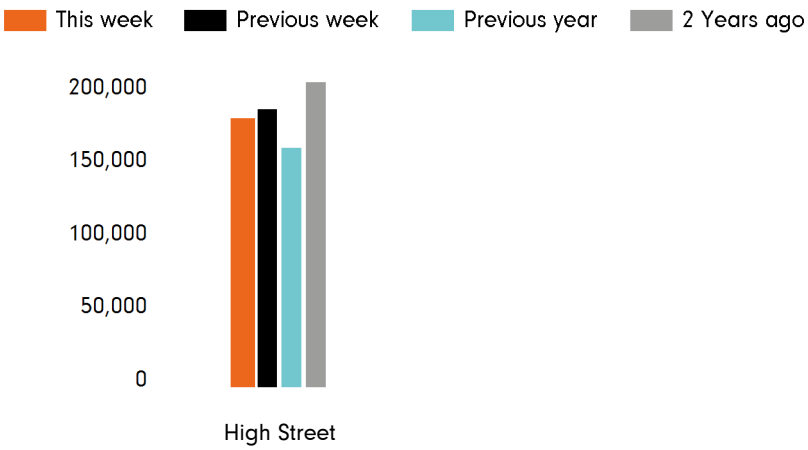
Footfall by hour



Footfall by week



Footfall by location



This Week	**174,873**
Previous Week	**182,310**
Previous Year	**157,556**
2 Years Ago	**199,756**
Week on week %	**-4.1 %**
Year on Year %	**11.0 %**

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 33 , 2021 Vs Week 1, 2020 to Week 33 , 2020

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year.Week33, 2021 Vs Week 33, 2020

Week on Week % Change is the % change in footfall for this week from the previous week. Week33 2021 Vs Week 32 2021

2021 versus 2019 comparison follows on subsequent pages

2019 Comparison for: Canterbury City Centre

2019 comparison for Canterbury City Centre

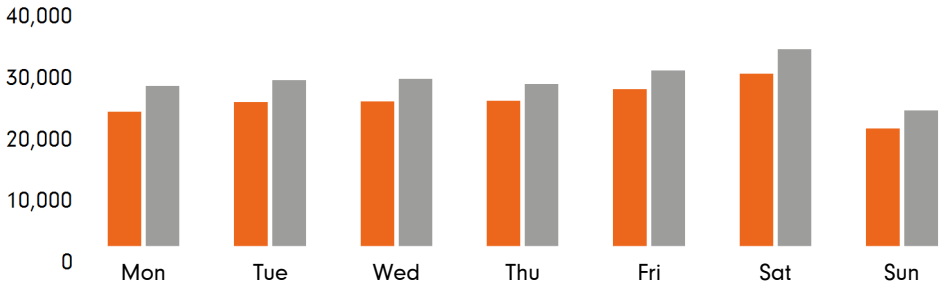
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2021 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section ***below*** and shows your 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	**-41.1 %**	**-12.5 %**
South East	**-37.7 %**	**-20.7 %**
High Street Index(Historic Town)	**-41.4 %**	**-20.3 %**
UK	**-41.3 %**	**-27.0 %**

Canterbury City Centre is compared to the high street index.

Footfall by day



	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly totals
This Week	**23,194**	**24,853**	**24,871**	**25,011**	**26,951**	**29,541**	**20,452**	**174,873**
2019	**27,537**	**28,497**	**28,683**	**27,817**	**30,104**	**33,652**	**23,466**	**199,756**
2021 v 2019 %	**-15.8 %**	**-12.8 %**	**-13.3 %**	**-10.1 %**	**-10.5 %**	**-12.2 %**	**-12.8 %**	
% of week	**13.3%**	**14.2%**	**14.2%**	**14.3%**	**15.4%**	**16.9%**	**11.7%**	

Footfall by location

	This week	2019	2021 - 2019 %
High Street	**174,873**	**199,756**	**-12.5 %**