

## Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2021	2020	2021	2020	2021	2020
Canterbury City Centre	14.9%	-41.0%	23.8%	-22.9%	4.2%	-1.6%
South East	17.2%	-40.1%	31.9%	-29.8%	5.7%	-2.6%
High Street Index(Historic Town)	20.7%	-43.6%	34.4%	-31.8%	6.3%	-4.1%
UK	11.0%	-43.5%	41.3%	-39.8%	2.3%	-10.6%

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 5,642,664 which is 14.9% up on the previous year.

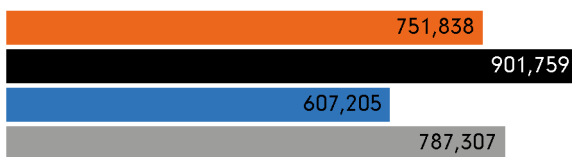
The total number of visitors to Canterbury City Centre in month commencing 4 October 2021 was 751,838.

The busiest day in month commencing 4 October 2021 was Saturday 16 October with 39,790 visitors.

The peak hour of the month was 13:00 on Saturday 16 October 2021 with footfall of 4,189.

## Footfall by month

Figures shown below are calculated using monthly totals.



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

## Weather



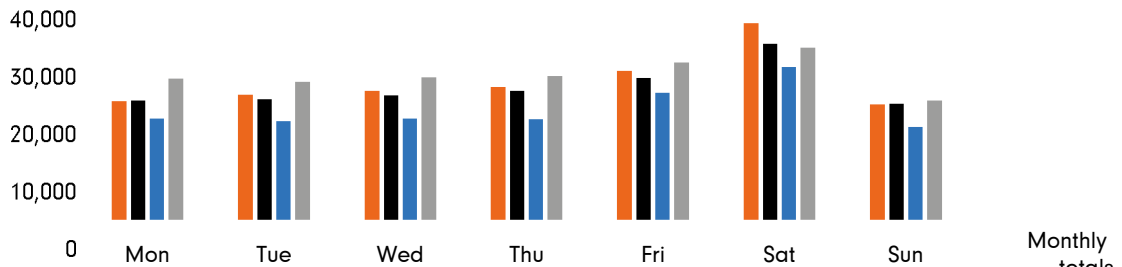
Number of days this month	11	2	15
Number of days same month last year	5	2	21
Number of days same month two years ago	5	3	20

## Average temperature

	Maximum temperature	Minimum temperature
2021	16°	10°
2020	15°	9°
2019	15°	9°

## Footfall by day

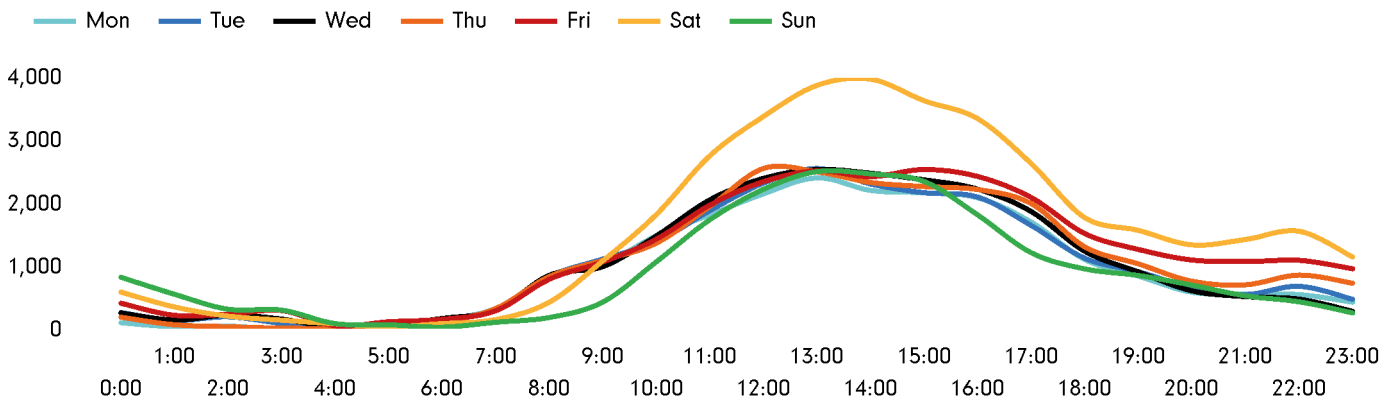
The figures shown below are calculated using weekly averages.



This Month	23,236	24,456	25,158	25,843	28,887	37,849	22,532	187,961
Previous Month	23,284	23,564	24,289	25,117	27,530	33,900	22,670	180,354
Previous Year	19,927	19,423	19,987	19,760	24,753	29,624	18,329	151,803
2 Years Ago	27,370	26,827	27,662	27,953	30,489	33,265	23,261	196,827
Month on month %	-0.2%	3.8%	3.6%	2.9%	4.9%	11.6%	-0.6%	
Year on year %	16.6%	25.9%	25.9%	30.8%	16.7%	27.8%	22.9%	

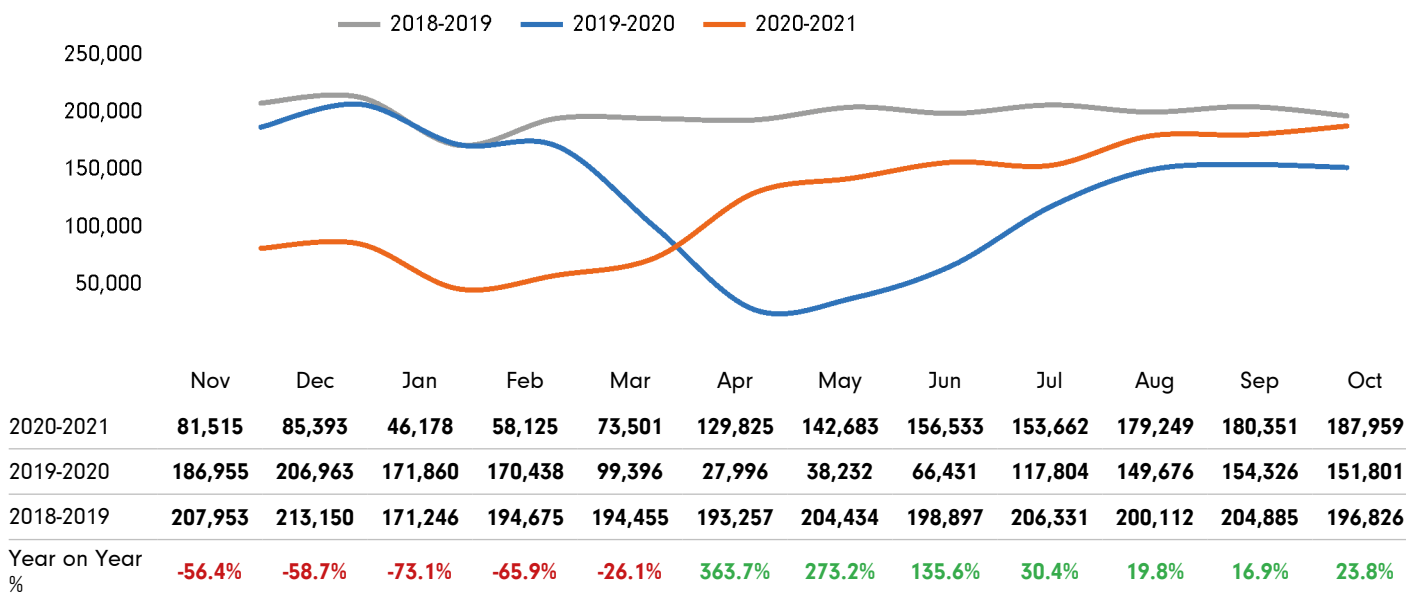
## Footfall by hour

The figures shown below are calculated using a weekly average



## Footfall - rolling 12 months

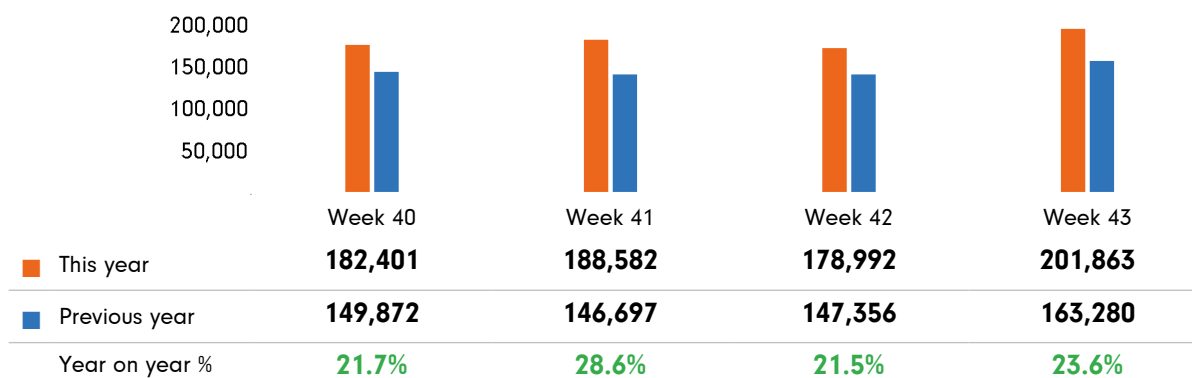
The figures shown below are calculated using weekly averages.



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

## Footfall by week of month

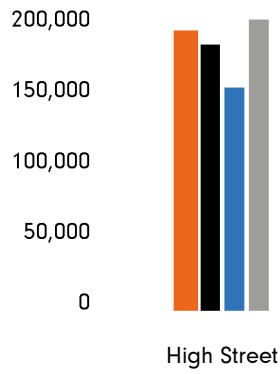
The figures shown below are calculated using weekly totals.



## Footfall by location

The figures shown below are calculated using weekly averages.

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



This Month	<b>187,959</b>
Previous Month	<b>180,351</b>
Previous Year	<b>151,801</b>
2 Years Ago	<b>196,826</b>
Year on Year %	<b>23.8 %</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 October, 2021 Vs January, 2020 to October, 2020

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 10 2021 Vs 9 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

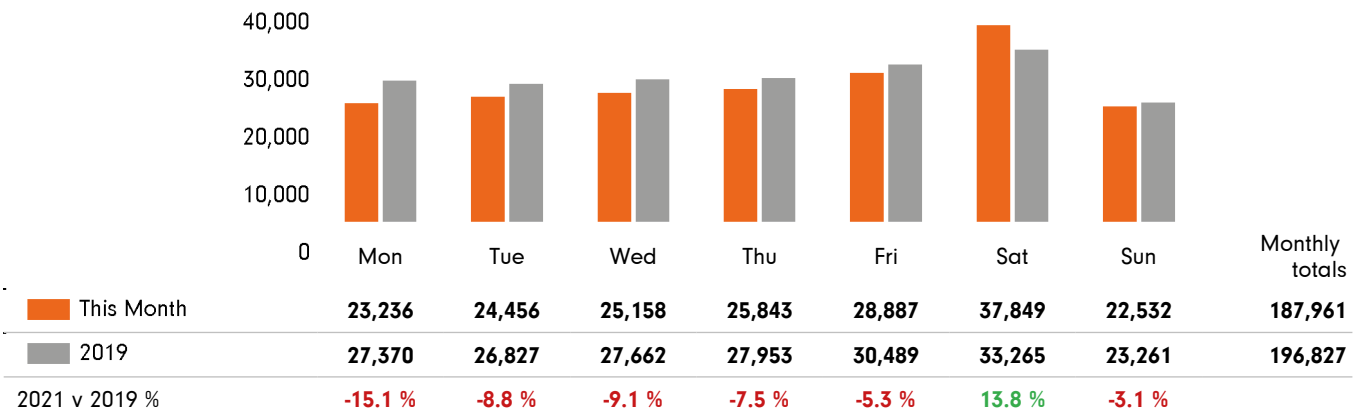
### Headlines

	Year to date % 2021 Vs 2019	Year on year % 2021 Vs 2019
Canterbury City Centre	<b>-33.3 %</b>	<b>-4.5 %</b>
South East	<b>-31.6 %</b>	<b>-8.3 %</b>
High Street Index(Historic Town)	<b>-34.0 %</b>	<b>-7.9 %</b>
UK	<b>-34.6 %</b>	<b>-15.1 %</b>

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.

