Footfall Report for:
Canterbury City Centre

Weeks This Month: 4
Weeks Last Month: 4

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2021	2020	2021	2020	2021	2020
Canterbury City Centre	19.9%	-42.2%	95.8%	-56.4%	-15.1%	-46.3%
South East	22.8%	-41.4%	103.9%	-55.6%	-4.6%	-38.5%
High Street Index(Historic Town)	27.1%	-45.0%	121.6%	-59.4%	-7.1%	-41.9%
UK	16.9%	-44.9%	105.2%	-59.5%	-2.9%	-34.5%

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 6,281,015 which is 19.9% up on the previous year.

The total number of visitors to Canterbury City Centre in month commencing 1 November 2021 was 638,351.

The busiest day in month commencing 1 November 2021 was Saturday 20 November with 34,417 visitors.

The peak hour of the month was 14:00 on Saturday 20 November 2021 with footfall of 4,138.

Footfall by month

Figures shown below are calculated using monthly totals.

638,351 — This Month
751,838 — Previous Month
326,062 — Previous Year
747,820 — 2 Years Ago
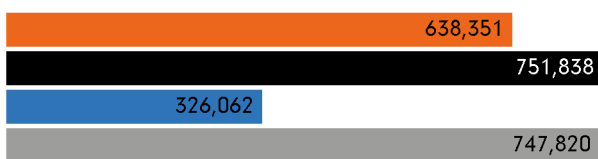
- This Month
- Previous Month
- Previous Year
- 2 Years Ago

Weather

	☀	☁	🌧	🌨	☰
Number of days this month	10	6	11	1	
Number of days same month last year	8	7	12		1
Number of days same month two years ago	9	3	16		

Average temperature

	Maximum temperature	Minimum temperature
2021	12°	6°
2020	13°	7°
2019	9°	5°

SPRINGBOARD.

Footfall by day

The figures shown below are calculated using weekly averages.

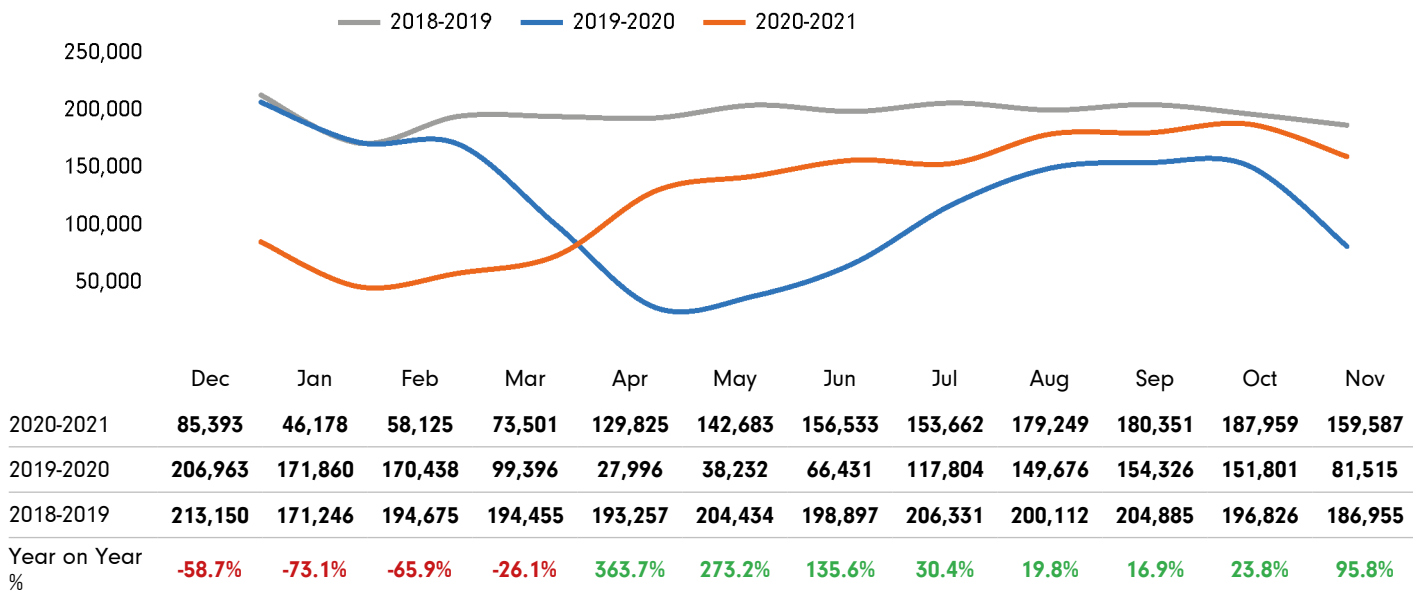|	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Monthly totals
This Month	20,409	21,562	22,297	21,515	24,684	29,208	19,913	159,588
Previous Month	23,236	24,456	25,158	25,843	28,887	37,849	22,532	187,961
Previous Year	13,708	13,791	14,918	9,568	10,957	10,827	7,747	81,516
2 Years Ago	23,801	24,145	25,195	22,403	28,201	39,122	24,090	186,957
Month on month %	-12.2%	-11.8%	-11.4%	-16.7%	-14.5%	-22.8%	-11.6%	
Year on year %	48.9%	56.4%	49.5%	124.9%	125.3%	169.8%	157.0%	
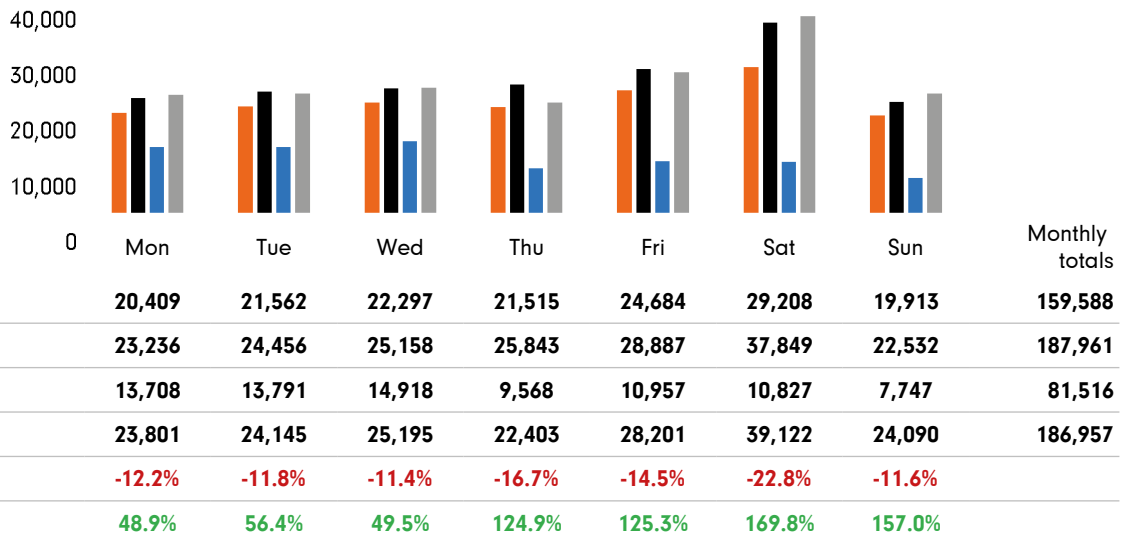
Footfall by hour

The figures shown below are calculated using a weekly average
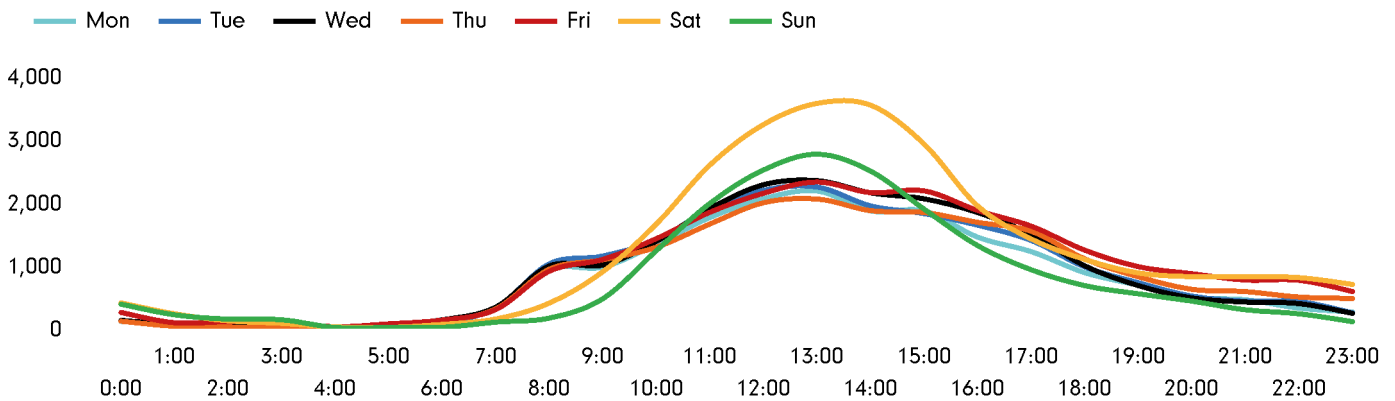
Footfall - rolling 12 months

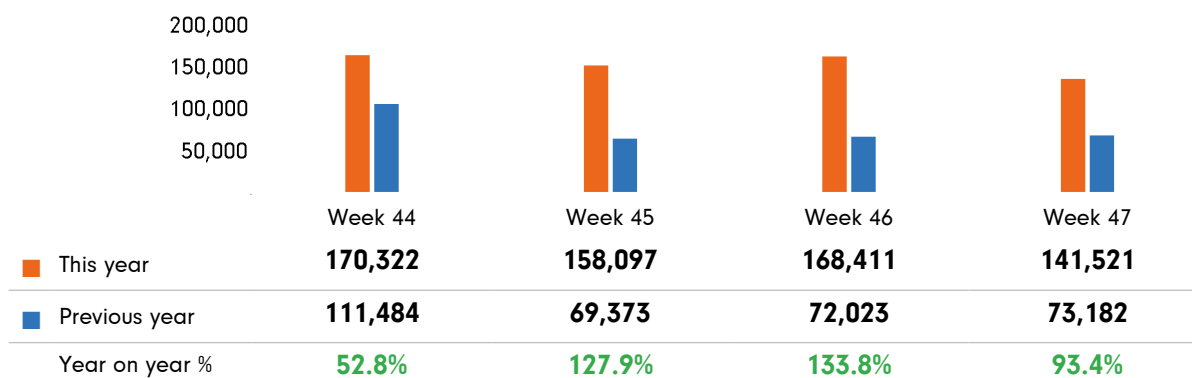The figures shown below are calculated using weekly averages.

	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
2020-2021	85,393	46,178	58,125	73,501	129,825	142,683	156,533	153,662	179,249	180,351	187,959	159,587
2019-2020	206,963	171,860	170,438	99,396	27,996	38,232	66,431	117,804	149,676	154,326	151,801	81,515
2018-2019	213,150	171,246	194,675	194,455	193,257	204,434	198,897	206,331	200,112	204,885	196,826	186,955
Year on Year %	-58.7%	-73.1%	-65.9%	-26.1%	363.7%	273.2%	135.6%	30.4%	19.8%	16.9%	23.8%	95.8%

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

Footfall by week of month

The figures shown below are calculated using weekly totals.

	Week 44	Week 45	Week 46	Week 47
This year	170,322	158,097	168,411	141,521
Previous year	111,484	69,373	72,023	73,182
Year on year %	52.8%	127.9%	133.8%	93.4%

Footfall by location

The figures shown below are calculated using weekly averages.

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

High Street
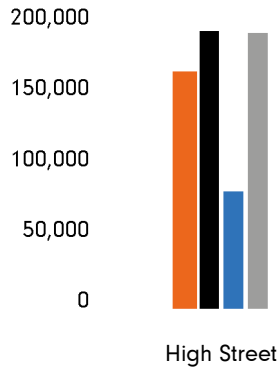
This Month	**159,587**
Previous Month	**187,959**
Previous Year	**81,515**
2 Years Ago	**186,955**
Year on Year %	**95.8 %**

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 November , 2021 Vs January, 2020 to November , 2020

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

Month on Month % Change is the % change in footfall for this Month from the previous Month.11 2021 Vs 10 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
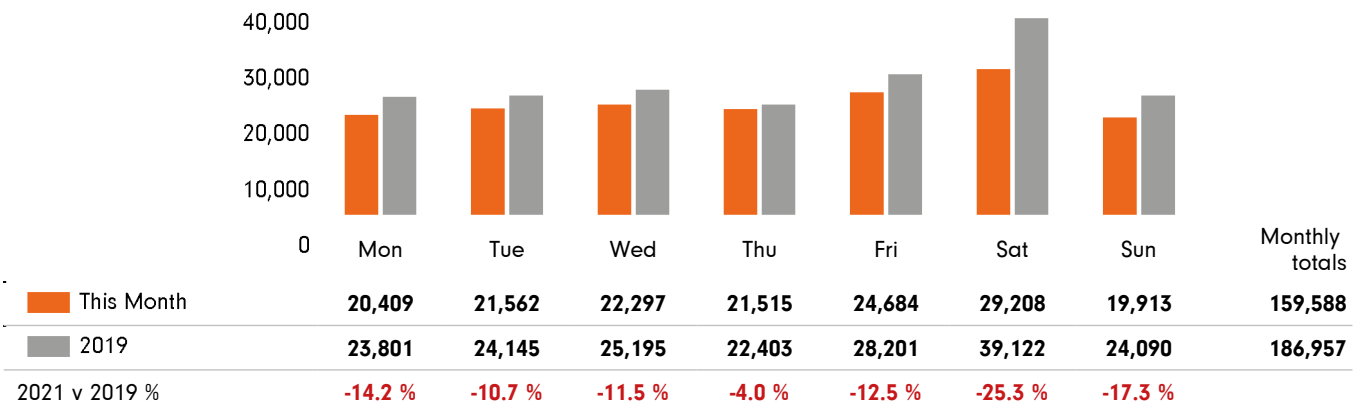
Headlines

	Year to date % 2021 Vs 2019	Year on year % 2021 Vs 2019
Canterbury City Centre	**-31.8 %**	**-14.6 %**
South East	**-29.8 %**	**-10.7 %**
High Street Index(Historic Town)	**-32.3 %**	**-14.2 %**
UK	**-32.9 %**	**-18.6 %**

Canterbury City Centre is compared to the high street index.

Footfall by day

The figures shown below are calculated using weekly averages.

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Monthly totals
This Month	**20,409**	**21,562**	**22,297**	**21,515**	**24,684**	**29,208**	**19,913**	**159,588**
2019	**23,801**	**24,145**	**25,195**	**22,403**	**28,201**	**39,122**	**24,090**	**186,957**
2021 v 2019 %	**-14.2 %**	**-10.7 %**	**-11.5 %**	**-4.0 %**	**-12.5 %**	**-25.3 %**	**-17.3 %**	

Footfall by location

The figures shown below are calculated using weekly averages.

	This month	2019	2021 - 2019 %	
High Street	**159,587**	**186,955**	**-14.6 %**	