

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	20.5%	-42.7%	29.1%	-49.2%	6.5%	-1.0%
South East	23.3%	-41.0%	31.3%	-34.7%	8.2%	0.3%
High Street Index(Historic Town)	27.4%	-44.6%	25.9%	-34.7%	2.7%	1.0%
UK	18.2%	-44.8%	34.1%	-42.3%	4.4%	0.3%

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 6,807,635 which is 14.5% up on the previous year.

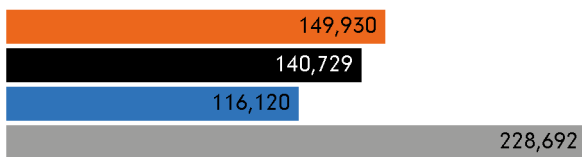
The total number of visitors for the year to date is 6,719,571 which is 20.5% up on the previous year.

The total number of visitors to Canterbury City Centre in week commencing 13 December 2021 was 149,930.

The busiest day in week commencing 13 December 2021 was Saturday with 27,270 visitors.

The peak hour of the week was 13:00 on Saturday 18 December 2021 with footfall of 3,304.

Footfall by week

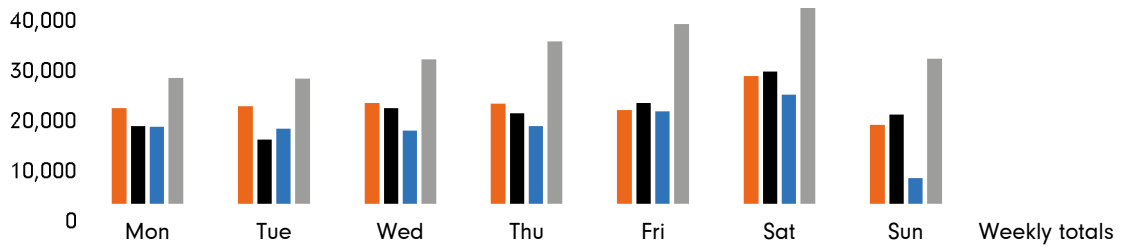


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

Weather

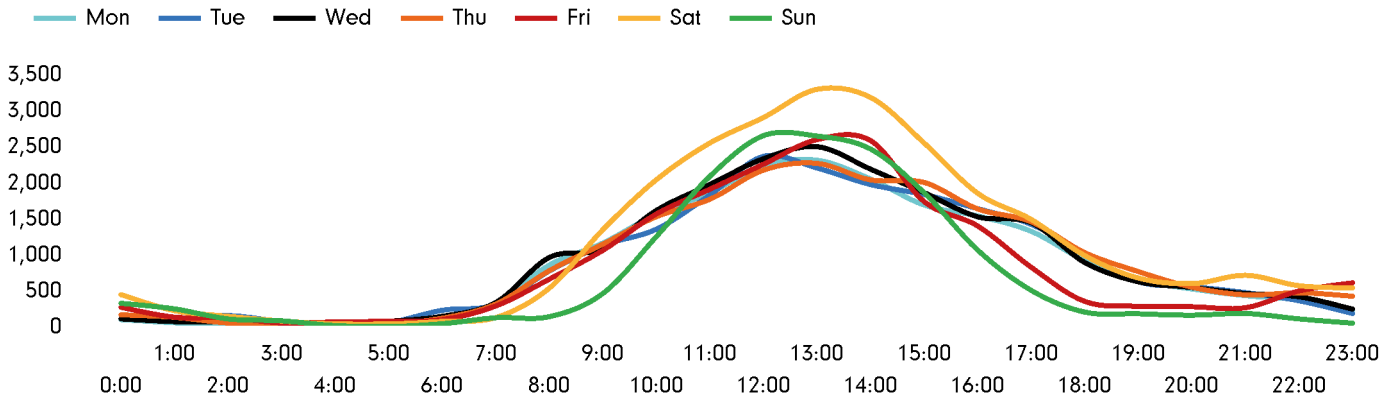
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	11°	12°	12°	11°	9°	9°	7°
Previous week	7°	8°	8°	7°	7°	7°	13°
Previous year	12°	11°	10°	11°	11°	11°	10°

Footfall by day

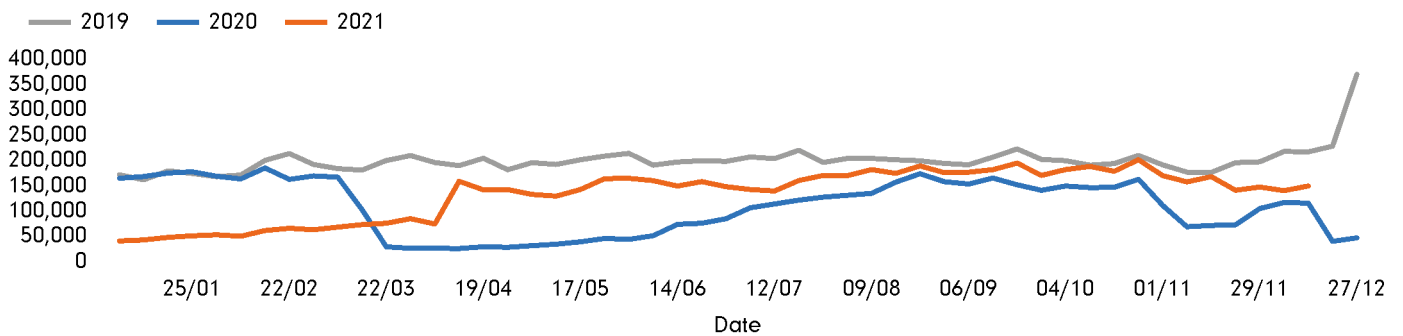


Week on week %	21.7%	47.7%	5.6%	10.1%	-6.5%	-3.3%	-10.9%	
Year on year %	23.1%	27.7%	35.9%	27.1%	1.1%	16.5%	172.0%	
% of week	13.8%	14.0%	14.5%	14.4%	13.5%	18.2%	11.5%	

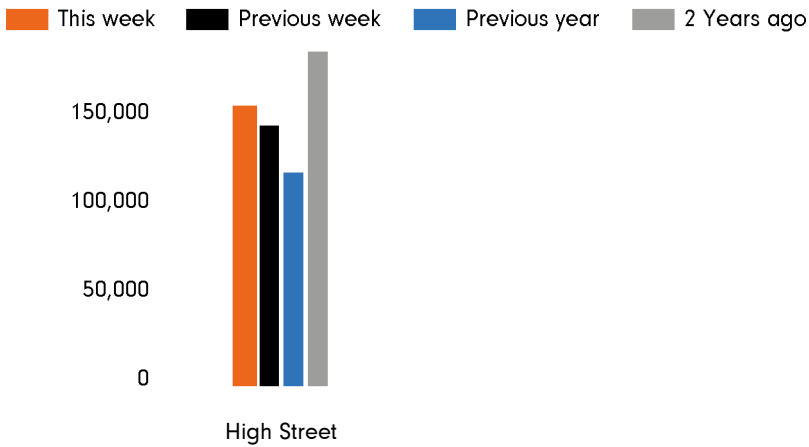
Footfall by hour



Footfall by week



Footfall by location



This Week	149,930
Previous Week	140,729
Previous Year	116,120
2 Years Ago	228,692
Week on week %	6.5 %
Year on Year %	29.1 %

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 50, 2021 Vs Week 1, 2020 to Week 50, 2020

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 50, 2021 Vs Week 50, 2020

Week on Week % Change is the % change in footfall for this week from the previous week. Week 50 2021 Vs Week 49 2021

2021 versus 2019 comparison follows on subsequent pages

2019 comparison for Canterbury City Centre

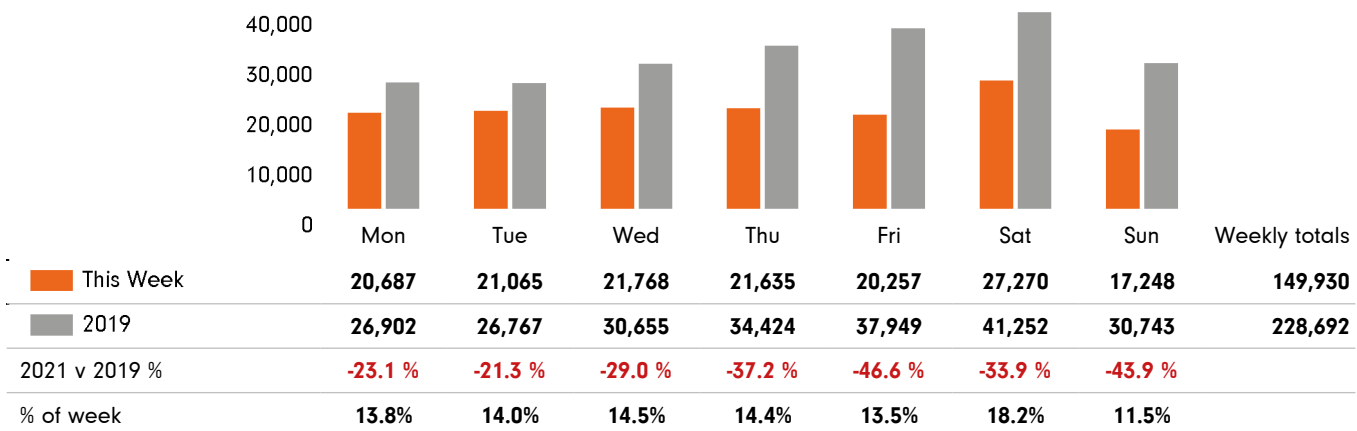
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2021 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your 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	-31.9 %	-34.4 %
South East	-28.7 %	-14.0 %
High Street Index(Historic Town)	-31.4 %	-17.1 %
UK	-31.9 %	-21.5 %

Canterbury City Centre is compared to the high street index.

Footfall by day



Footfall by location

