

## Monthly Footfall

|                                  | Year to date % |        | Year on year % |        | Month on month % |       |
|----------------------------------|----------------|--------|----------------|--------|------------------|-------|
|                                  | 2022           | 2021   | 2022           | 2021   | 2022             | 2021  |
| Canterbury City Centre           | 91.1%          | -58.0% | 57.5%          | -26.1% | 1.2%             | 26.5% |
| South East                       | 119.9%         | -51.6% | 93.2%          | -23.6% | 5.6%             | 23.9% |
| High Street Index(Historic Town) | 162.6%         | -58.6% | 133.1%         | -29.2% | 6.5%             | 27.7% |
| UK                               | 146.0%         | -60.1% | 126.7%         | -32.6% | 11.0%            | 24.1% |

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 1,499,294 which is 91.1% up on the previous year.

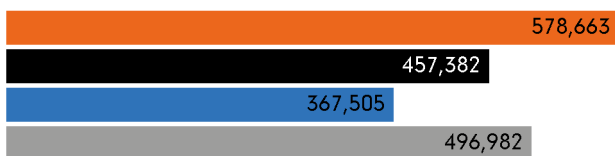
The total number of visitors to Canterbury City Centre in month commencing 28 February 2022 was 578,663.

The busiest day in month commencing 28 February 2022 was Saturday 12 March with 24,174 visitors.

The peak hour of the month was 14:00 on Saturday 5 March 2022 with footfall of 2,806.

## 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               | 20 | 2 | 10 | 1 | 2 |
| Number of days same month last year     | 15 | 6 | 13 |   | 1 |
| Number of days same month two years ago | 17 | 3 | 14 | 1 |   |

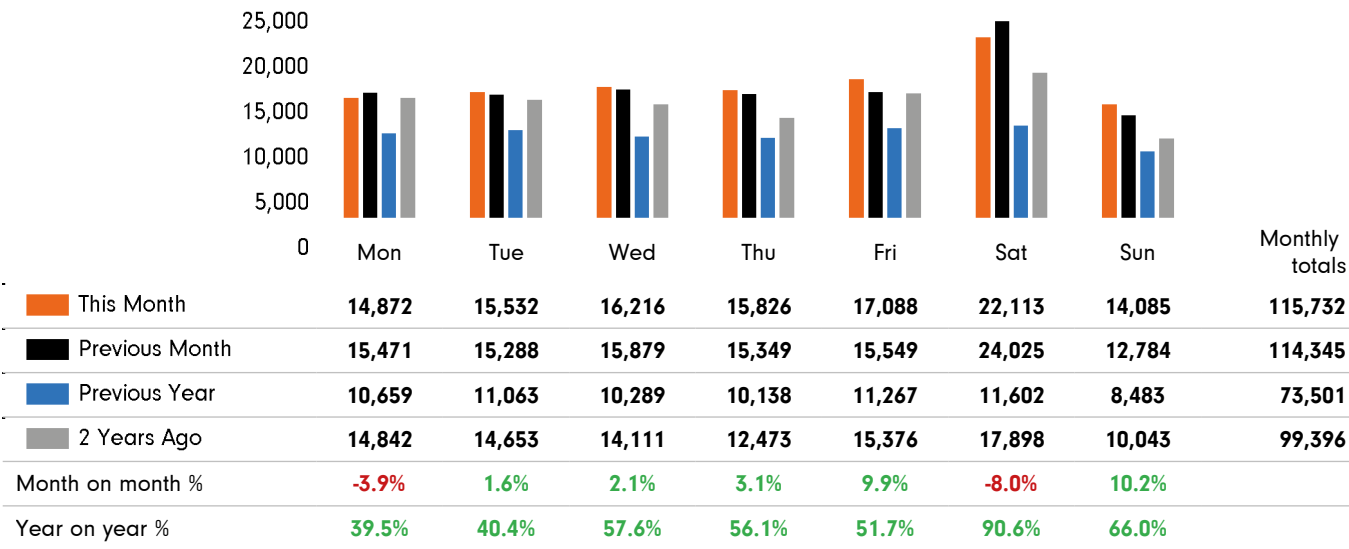
## Average temperature

|      | Maximum temperature | Minimum temperature |
|------|---------------------|---------------------|
| 2022 | 12°                 | 4°                  |
| 2021 | 11°                 | 4°                  |
| 2020 | 11°                 | 4°                  |

# SPRINGBOARD.

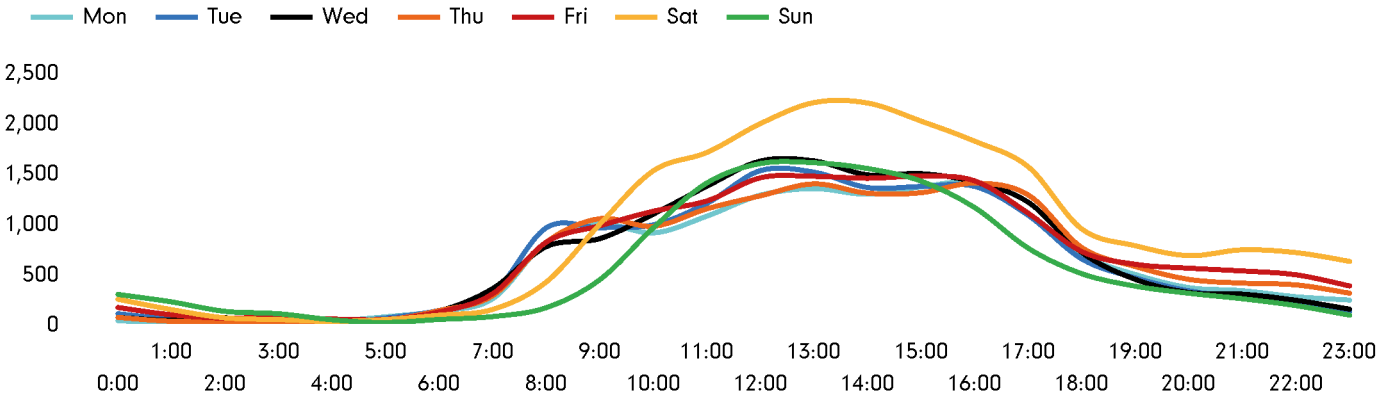
Footfall by day

The figures shown below are calculated using weekly averages.



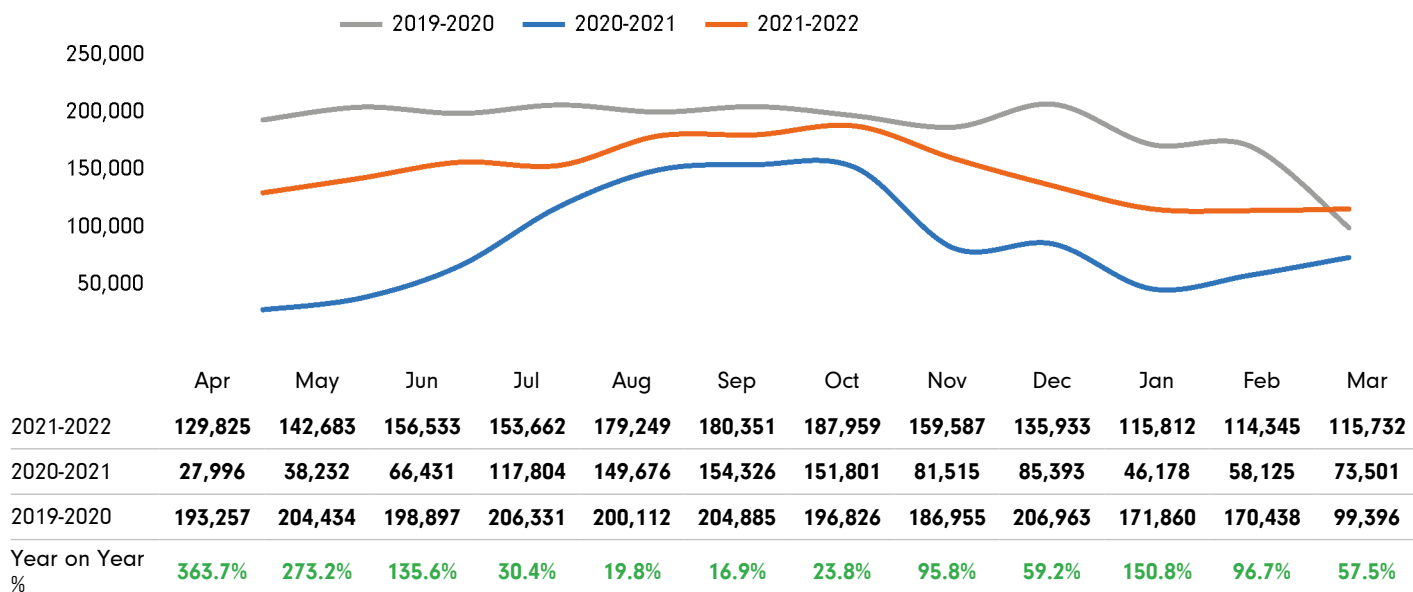
Footfall by hour

The figures shown below are calculated using a weekly average



## Footfall - rolling 12 months

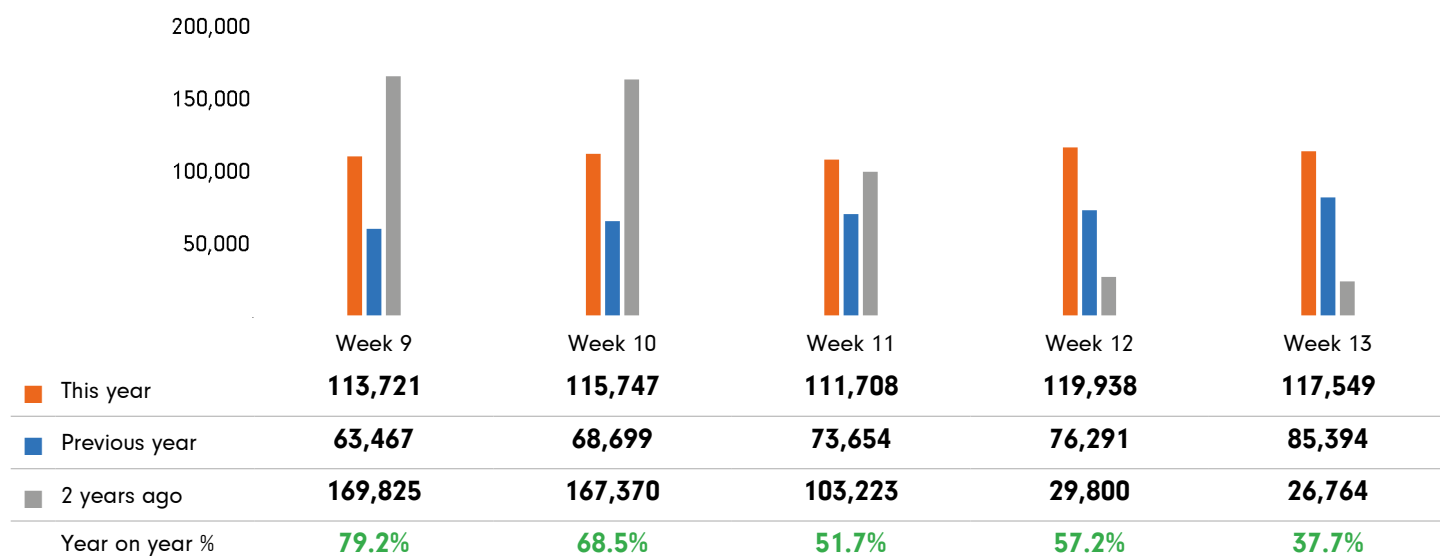
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2021-2022 period with the 2020-2021 period i.e the figure for March compares March 2022 to March 2021

## Footfall by week of month

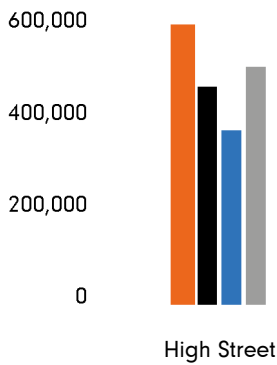
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

This month Previous month Previous year 2 Years ago



|                |         |
|----------------|---------|
| This Month     | 578,663 |
| Previous Month | 457,382 |
| Previous Year  | 367,505 |
| 2 Years Ago    | 496,982 |
| Year on Year % | 57.5 %  |

Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2022 to March , 2022 Vs January, 2021 to March , 2021

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. March, 2022 Vs March, 2021

Month on Month % Change is the % change in footfall for this Month from the previous Month. 3 2022 Vs 2 2022

## 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 2022 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 2022 against the similar time period in 2019

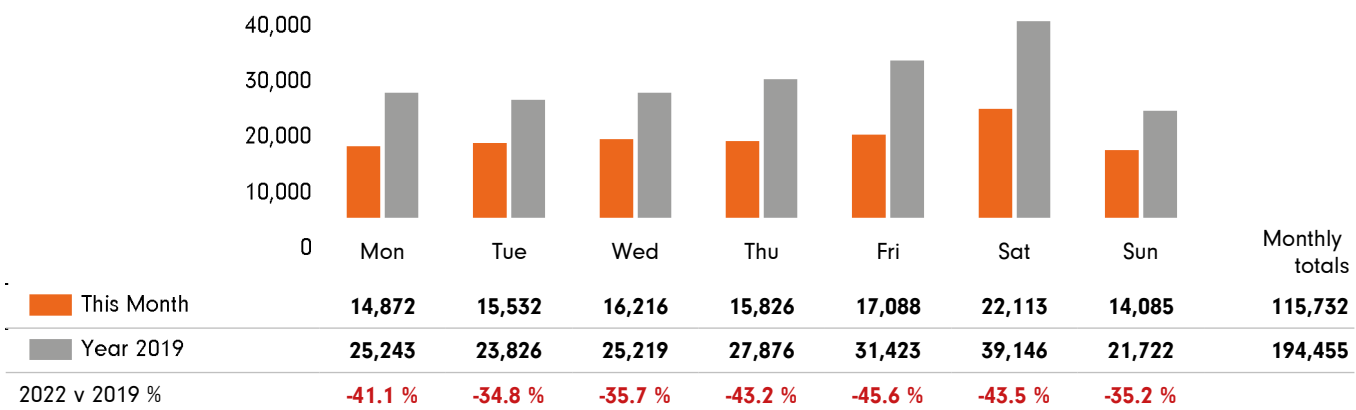
### Headlines

|                                  | Year to date % | Year on year % |
|----------------------------------|----------------|----------------|
|                                  | 2022 Vs 2019   | 2022 Vs 2019   |
| Canterbury City Centre           | <b>-38.5 %</b> | <b>-40.5 %</b> |
| South East                       | <b>-17.4 %</b> | <b>-15.3 %</b> |
| High Street Index(Historic Town) | <b>-18.2 %</b> | <b>-13.7 %</b> |
| UK                               | <b>-22.5 %</b> | <b>-17.8 %</b> |

Canterbury City Centre is compared to the high street index.

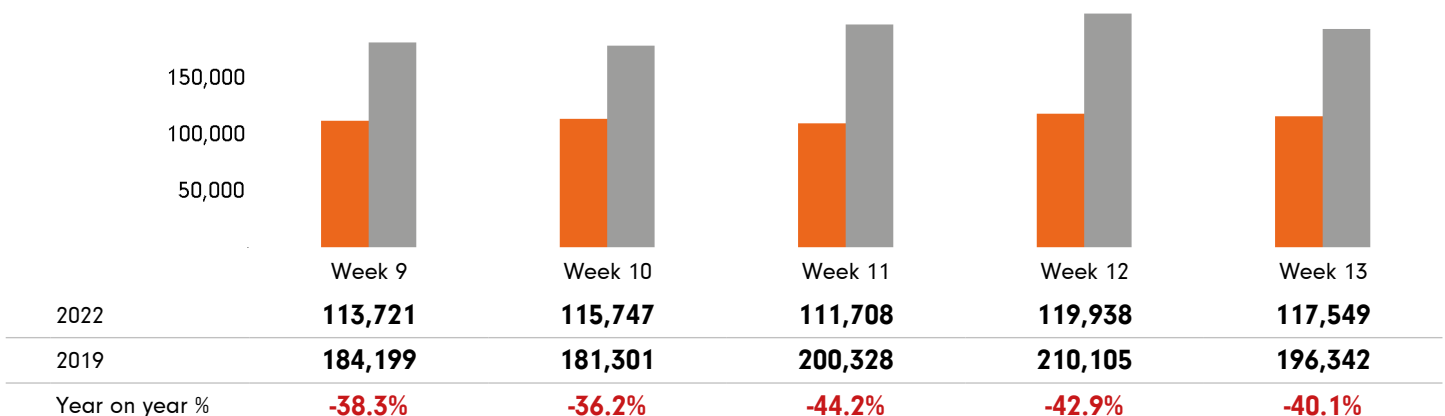
### Footfall by day

The figures shown below are calculated using weekly averages.



### Footfall by week of month

The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

