

## Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2022	2021	2022	2021	2022	2021
Canterbury City Centre	56.2%	-34.1%	3.4%	363.7%	16.0%	76.6%
South East	81.8%	-26.5%	22.0%	268.6%	6.5%	70.8%
High Street Index(Historic Town)	111.6%	-33.5%	36.4%	364.8%	5.8%	82.3%
UK	103.6%	-39.3%	37.1%	252.7%	4.3%	73.0%

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 2,036,424 which is 56.2% up on the previous year.

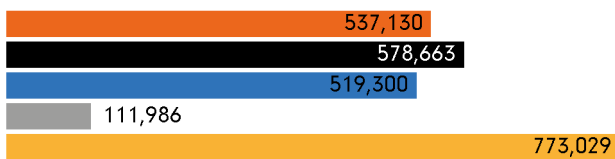
The total number of visitors to Canterbury City Centre in month commencing 4 April 2022 was 537,130.

The busiest day in month commencing 4 April 2022 was Saturday 23 April with 26,153 visitors.

The peak hour of the month was 12:00 on Saturday 23 April 2022 with footfall of 2,784.

## Footfall by month

Figures shown below are calculated using monthly totals.



■ This Month    ■ Previous Year    ■ 2019  
■ Previous Month    ■ 2 Years Ago

## Weather



Number of days this month	19	5	4	
Number of days same month last year	18	2	6	2
Number of days same month two years ago	20	1	7	

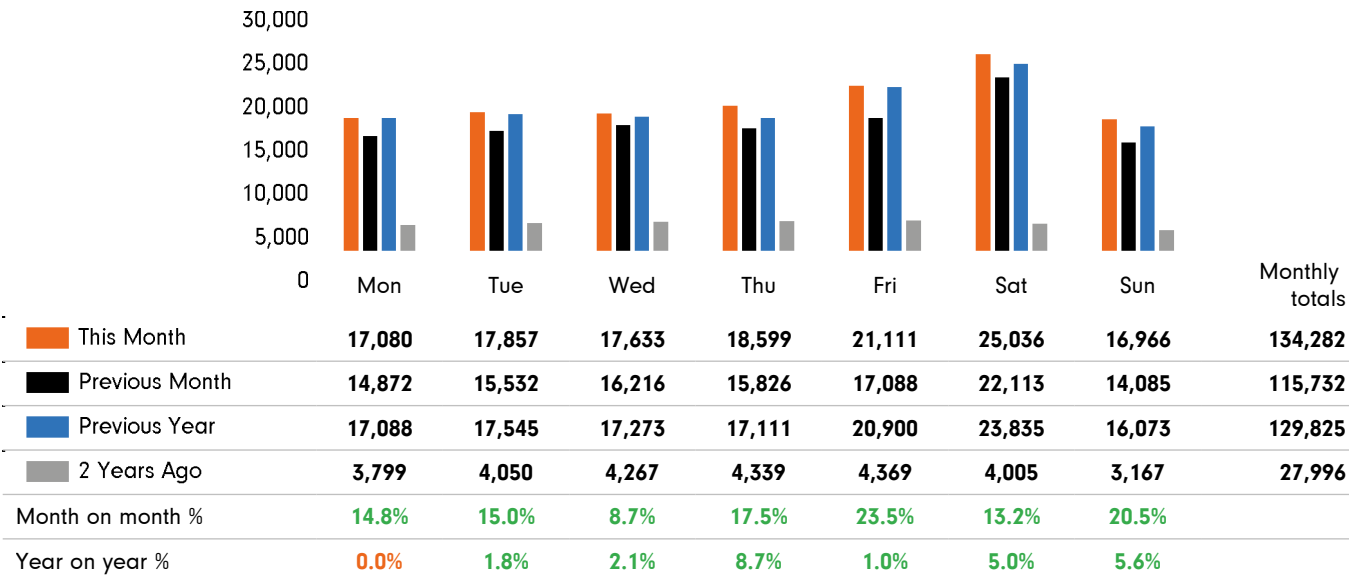
## Average temperature

	Maximum temperature	Minimum temperature
2022	15°	6°
2021	11°	2°
2020	17°	7°

# SPRINGBOARD.

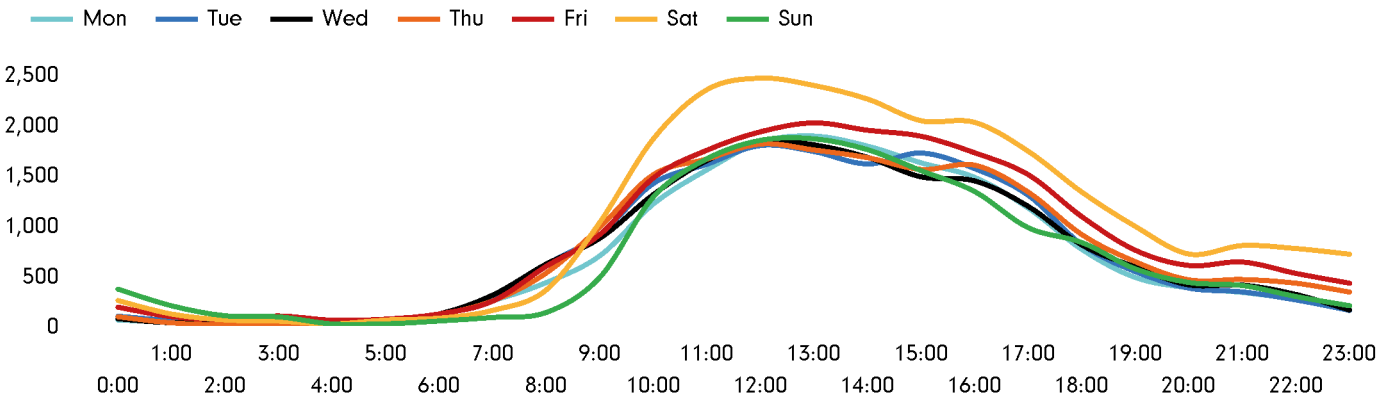
Footfall by day

The figures shown below are calculated using weekly averages.



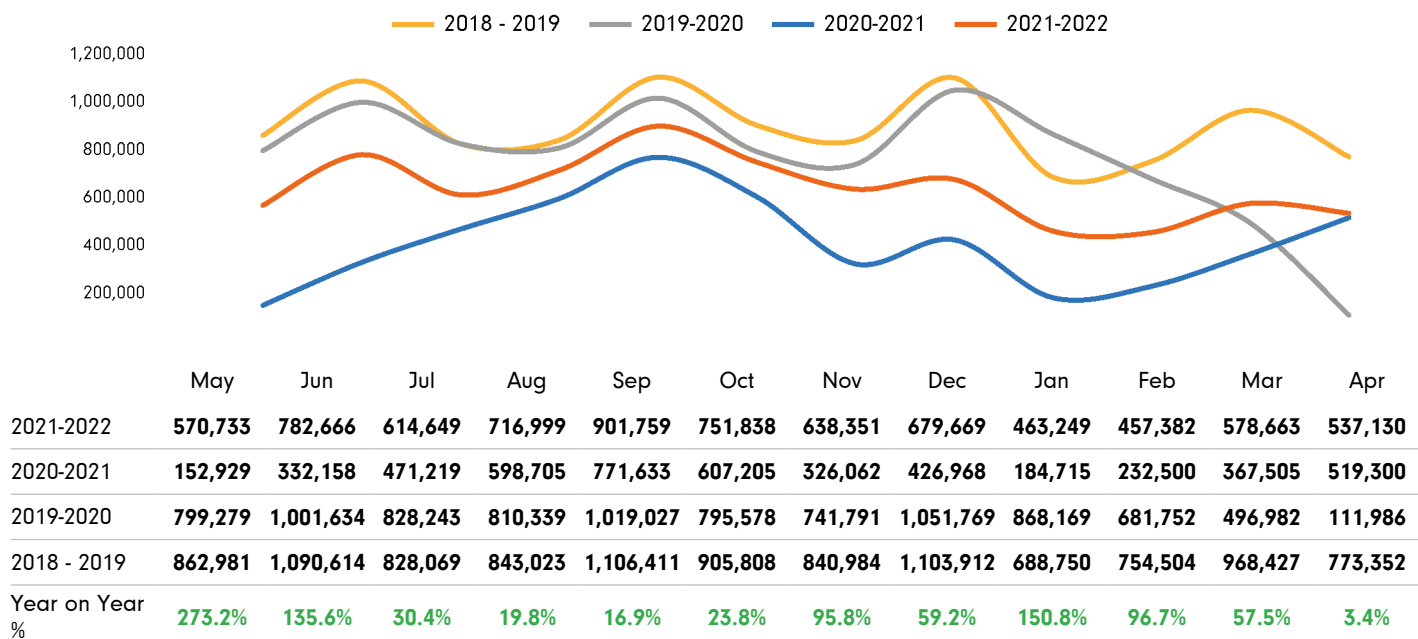
Footfall by hour

The figures shown below are calculated using a weekly average



## Footfall - rolling 12 months

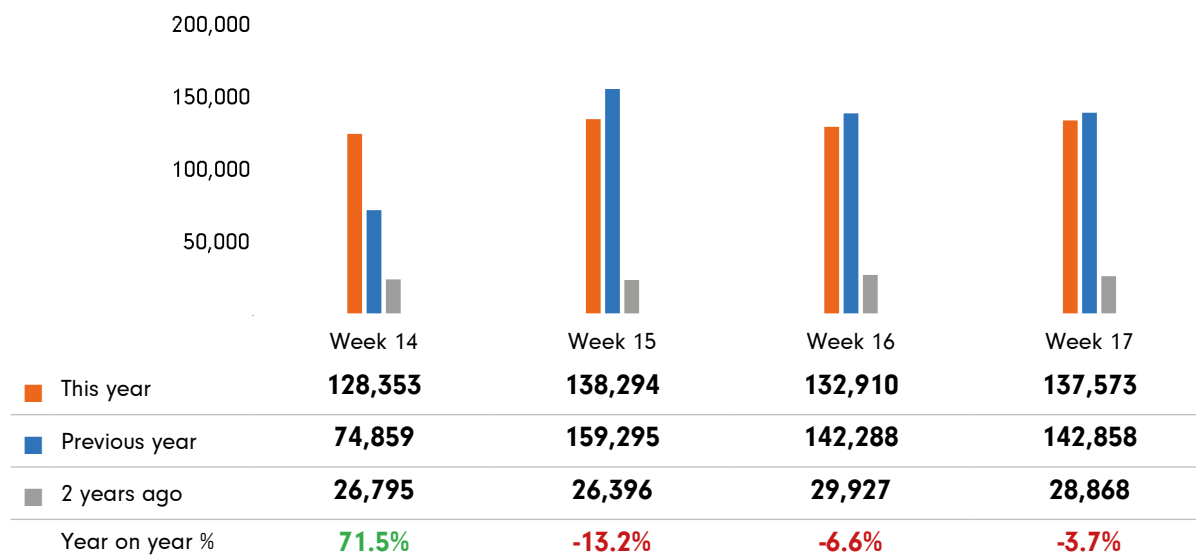
The figures shown below are calculated using weekly averages.



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

## Footfall by week of month

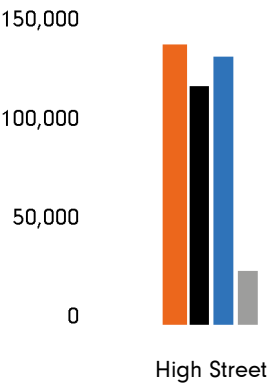
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

This month Previous month Previous year 2 Years ago



This Month	134,282
Previous Month	115,732
Previous Year	129,825
2 Years Ago	27,996
Year on Year %	3.4 %

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 April , 2022 Vs January, 2021 to April , 2021

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

Month on Month % Change is the % change in footfall for this Month from the previous Month.4 2022 Vs 3 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

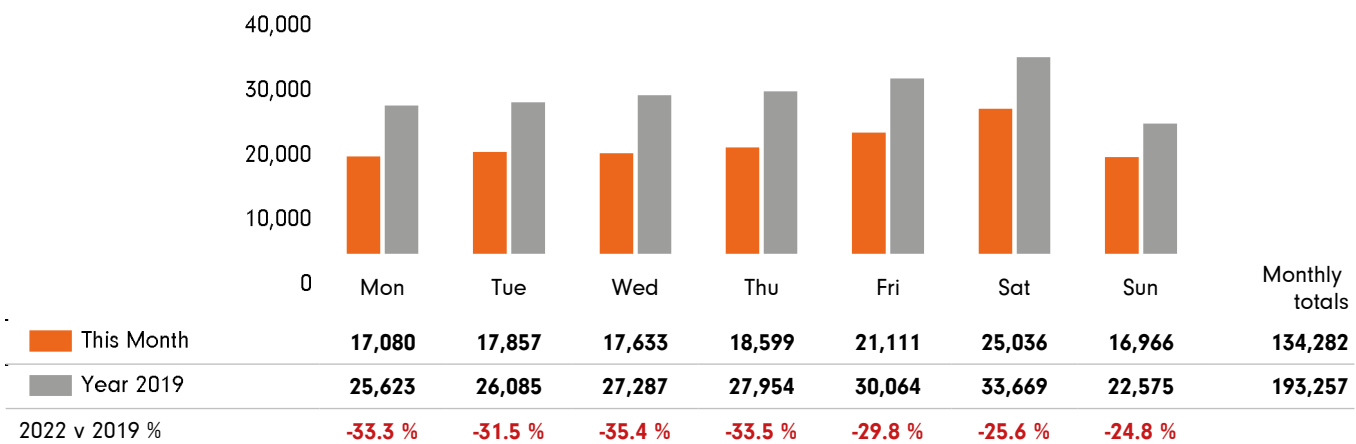
### Headlines

	Year to date % 2022 Vs 2019	Year on year % 2022 Vs 2019
Canterbury City Centre	<b>-36.5 %</b>	<b>-30.5 %</b>
South East	<b>-16.2 %</b>	<b>-12.8 %</b>
High Street Index(Historic Town)	<b>-17.1 %</b>	<b>-14.0 %</b>
UK	<b>-21.5 %</b>	<b>-18.6 %</b>

Canterbury City Centre is compared to the high street index.

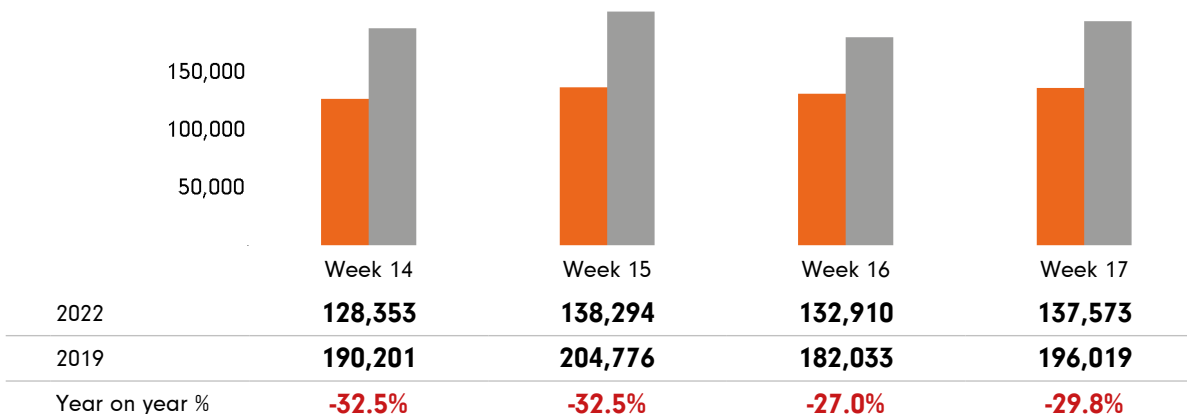
### Footfall by day

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.

