



Footfall Report for: Canterbury City Centre

Weeks This Month: 4 Weeks Last Month: 4

Monthly Footfall Counts

	Year to	date %	Year o	n year %	Month or	on month %	
	2023	2022	2023	2022	2023	2022	
Canterbury City Centre	18.6%	17.3%	11.1%	-11.5%	-2.7%	-0.7%	
South East	3.6%	36.9%	4.2%	5.9%	-0.9%	-1.7%	
High Street Index(Historic Town)	4.8%	44.2%	4.2%	4.9%	0.6%	-0.8%	
UK	5.1%	48.1%	1.4%	13.6%	1.6%	1.0%	

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

Headlines

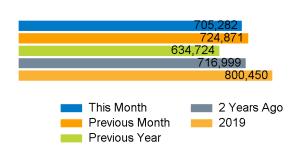
The total number of visitors for the year to date is 5,549,297 which is 18.6% up on the previous year.

The total number of visitors to Canterbury City Centre in month commencing 31 July 2023 was 705,282.

The busiest day in month commencing 31 July 2023 was Saturday 12 August with 32,054 visitors.

The peak hour of the month was 13:00 on Saturday 12 August 2023 with footfall of 3,136.

Footfall Counts by month



Figures shown below are calculated using monthly totals.

Weather

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Number of days this month	17	10	1
Number of days same month last year	21	1	6
Number of days same month two years ago	15	5	8

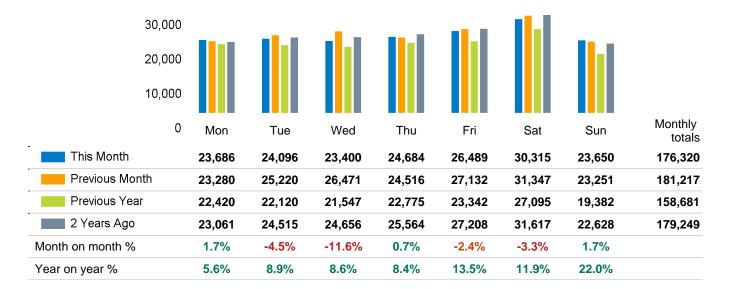
Average temperature

	Maximum temperature	Minimum temperature
2023	23°	13°
2022	26°	15°
2021	21°	13°



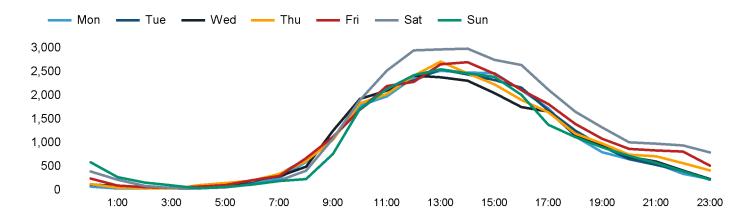
Footfall Counts by day

The figures shown below are calculated using weekly averages.



Footfall Counts by hour

The figures shown below are calculated using a weekly average

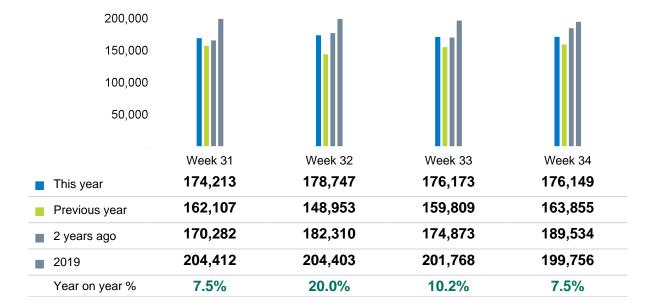


Footfall Counts - rolling 12 months The figures shown below are calculated using weekly averages. 2018 - 2019 **-** 2020-2021 2021-2022 2022-2023 300,000 250,000 200,000 150,000 100,000 50,000 Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug 2022-2023 208,527 169,202 123,611 190,256 135,935 124,667 186,472 162,080 135,346 220,280 181,217 141,056 2021-2022 225,439 187,959 127,670 169,917 115,812 91,476 144,665 134,282 119,911 192,064 159,817 126,944 2020-2021 192,908 151,801 65,212 106,742 46,178 46,500 91,876 129,825 114,146 195,666 153,662 143,399 2018 - 2019 256,107 196,826 149,564 258,703 171,246 155,740 243,068 193,257 163,547 248,621 206,331 160,090 Year on Year -7.5% -10.0% -3.2% 17.4% 28.9% 12.0% 36.3% 20.7% 12.9% 14.7% 13.4% 11.1%

Year on year % is calculated by comparing the 2022-2023 period with the 2021-2022 period i.e the figure for August compares August 2023 to August 2022

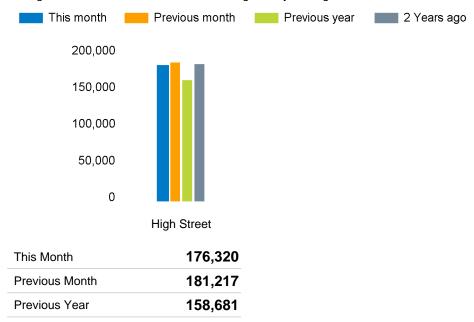
Footfall Counts by week of month

The figures shown below are calculated using weekly totals.



Footfall Counts by location

The figures shown below are calculated using weekly averages.



179,249

11.1 %

Reporting dates

2 Years Ago

Year on Year %

This month - 31 July 2023 - 27 August 2023

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2023 to August , 2023 Vs January, 2022 to August , 2022

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. August, 2023 Vs August, 2022

Month on Month % Change is the % change in footfall for this Month from the previous Month.8 2023 Vs 7 2023



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 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

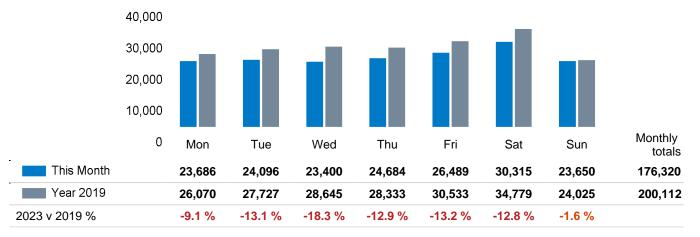
Headlines

	Year to date %	Year on year %	
	2023 Vs 2019	2023 Vs 2019	
Canterbury City Centre	-16.5 %	-11.9 %	
South East	-11.0 %	-9.4 %	
High Street Index(Historic Town)	-10.0 %	-7.8 %	
UK	-14.3 %	-12.9 %	

Canterbury City Centre is compared to the high street index.

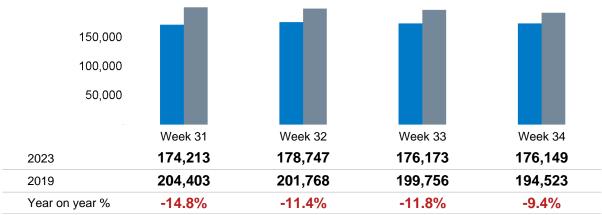
Footfall Counts by day

The figures shown below are calculated using weekly averages.



Footfall Counts by week of month

The figures shown below are calculated using weekly totals.



Footfall Counts by location

High Street

The figures shown below are calculated using weekly averages.

This 2019 2023 - This month Year 2019 176,320 200,112 -11.9 %