Weeks This Month: 5
Weeks Last Month: 4

Monthly Footfall Counts

	Year to date %		Year on year %		Month on month %	
	2023	2022	2023	2022	2023	2022
Canterbury City Centre	**16.8%**	**12.7%**	**6.6%**	**-7.5%**	**0.9%**	**5.1%**
South East	**3.5%**	**31.7%**	**2.7%**	**5.8%**	**-1.7%**	**-1.6%**
High Street Index(Historic Town)	**4.4%**	**37.6%**	**1.6%**	**4.4%**	**-6.3%**	**-4.7%**
UK	**4.6%**	**41.1%**	**1.5%**	**9.4%**	**-3.7%**	**-4.1%**

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

Headlines

The total number of visitors for the year to date is 6,438,557 which is 16.8% up on the previous year.

The total number of visitors to Canterbury City Centre in month commencing 28 August 2023 was 889,260.

The busiest day in month commencing 28 August 2023 was Saturday 30 September with 34,893 visitors.

The peak hour of the month was 14:00 on Saturday 30 September 2023 with footfall of 3,354.

Footfall Counts by month

This Month	889,260
Previous Month	705,282
Previous Year	834,108
2 Years Ago	901,759
2019	1,024,429
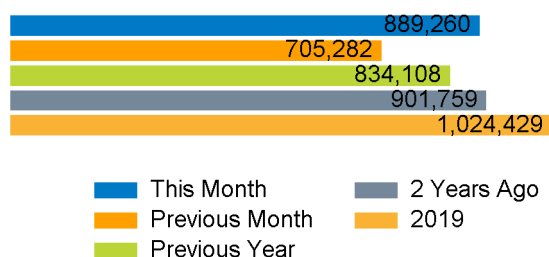
Figures shown below are calculated using monthly totals.

Weather

	☀	☁	🌧
Number of days this month	**25**	**10**	
Number of days same month last year	**17**	**4**	**14**
Number of days same month two years ago	**22**	**3**	**10**

Average temperature

	Maximum temperature	Minimum temperature
2023	**23°**	**12°**
2022	**20°**	**12°**
2021	**21°**	**13°**

Footfall Counts by day

The figures shown below are calculated using weekly averages.

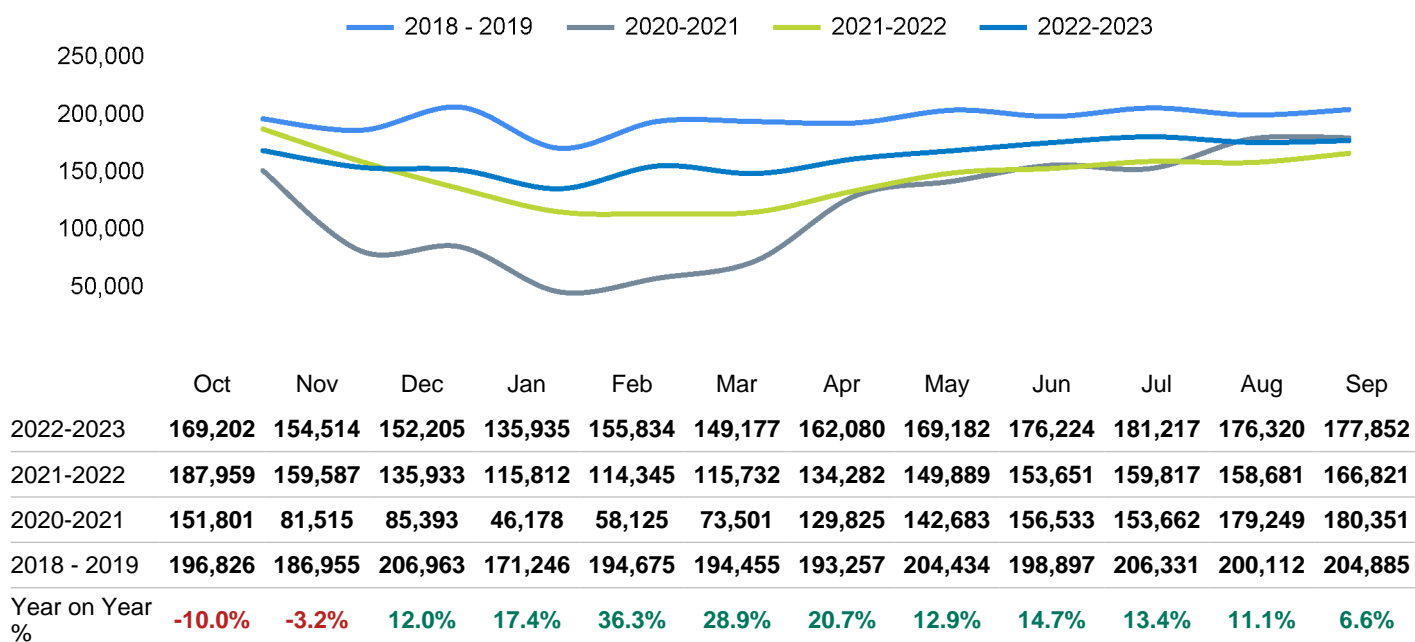|	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Monthly totals
This Month	23,245	24,666	24,673	24,347	25,618	32,192	23,111	177,852
Previous Month	23,686	24,096	23,400	24,684	26,489	30,315	23,650	176,320
Previous Year	20,659	22,508	23,346	23,064	23,571	31,363	22,310	166,821
2 Years Ago	23,283	23,563	24,288	25,116	27,529	33,903	22,669	180,351
Month on month %	-1.9%	2.4%	5.4%	-1.4%	-3.3%	6.2%	-2.3%	
Year on year %	12.5%	9.6%	5.7%	5.6%	8.7%	2.6%	3.6%	
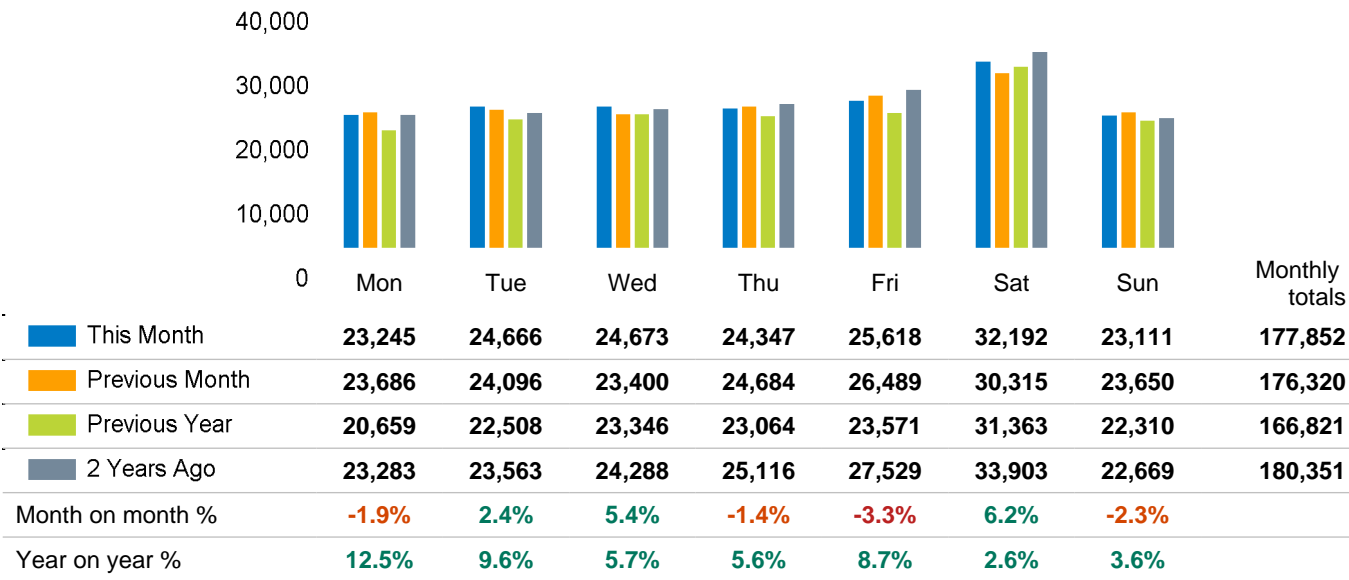
Footfall Counts by hour

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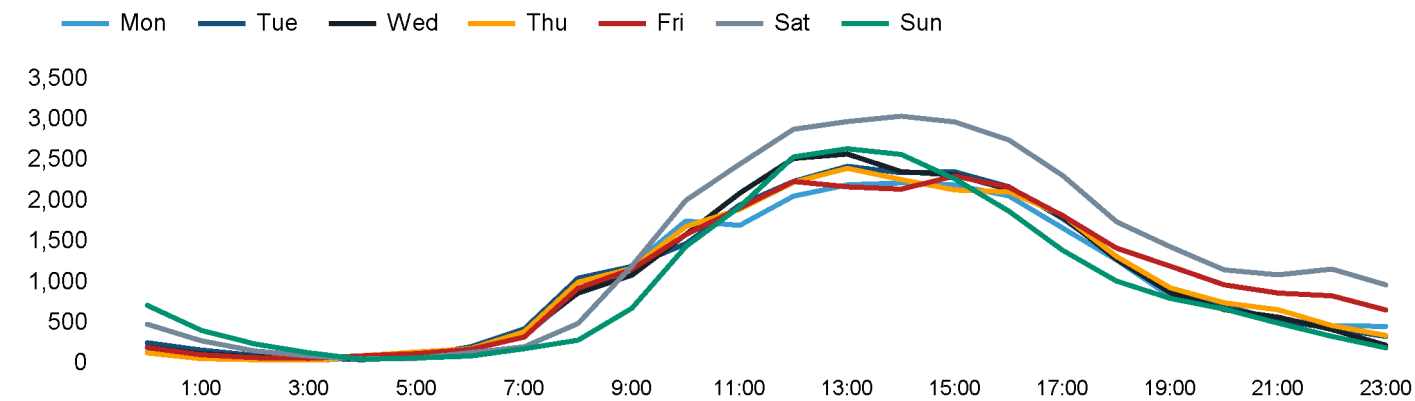
Footfall Counts - rolling 12 months

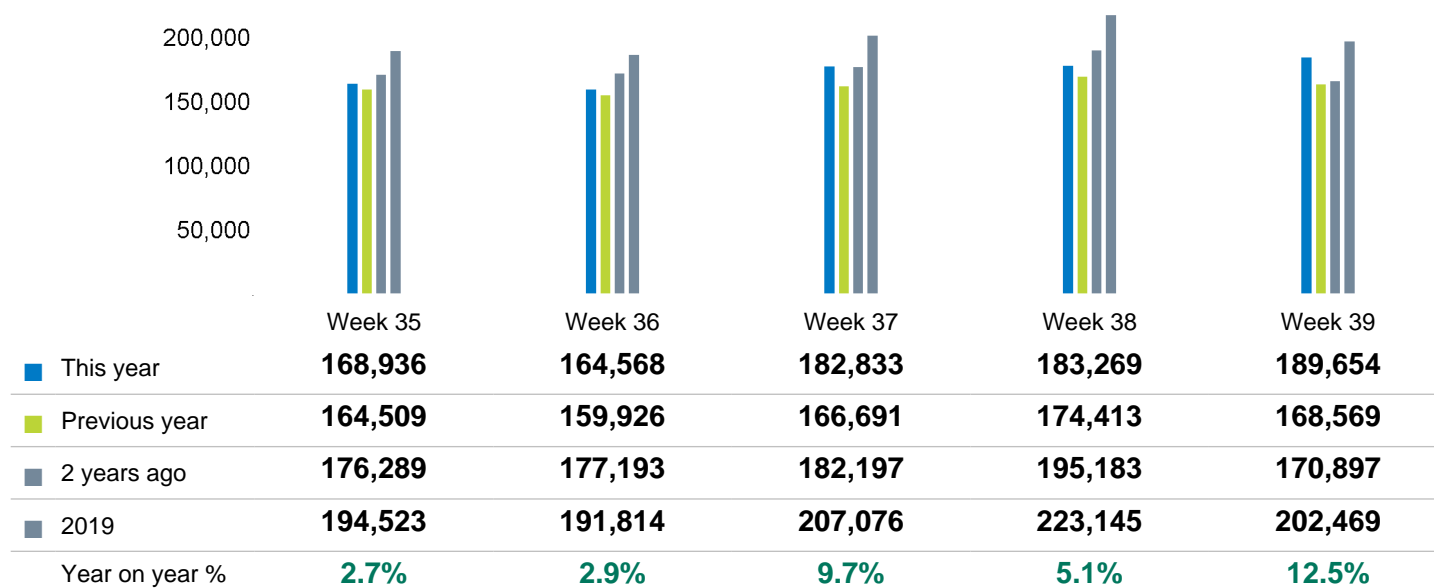The figures shown below are calculated using weekly averages.

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
2022-2023	169,202	154,514	152,205	135,935	155,834	149,177	162,080	169,182	176,224	181,217	176,320	177,852
2021-2022	187,959	159,587	135,933	115,812	114,345	115,732	134,282	149,889	153,651	159,817	158,681	166,821
2020-2021	151,801	81,515	85,393	46,178	58,125	73,501	129,825	142,683	156,533	153,662	179,249	180,351
2018 - 2019	196,826	186,955	206,963	171,246	194,675	194,455	193,257	204,434	198,897	206,331	200,112	204,885
Year on Year %	-10.0%	-3.2%	12.0%	17.4%	36.3%	28.9%	20.7%	12.9%	14.7%	13.4%	11.1%	6.6%

Year on year % is calculated by comparing the 2022-2023 period with the 2021-2022 period i.e the figure for September compares September 2023 to September 2022
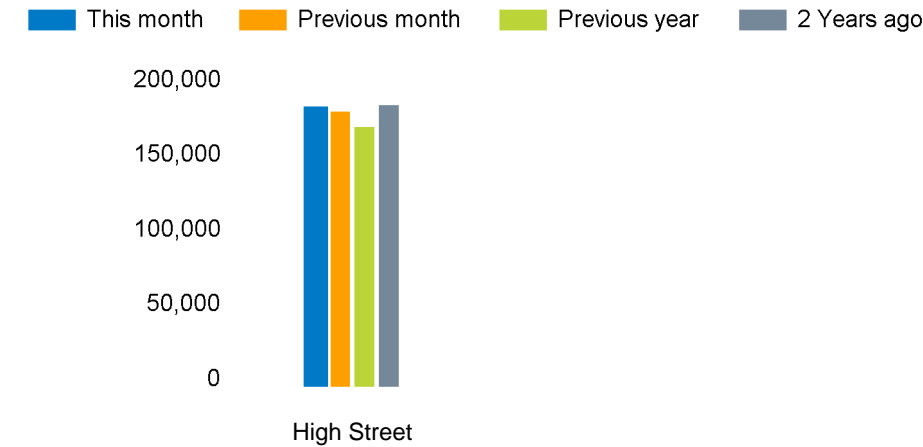
Footfall Counts by week of month

The figures shown below are calculated using weekly totals.

	Week 35	Week 36	Week 37	Week 38	Week 39
This year	168,936	164,568	182,833	183,269	189,654
Previous year	164,509	159,926	166,691	174,413	168,569
2 years ago	176,289	177,193	182,197	195,183	170,897
2019	194,523	191,814	207,076	223,145	202,469
Year on year %	2.7%	2.9%	9.7%	5.1%	12.5%

Footfall Counts by location

The figures shown below are calculated using weekly averages.

Legend: This month ■ (blue) · Previous month ■ (orange) · Previous year ■ (green) · 2 Years ago ■ (grey)

Chart — High Street (y-axis: 0 to 200,000)

This Month	**177,852**
Previous Month	**176,320**
Previous Year	**166,821**
2 Years Ago	**180,351**
Year on Year %	**6.6 %**

Reporting dates

This month - 28 August 2023 - 01 October 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 September , 2023 Vs January, 2022 to September , 2022

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

Month on Month % Change is the % change in footfall for this Month from the previous Month.9 2023 Vs 8 2023

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
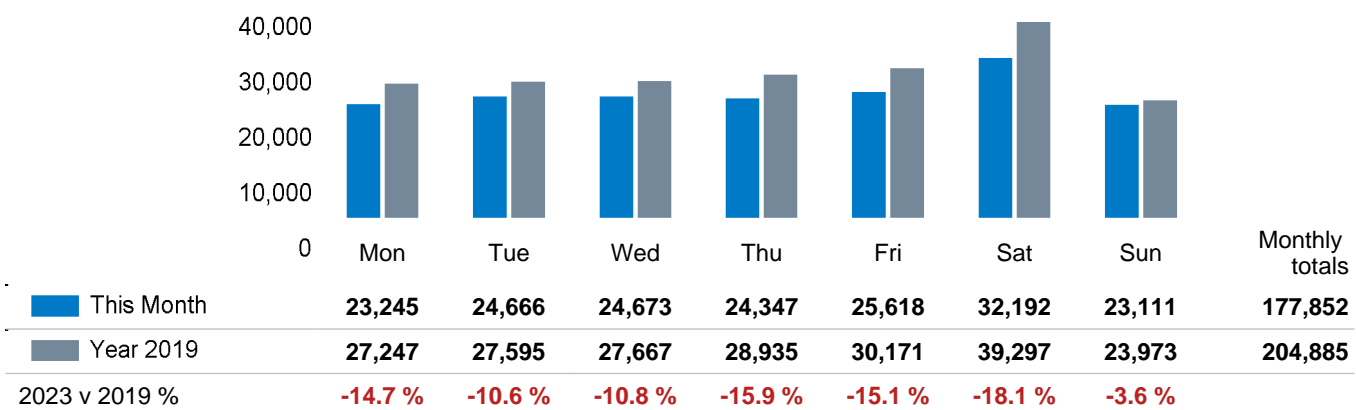
Headlines

	Year to date % 2023 Vs 2019	Year on year % 2023 Vs 2019
Canterbury City Centre	**-16.1 %**	**-13.2 %**
South East	**-10.5 %**	**-8.3 %**
High Street Index(Historic Town)	**-9.6 %**	**-8.2 %**
UK	**-14.0 %**	**-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.

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Monthly totals
This Month	**23,245**	**24,666**	**24,673**	**24,347**	**25,618**	**32,192**	**23,111**	**177,852**
Year 2019	**27,247**	**27,595**	**27,667**	**28,935**	**30,171**	**39,297**	**23,973**	**204,885**
2023 v 2019 %	**-14.7 %**	**-10.6 %**	**-10.8 %**	**-15.9 %**	**-15.1 %**	**-18.1 %**	**-3.6 %**	

Footfall Counts by week of month

The figures shown below are calculated using weekly totals.

	Week 35	Week 36	Week 37	Week 38	Week 39
2023	**168,936**	**164,568**	**182,833**	**183,269**	**189,654**
2019	**191,814**	**207,076**	**223,145**	**202,469**	**199,925**
Year on year %	**-11.9%**	**-20.5%**	**-18.1%**	**-9.5%**	**-5.1%**

Footfall Counts by location

The figures shown below are calculated using weekly averages.

	This month	2019	2023 - 2019 %	
High Street	177,852	204,885	-13.2 %	

Legend: This month, Year 2019