**Canterbury Connected**
BUSINESS IMPROVEMENT DISTRICT

REGION - South East

**Canterbury City Centre**

Week 30, 2018

23/07/2018 to 29/07/2018

Monday to Sunday

**springboard**

COUNT TYPE: Footfall Counts

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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

| | Year to Date % Change | | Year on Year % Change | | Week On Week % Change | |
|---|---|---|---|---|---|---|
| | 2018 | 2017 | 2018 | 2017 | 2018 | 2017 |
| Canterbury City Centre | | | | | ▼ -11.3 % | |
| South East | ▼ -4.5 % | ▲ 0.5 % | ▼ -5.6 % | ▼ -3.1 % | ▼ -2.2 % | ▼ -0.1 % |
| High Street Index(Historic Town) | ▼ -1.5 % | ▲ 2.1 % | ▼ -6.0 % | ▼ -0.8 % | ▼ -3.1 % | ▲ 0.5 % |
| UK | ▼ -2.7 % | ▼ -0.2 % | ▼ -1.6 % | ▼ -5.5 % | ▲ 0.1 % | ▲ 2.1 % |

## Headlines

The number of visitors counted for week commencing 23 July 2018 was 191,083.

The busiest day in week commencing 23 July 2018 was Saturday with 38,074 visitors.

The peak hour of the week was 14:00 on Saturday 28 July 2018 with footfall of 4,198
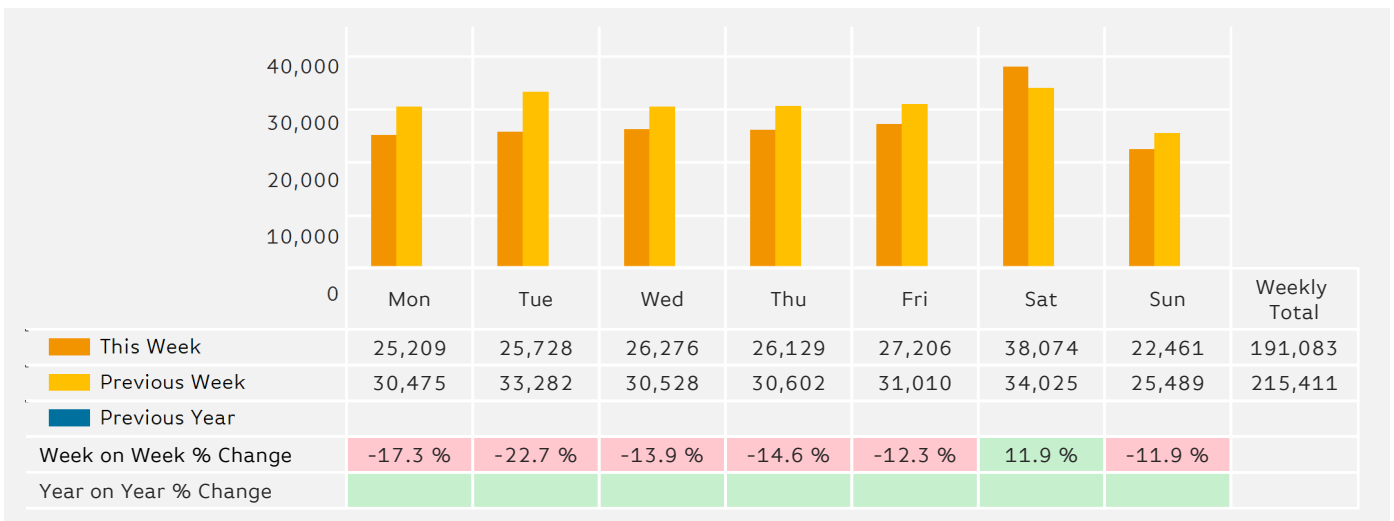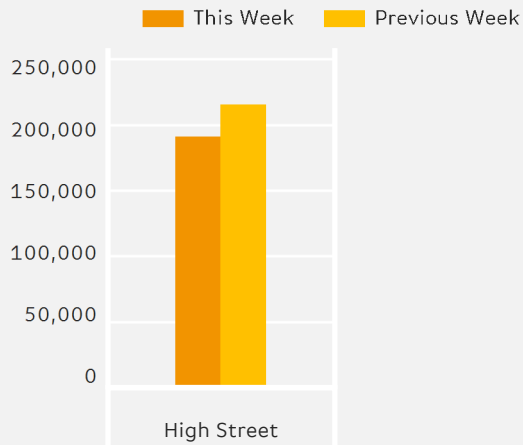
## Footfall by Week

## Footfall by Hour
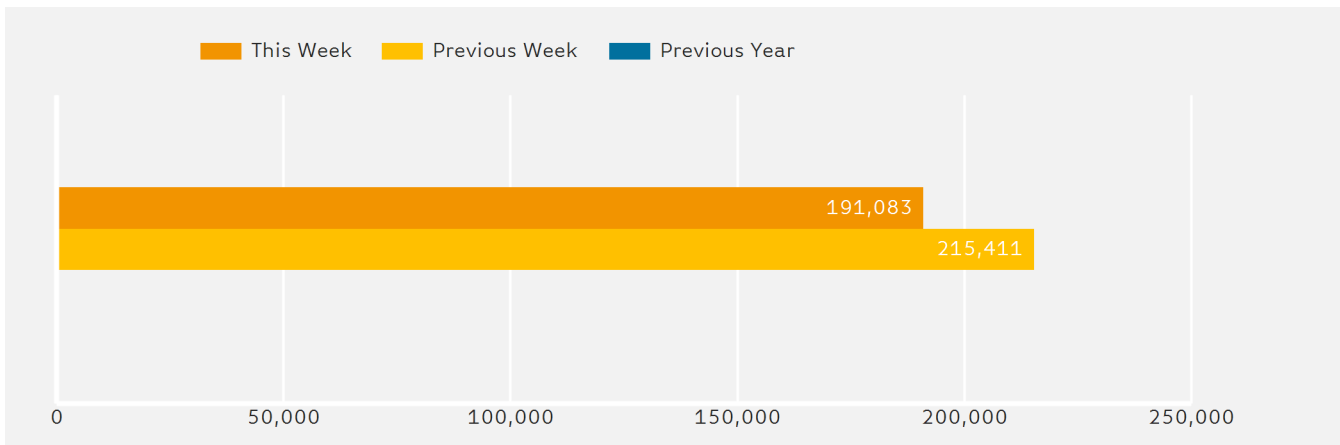
Legend: Mon, Tue, Wed, Thu, Fri, Sat, Sun
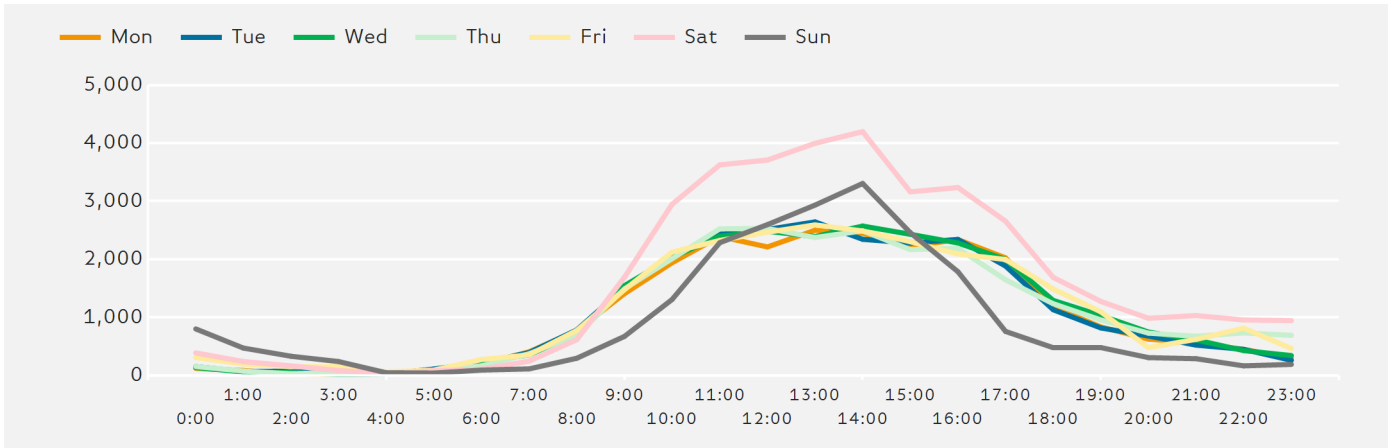
## Weather

| | Mon | Tue | Wed | Thu | Fri | Sat | Sun |
|---|---|---|---|---|---|---|---|
| This Week | 29 | 28 | 30 | 35 | 34 | 22 | 21 |
| Previous Week | 30 | 23 | 23 | 24 | 22 | 26 | 27 |
| Previous Year | 21 | 22 | 20 | 21 | 21 | 22 | 21 |

## Footfall by Day

| | Mon | Tue | Wed | Thu | Fri | Sat | Sun | Weekly Total |
|---|---|---|---|---|---|---|---|---|
| This Week | 25,209 | 25,728 | 26,276 | 26,129 | 27,206 | 38,074 | 22,461 | 191,083 |
| Previous Week | 30,475 | 33,282 | 30,528 | 30,602 | 31,010 | 34,025 | 25,489 | 215,411 |
| Previous Year | | | | | | | | |
| Week on Week % Change | -17.3 % | -22.7 % | -13.9 % | -14.6 % | -12.3 % | 11.9 % | -11.9 % | |
| Year on Year % Change | | | | | | | | |

## Footfall by Location

**This Week**   **Previous Week**



| | High Street |
|---|---|
| This Week | 191,083 |
| Previous Week | 215,411 |
| Previous Year | |
| Week on Week % Change | -11.3 % |
| Year on Year % Change | |

## Footfall by Week
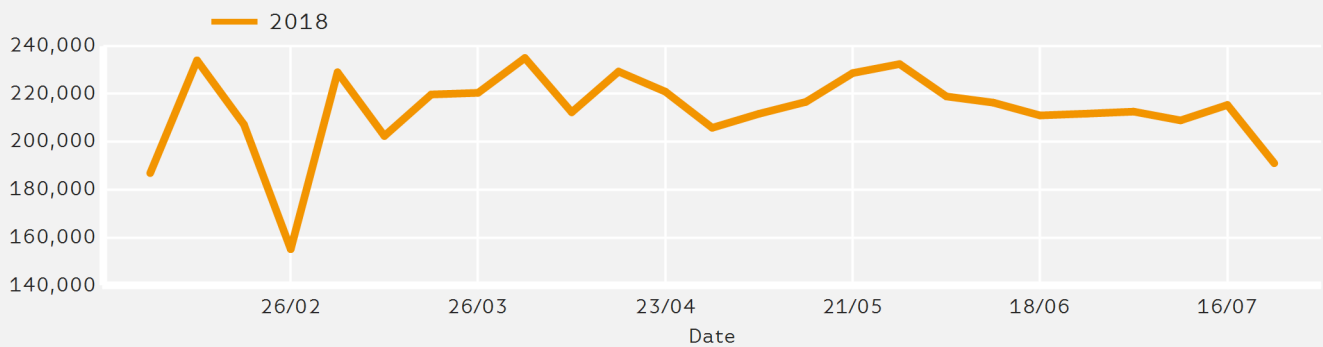


Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week 1, 2018 to Week 30 , 2018 Vs  Week 1, 2017 to Week 30 , 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year.Week 30, 2018 Vs Week 30, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 30 2018 Vs Week 29 2018