

Weeks This Month: 4
Weeks Last Month: 4

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2021	2020	2021	2020	2021	2020
Huntingdon	-15.8%	-31.1%	115.9%	-67.4%	-6.1%	26.9%
East	-15.3%	-38.9%	168.7%	-73.1%	-0.2%	29.3%
High Street Index(Market Towns)	-6.2%	-37.3%	143.0%	-70.1%	-1.9%	28.3%
UK	-20.9%	-41.5%	191.1%	-77.8%	6.3%	30.9%

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 1,442,896 which is 15.8% down on the previous year.

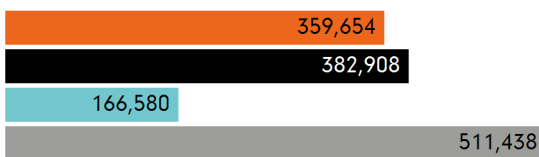
The total number of visitors to Huntingdon in month commencing 3 May 2021 was 359,654.

The busiest day in month commencing 3 May 2021 was Saturday 29 May with 19,665 visitors.

The peak hour of the month was 12:00 on Saturday 29 May 2021 with footfall of 2,703.

Footfall by month

Figures shown below are calculated using monthly totals.



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

Weather



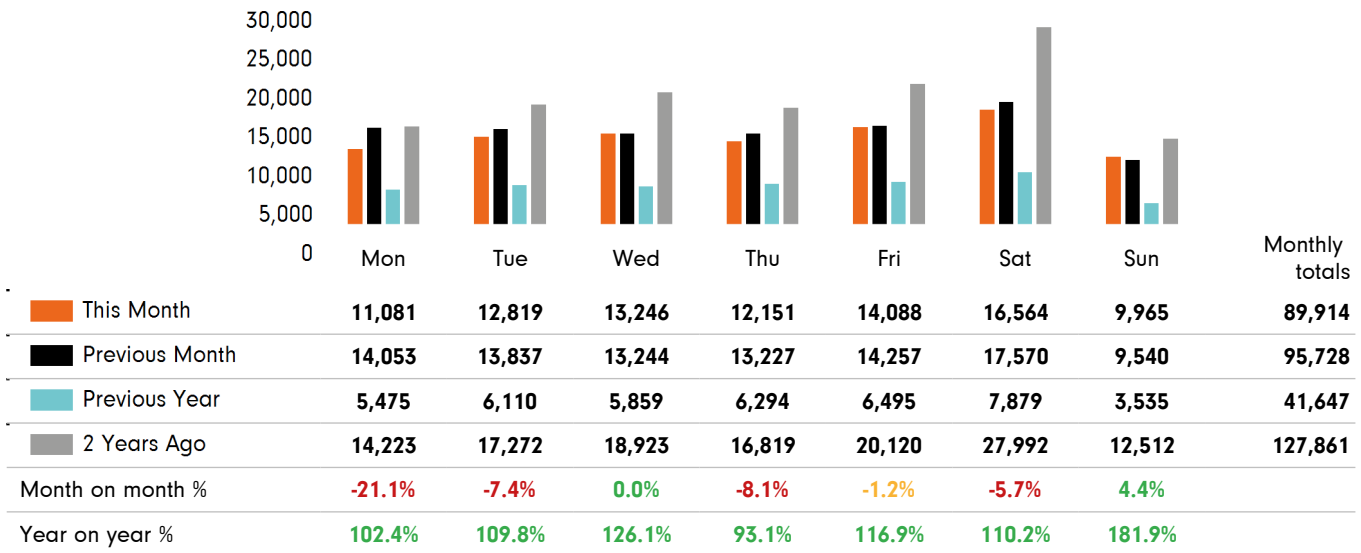
Number of days this month	5	1	22
Number of days same month last year	24	3	1
Number of days same month last year	8	10	10

Average temperature

	Maximum temperature	Minimum temperature
2021	15°	6°
2020	20°	8°
2019	18°	8°

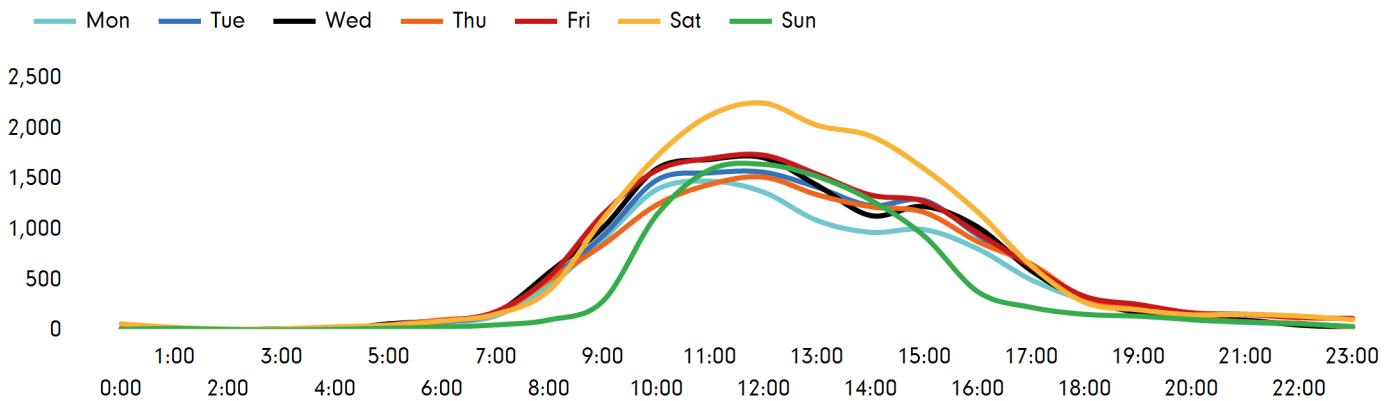
Footfall by day

The figures shown below are calculated using weekly averages.



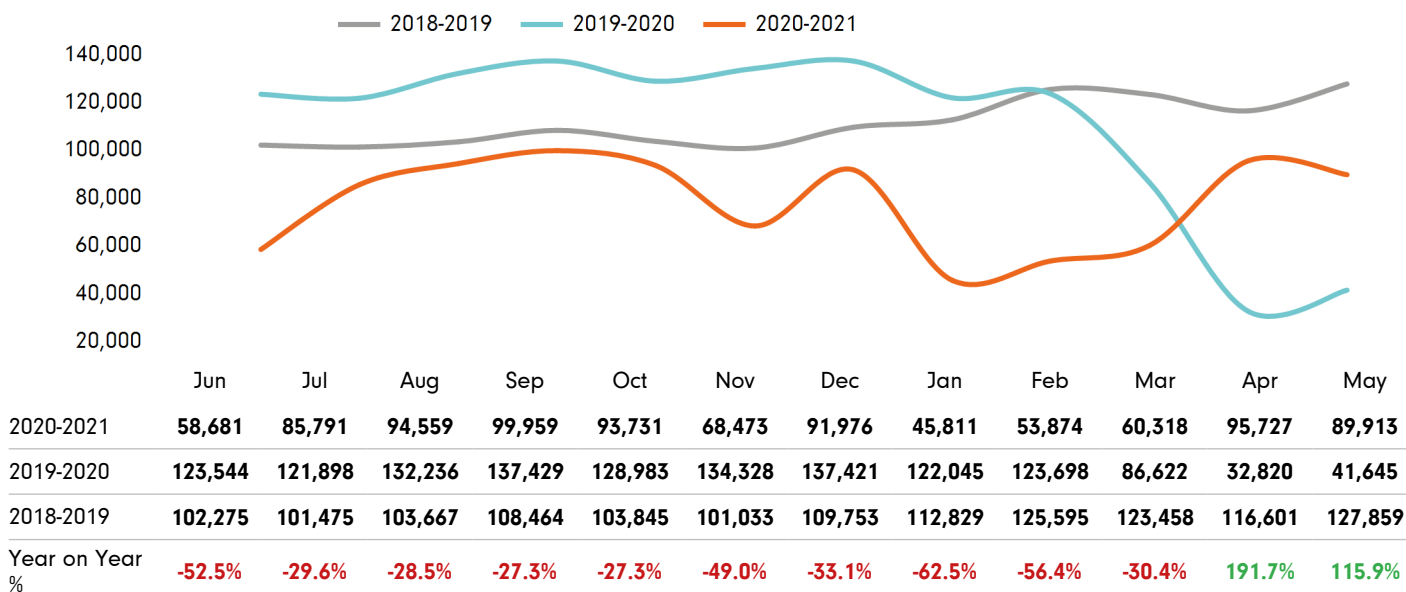
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

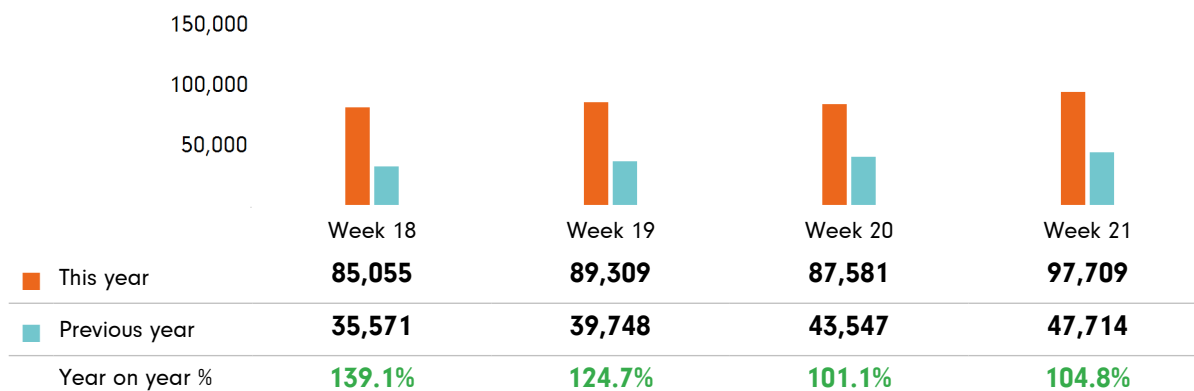
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2020-2021 period with the 2019-2020 period i.e the figure for May compares May 2021 to May 2020

Footfall by week of month

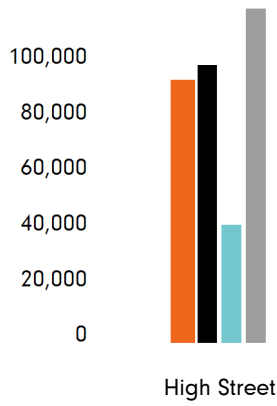
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

■ This month ■ Previous month ■ Previous year ■ 2 Years ago



This Month	89,913
Previous Month	95,727
Previous Year	41,645
2 Years Ago	127,859
Year on Year %	115.9 %

Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2021 to May, 2021 Vs January, 2020 to May, 2020

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. May, 2021 Vs May, 2020

Month on Month % Change is the % change in footfall for this Month from the previous Month. 5 2021 Vs 4 2021

2021 versus 2019 comparison follows on subsequent pages

2019 comparison for Huntingdon

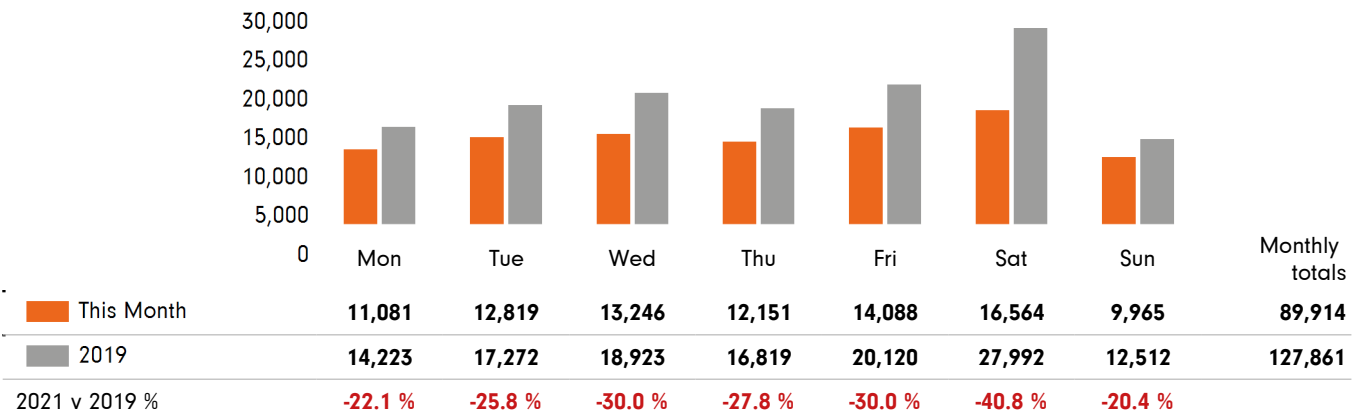
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2021 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section **below** and shows your current performance in 2021 against the similar time period in 2019

Headlines

	Year to date % 2021 Vs 2019	Year on year % 2021 Vs 2019
Huntingdon	-43.4 %	-29.7 %
East	-49.6 %	-30.0 %
High Street Index(Market Towns)	-45.8 %	-28.4 %
UK	-53.0 %	-35.7 %

Footfall by day

The figures shown below are calculated using weekly averages.



Footfall by location

The figures shown below are calculated using weekly averages.

