

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2021	2020	2021	2020	2021	2020
Huntingdon	8.2%	-33.8%	63.8%	-49.0%	1.2%	-26.9%
East	14.1%	-39.2%	82.9%	-55.0%	-9.6%	-36.4%
High Street Index(Market Towns)	14.7%	-36.8%	73.0%	-52.4%	-5.7%	-35.8%
UK	16.9%	-44.9%	105.2%	-59.5%	-2.9%	-34.5%

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 4,193,662 which is 8.2% up on the previous year.

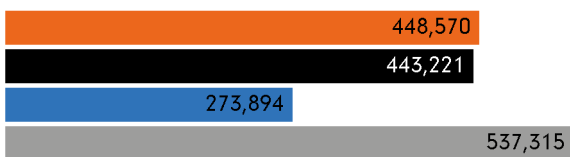
The total number of visitors to Huntingdon in month commencing 1 November 2021 was 448,570.

The busiest day in month commencing 1 November 2021 was Saturday 20 November with 27,620 visitors.

The peak hour of the month was 12:00 on Saturday 20 November 2021 with footfall of 3,809.

Footfall by month

Figures shown below are calculated using monthly totals.



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

Weather



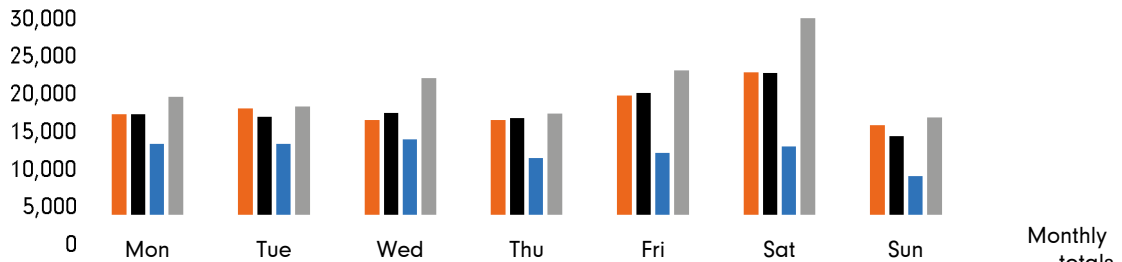
	Sun	Cloud	Rain	Snow	Fog
Number of days this month	10	4	13	1	
Number of days same month last year	10	6	11		1
Number of days same month two years ago	6	7	15		

Average temperature

	Maximum temperature	Minimum temperature
2021	11°	5°
2020	12°	6°
2019	9°	4°

Footfall by day

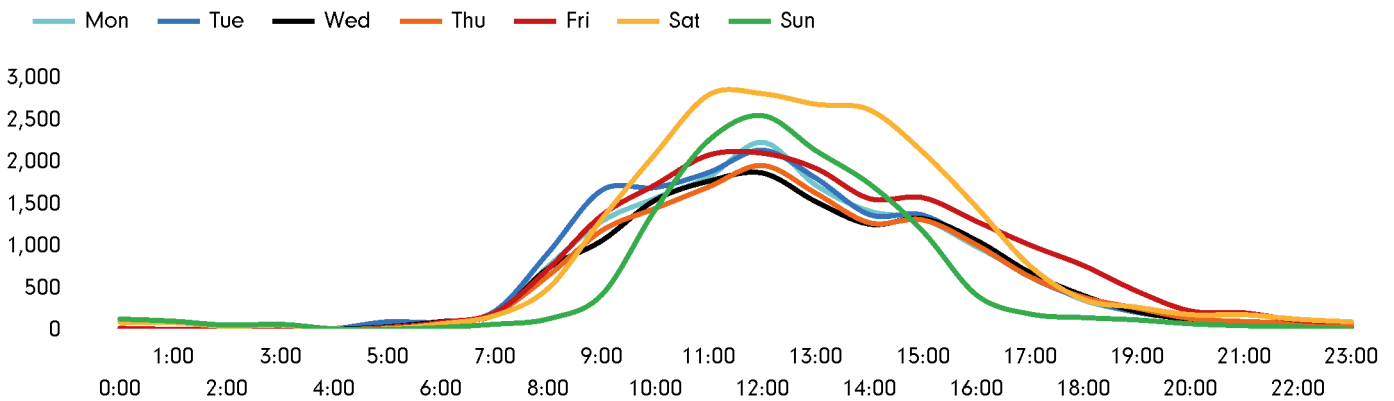
The figures shown below are calculated using weekly averages.



This Month	15,149	15,998	14,308	14,302	17,754	21,103	13,529	112,143
Previous Month	15,083	14,720	15,312	14,554	18,148	21,021	11,969	110,807
Previous Year	10,922	10,885	11,517	8,826	9,575	10,484	6,265	68,474
2 Years Ago	17,590	16,213	20,326	15,236	21,404	28,892	14,667	134,328
Month on month %	0.4%	8.7%	-6.6%	-1.7%	-2.2%	0.4%	13.0%	
Year on year %	38.7%	47.0%	24.2%	62.1%	85.4%	101.3%	115.9%	

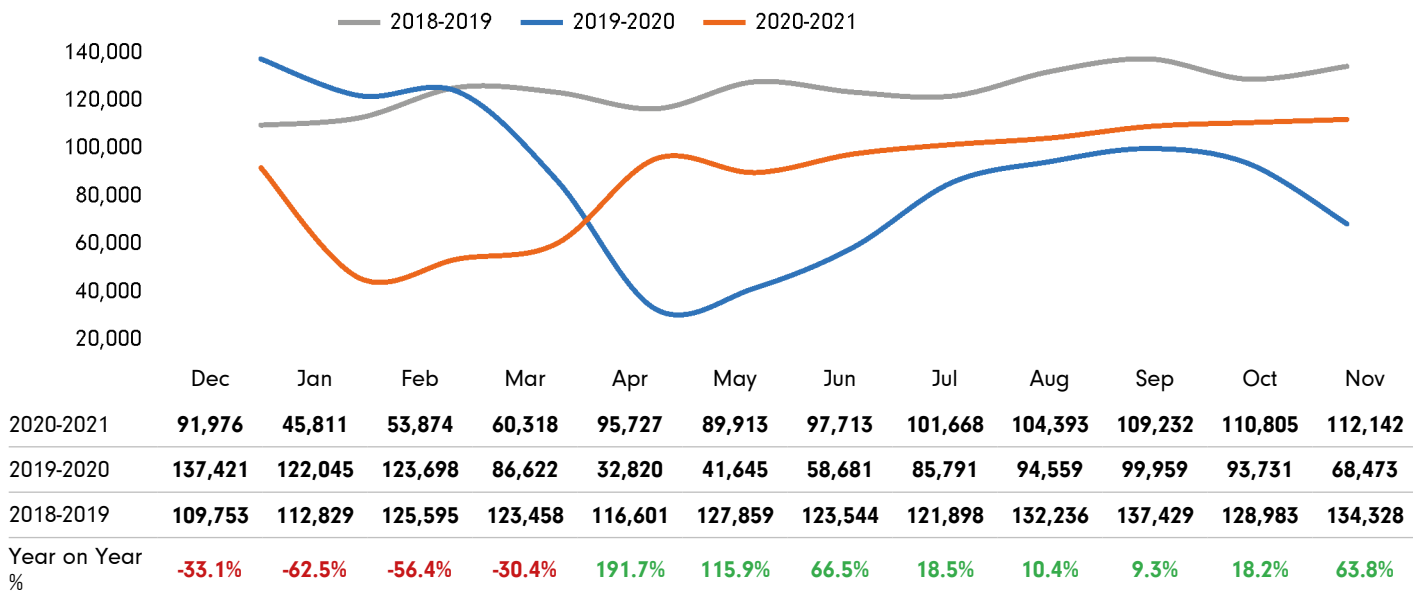
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

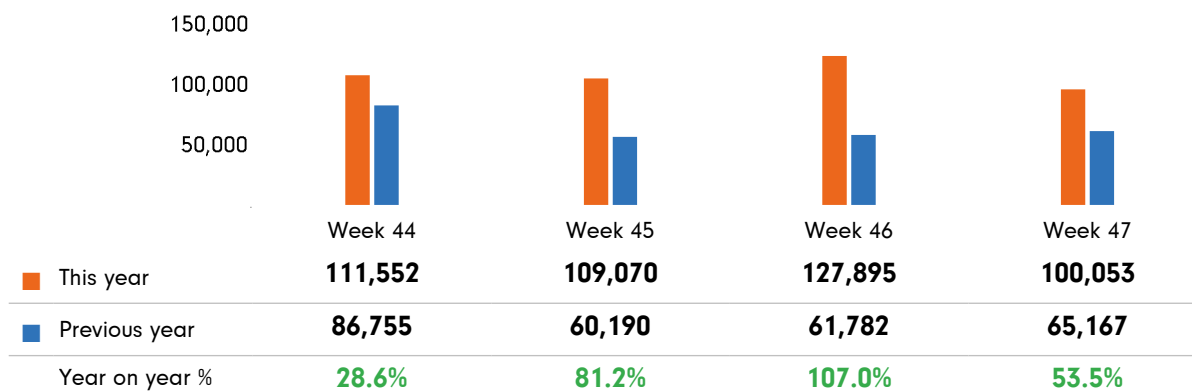
The figures shown below are calculated using weekly averages.



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

Footfall by week of month

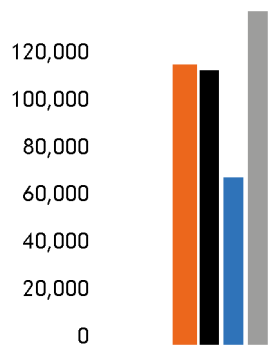
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

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



High Street

This Month	112,142
Previous Month	110,805
Previous Year	68,473
2 Years Ago	134,328
Year on Year %	63.8 %

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 November, 2021 Vs January, 2020 to November, 2020

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 11 2021 Vs 10 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

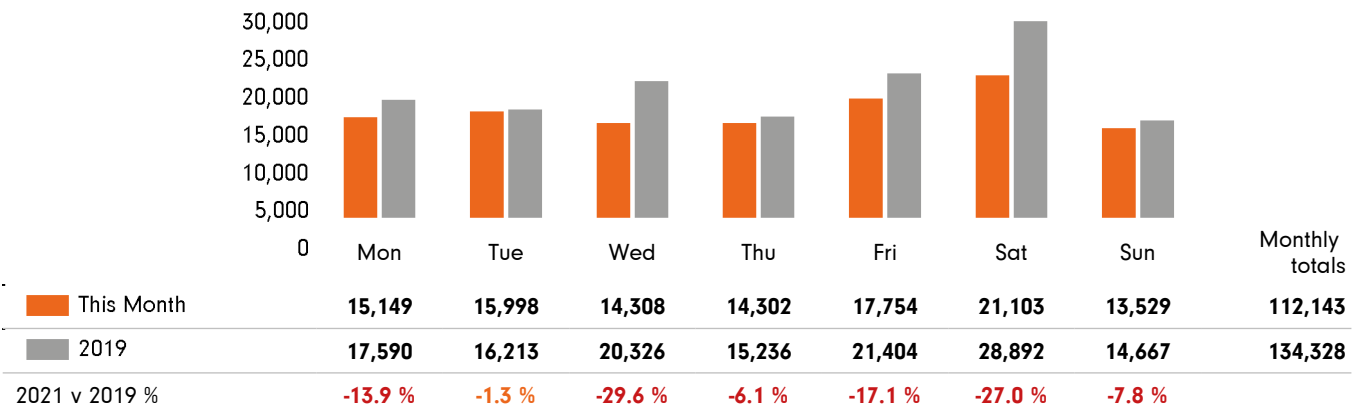
Headlines

	Year to date % 2021 Vs 2019	Year on year % 2021 Vs 2019
Huntingdon	-29.2 %	-16.5 %
East	-31.2 %	-19.0 %
High Street Index(Market Towns)	-26.8 %	-18.2 %
UK	-32.9 %	-18.6 %

Huntingdon is compared to the high street index.

Footfall by day

The figures shown below are calculated using weekly averages.



Footfall by location

The figures shown below are calculated using weekly averages.

