

Footfall Report for: Cambridge BID

Weeks This Month: 4
Weeks Last Month: 5

Monthly Footfall Counts

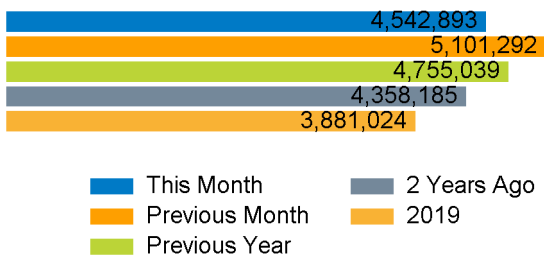
	Year to date %		Year on year %		Month on month %	
	2023	2022	2023	2022	2023	2022
Cambridge BID	6.0%	37.0%	-4.5%	9.1%	11.3%	18.7%
East	4.4%	33.6%	-4.3%	12.4%	1.9%	8.7%
High Street Index - BDSU (BDSU - Multifunctional)	3.1%	36.1%	-1.9%	7.5%	1.6%	4.7%
UK	3.9%	36.8%	-2.1%	7.9%	-1.5%	2.1%

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 46,076,255 which is 6% up on the previous year.
- The total number of visitors to Cambridge BID in month commencing 2 October 2023 was 4,542,893.
- The busiest day in month commencing 2 October 2023 was Saturday 7 October with 247,161 visitors.
- The peak hour of the month was 14:00 on Saturday 7 October 2023 with footfall of 26,244.

Footfall Counts by month



Figures shown below are calculated using monthly totals.

Weather



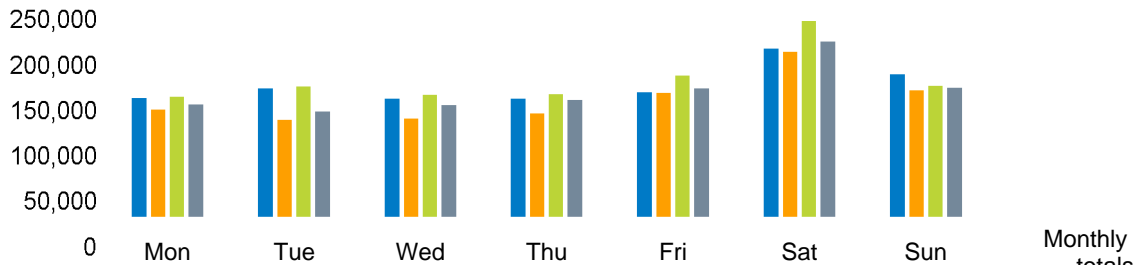
	Sun	Cloud	Rain	Menu
Number of days this month	19	6	3	
Number of days same month last year	13	12	1	2
Number of days same month two years ago	8	4	13	3

Average temperature

	Maximum temperature	Minimum temperature
2023	18°	8°
2022	18°	9°
2021	16°	9°

Footfall Counts by day

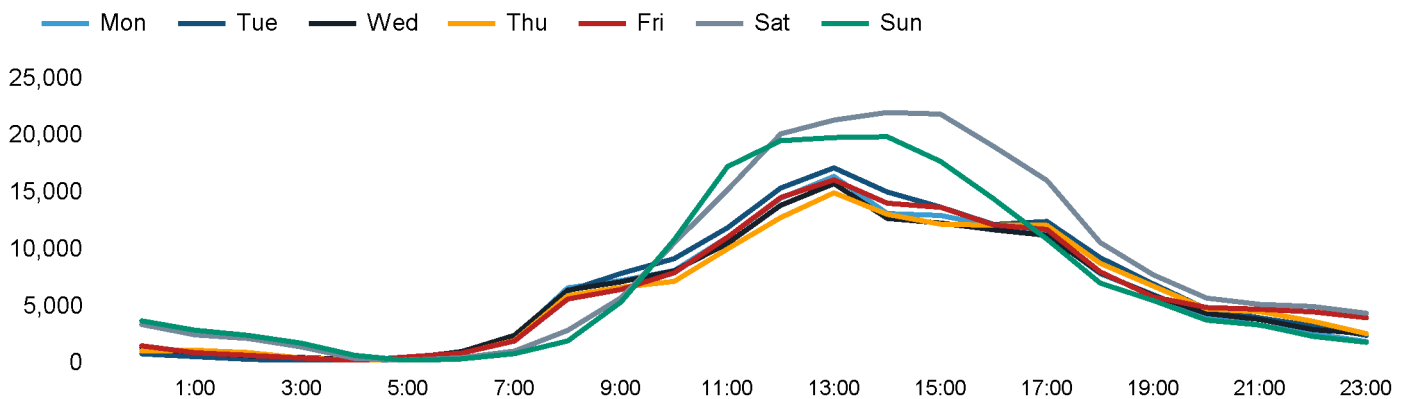
The figures shown below are calculated using weekly averages.



This Month	147,273	159,120	146,482	146,599	153,909	206,485	175,855	1,135,723
Previous Month	133,762	121,155	123,033	129,188	153,619	202,747	156,754	1,020,258
Previous Year	148,816	161,030	151,514	152,011	173,988	239,310	162,090	1,188,759
2 Years Ago	140,080	131,445	139,028	145,353	159,195	214,960	159,485	1,089,546
Month on month %	10.1%	31.3%	19.1%	13.5%	0.2%	1.8%	12.2%	
Year on year %	-1.0%	-1.2%	-3.3%	-3.6%	-11.5%	-13.7%	8.5%	

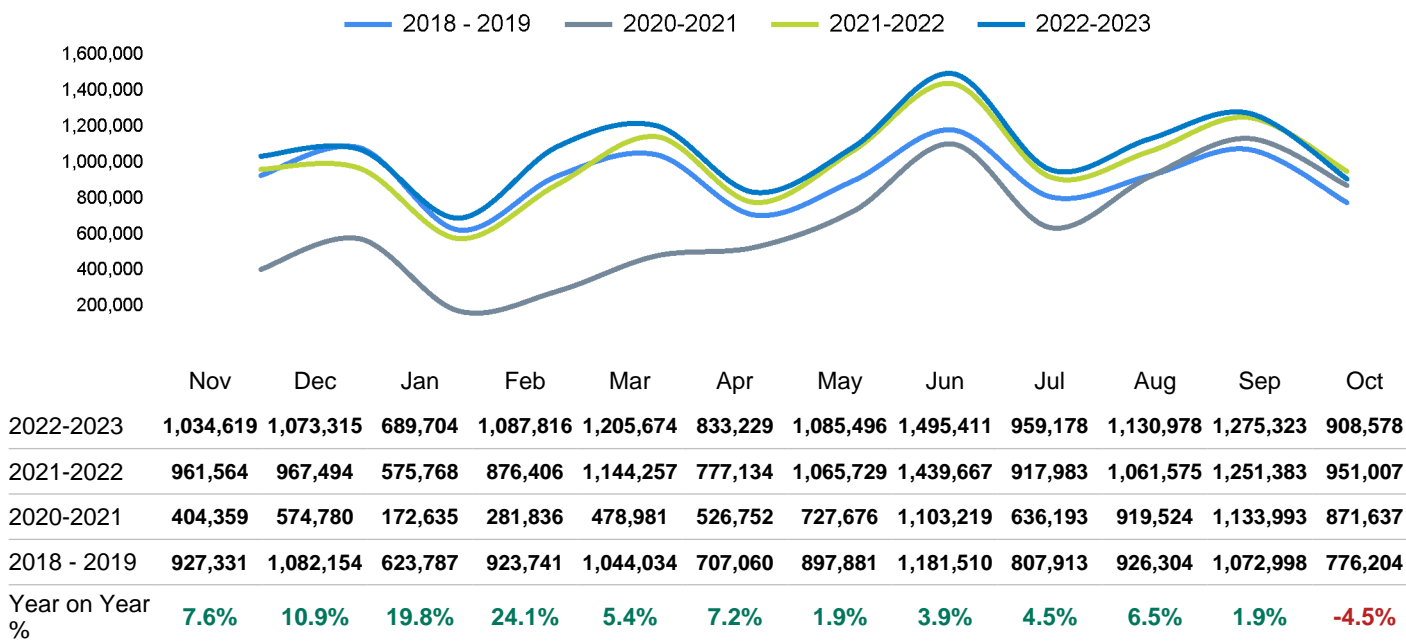
Footfall Counts by hour

The figures shown below are calculated using a weekly average



Footfall Counts - rolling 12 months

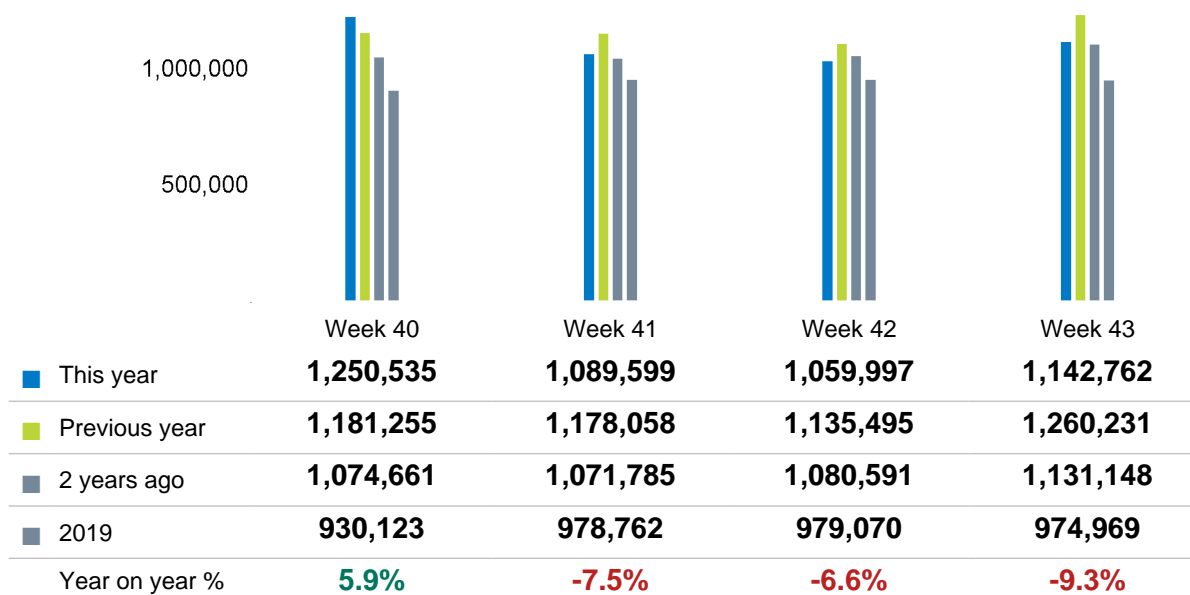
The figures shown below are calculated using weekly averages.



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

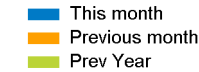










Footfall Counts by week of month

The figures shown below are calculated using weekly totals.



Footfall Counts by location

The figures shown below are calculated using weekly averages.

	This month	% share of total month	Previous month	Previous year	Month on month %	Year on year %	
Bridge Street	72,076	6.3%	64,832	74,862	11.2%	-3.7%	
Burleigh Street	66,486	5.9%	62,810	69,128	5.9%	-3.8%	
Fitzroy Street at Waitrose	128,618	11.3%	132,441	140,520	-2.9%	-8.5%	
Kings Parade	158,246	13.9%	129,012	151,465	22.7%	4.5%	
Market Hill	160,027	14.1%	145,794	185,012	9.8%	-13.5%	
One Station Square	50,403	4.4%	45,650	52,319	10.4%	-3.7%	
Regent Street	75,610	6.7%	68,068	58,161	11.1%	30.0%	
Rose Crescent	111,216	9.8%	107,472	143,358	3.5%	-22.4%	
Sidney Street	250,076	22.0%	225,633	254,408	10.8%	-1.7%	
Silver Street	62,963	5.5%	38,542	59,524	63.4%	5.8%	

Reporting dates

This month - 02 October 2023 - 29 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 October, 2023 Vs January, 2022 to October, 2022

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 10 2023 Vs 9 2023



2019 Comparison for: Cambridge BID

2019 comparison for Cambridge BID

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

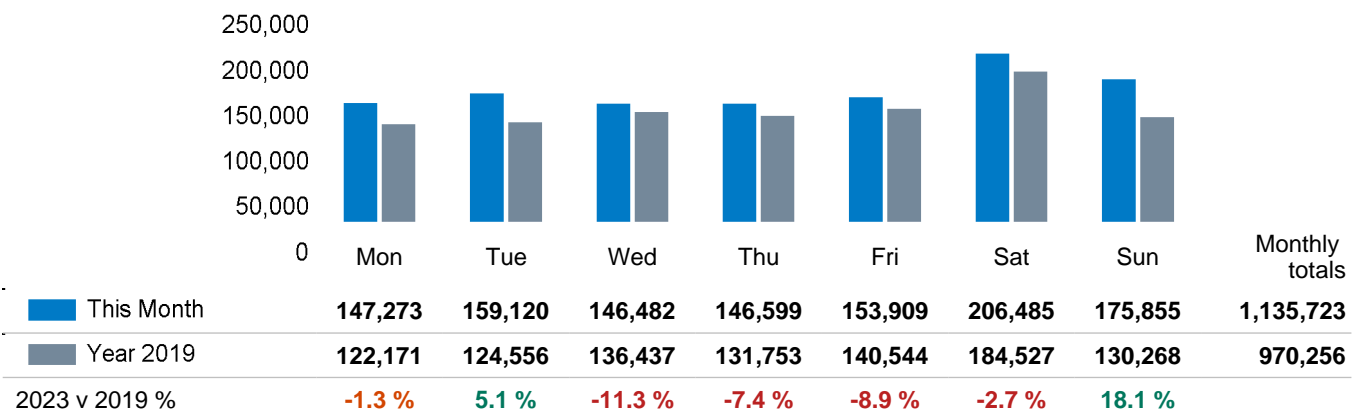
Headlines

	Year to date % 2023 Vs 2019	Year on year % 2023 Vs 2019
Cambridge BID	1.0 %	-1.5 %
East	-6.6 %	-2.3 %
High Street Index - BDSU (BDSU - Multifunctional)	-14.5 %	-11.5 %
UK	-13.8 %	-12.2 %

Cambridge BID is compared to the high street index.

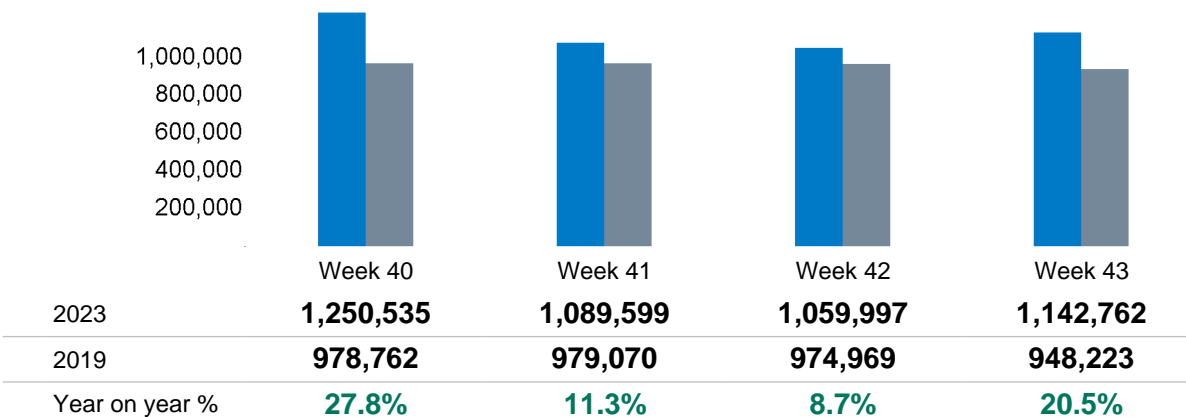
Footfall Counts by day

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

The figures shown below are calculated using weekly averages.

