

# Footfall Report for: Cambridge BID

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
Cambridge BID	32.2%	-45.8%	113.5%	-58.0%	-11.8%	-39.2%
East	14.1%	-39.2%	82.9%	-55.0%	-9.6%	-36.4%
High Street Index - BDSU(BDSU - Multifunctional)	13.8%	-44.3%	93.4%	-57.9%	-4.2%	-31.9%
UK	16.9%	-44.9%	105.2%	-59.5%	-2.9%	-34.5%

The footfall counter at Kings Parade was upgraded on 19th March 2021. 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 31,929,759 which is 32.2% up on the previous year.

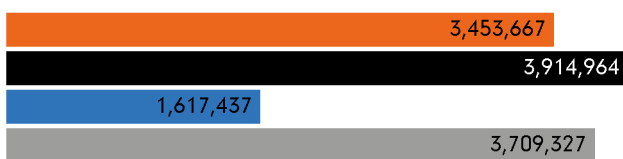
The total number of visitors to Cambridge BID in month commencing 1 November 2021 was 3,453,667.

The busiest day in month commencing 1 November 2021 was Saturday 20 November with 190,674 visitors.

The peak hour of the month was 14:00 on Saturday 20 November 2021 with footfall of 21,969.

## Footfall by month

Figures shown below are calculated using monthly totals.



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

## Weather



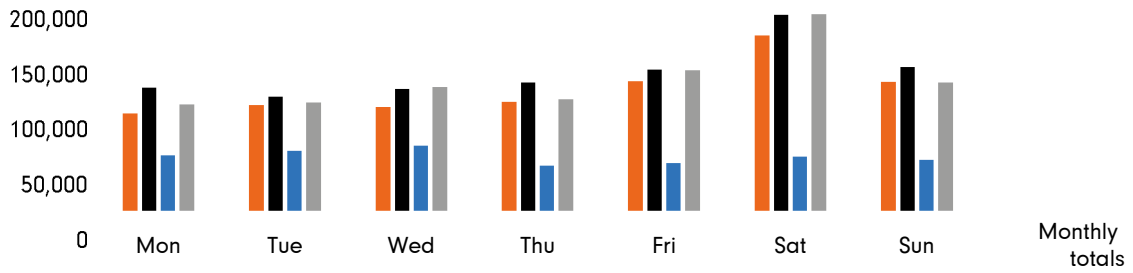
	Sun	Cloud	Rain	Snow	Menu
Number of days this month	12	5	10	1	
Number of days same month last year	11	5	11		1
Number of days same month two years ago	6	7	15		

## Average temperature

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

## Footfall by day

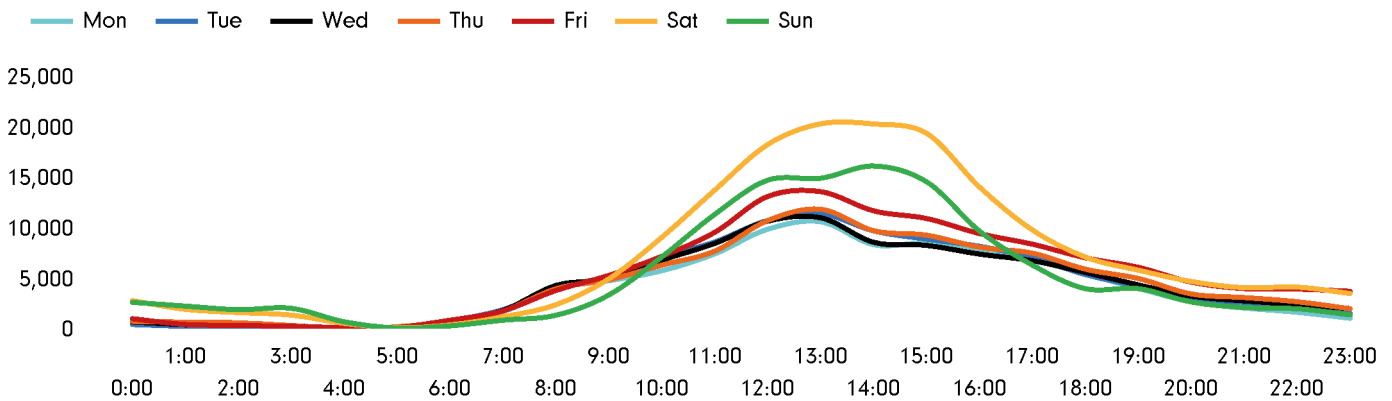
The figures shown below are calculated using weekly averages.



This Month	100,026	107,805	106,350	111,397	131,567	175,688	130,584	863,417
Previous Month	125,128	116,379	123,782	129,851	142,825	195,801	144,976	978,742
Previous Year	58,788	63,775	68,638	48,939	51,573	57,973	54,673	404,359
2 Years Ago	108,528	110,567	125,585	113,990	141,748	196,951	129,963	927,332
Month on month %	-20.1%	-7.4%	-14.1%	-14.2%	-7.9%	-10.3%	-9.9%	
Year on year %	70.1%	69.0%	54.9%	127.6%	155.1%	203.1%	138.8%	

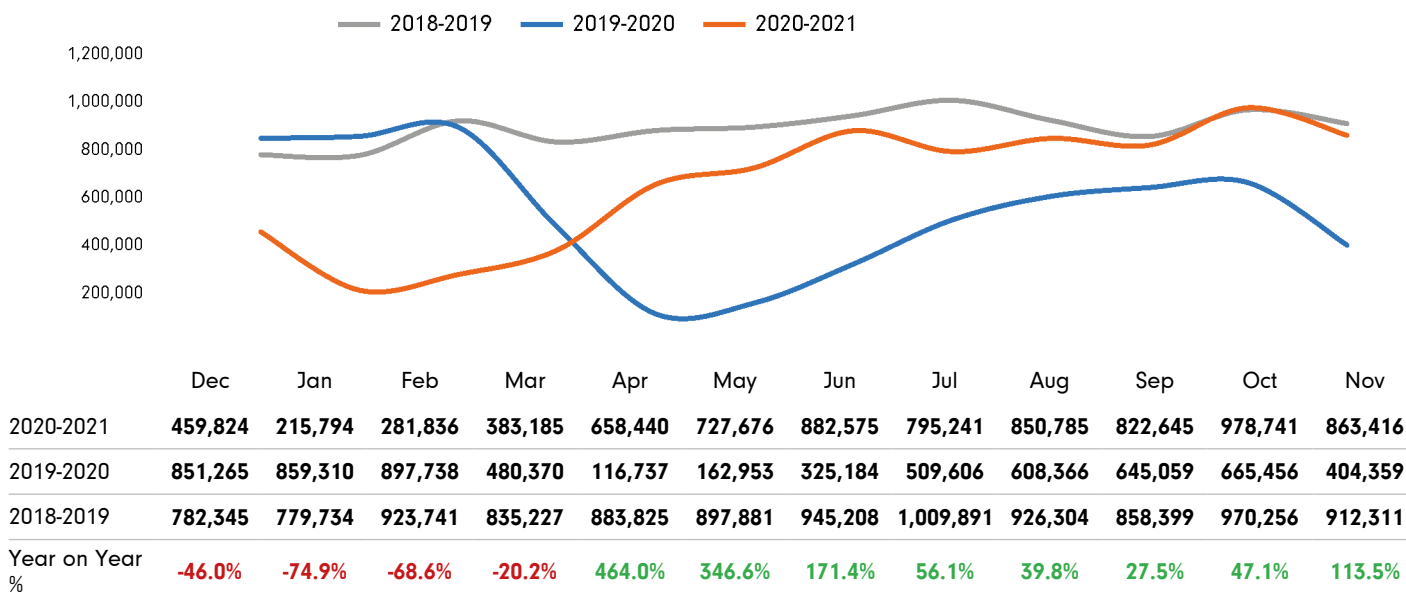
## Footfall by hour

The figures shown below are calculated using a weekly average



## Footfall - rolling 12 months

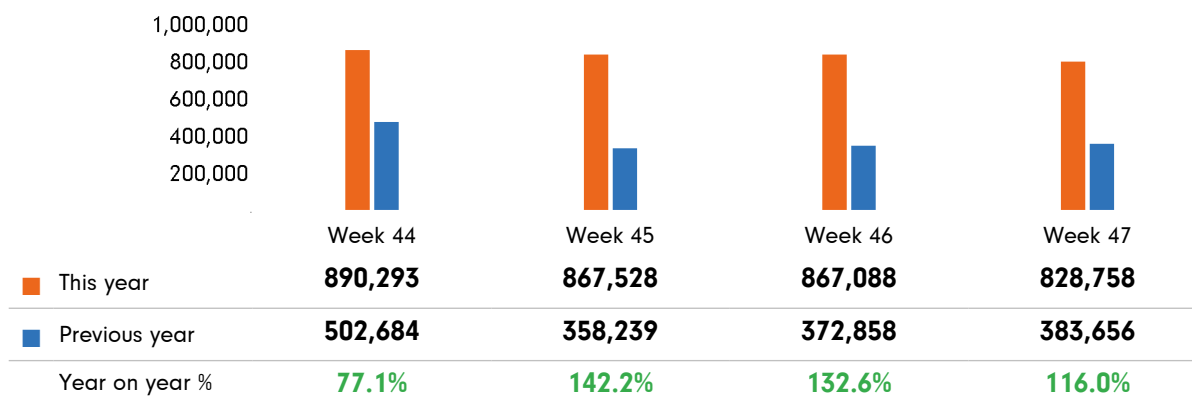
The figures shown below are calculated using weekly averages.



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

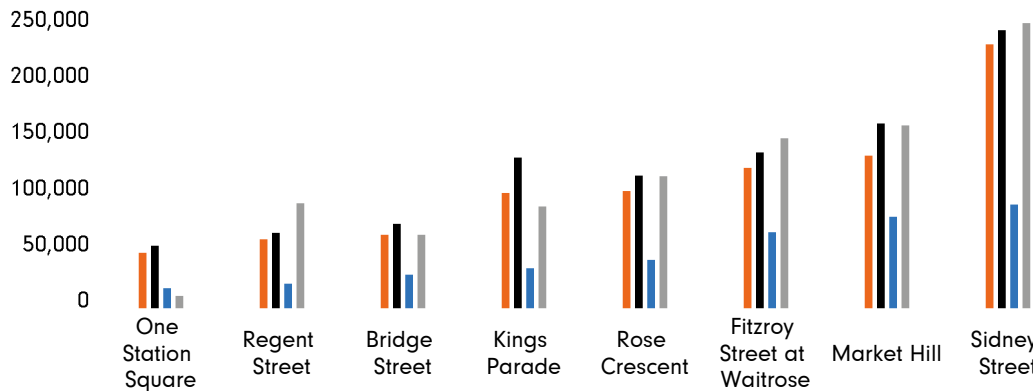
The figures shown below are calculated using weekly totals.



## Footfall by location

The figures shown below are calculated using weekly averages.

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



	One Station Square	Regent Street	Bridge Street	Kings Parade	Rose Crescent	Fitzroy Street at Waitrose	Market Hill	Sidney Street
This Month	51,199	62,349	66,178	101,109	102,744	121,962	132,278	225,595
Previous Month	57,298	68,013	75,422	130,677	115,518	134,957	159,550	237,303
Previous Year	21,444	25,269	32,994	38,155	45,383	68,205	81,283	91,624
2 Years Ago	15,020	92,775	66,345	89,703	115,350	147,059	157,987	243,089
Year on Year %	138.8 %	146.7 %	100.6 %	165.0 %	126.4 %	78.8 %	62.7 %	146.2 %

## Footfall by location



- Sidney Street, 26.1 %
- Market Hill, 15.3 %
- Fitzroy Street at Waitrose, 14.1 %
- Rose Crescent, 11.9 %
- Kings Parade, 11.7 %
- Bridge Street, 7.7 %
- Regent Street, 7.2 %
- One Station Square, 5.9 %

### 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 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 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 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

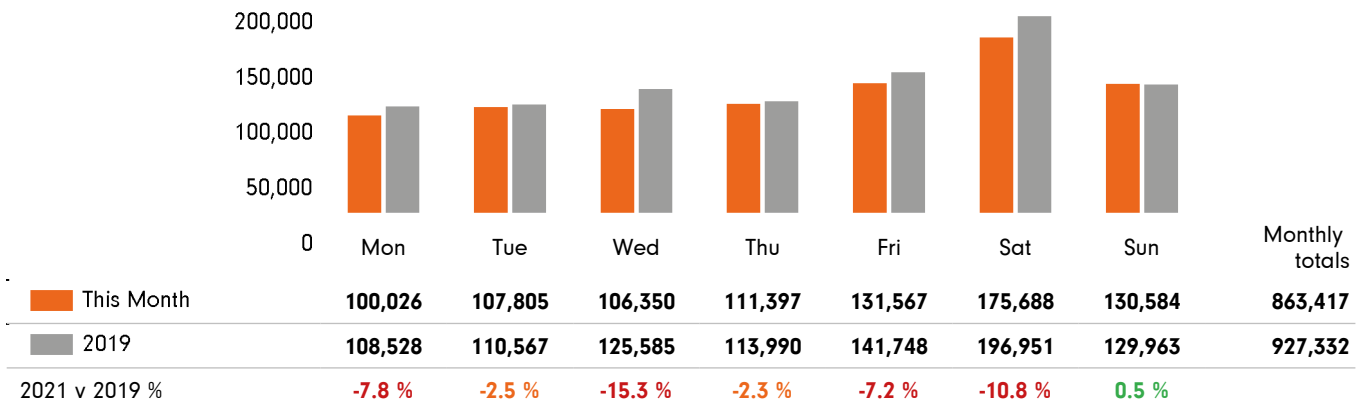
### Headlines

	Year to date % 2021 Vs 2019	Year on year % 2021 Vs 2019
Cambridge BID	<b>-29.0 %</b>	<b>-11.0 %</b>
East	<b>-31.2 %</b>	<b>-19.0 %</b>
High Street Index - BDSU(BDSU - Multifunctional)	<b>-35.5 %</b>	<b>-18.9 %</b>
UK	<b>-32.9 %</b>	<b>-18.6 %</b>

Cambridge BID 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.

