

# Footfall Report for: Cambridge BID

Weeks This Month: 4  
Weeks Last Month: 4

## Monthly Footfall Counts

	Year to date %		Year on year %		Month on month %	
	2023	2022	2023	2022	2023	2022
Cambridge BID	5.4%	33.6%	-0.8%	7.6%	-9.4%	-13.0%
East	4.1%	30.7%	0.6%	8.7%	-4.4%	-9.0%
High Street Index - BDSU (BDSU - Multifunctional)	2.8%	32.6%	-0.6%	4.1%	-2.2%	-4.0%
UK	3.5%	33.2%	-0.8%	5.4%	-0.3%	-1.8%

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

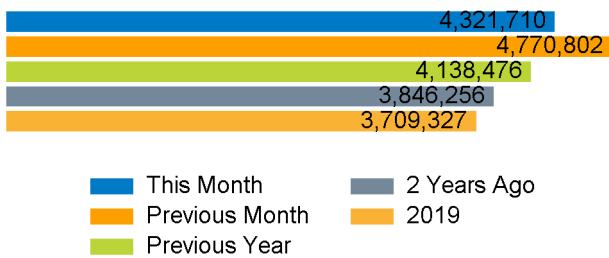
The total number of visitors for the year to date is 51,764,890 which is 5.4% up on the previous year.

The total number of visitors to Cambridge BID in month commencing 30 October 2023 was 4,321,710.

The busiest day in month commencing 30 October 2023 was Saturday 11 November with 226,050 visitors.

The peak hour of the month was 15:00 on Saturday 11 November 2023 with footfall of 25,468.

## Footfall Counts by month



Figures shown below are calculated using monthly totals.

## Weather

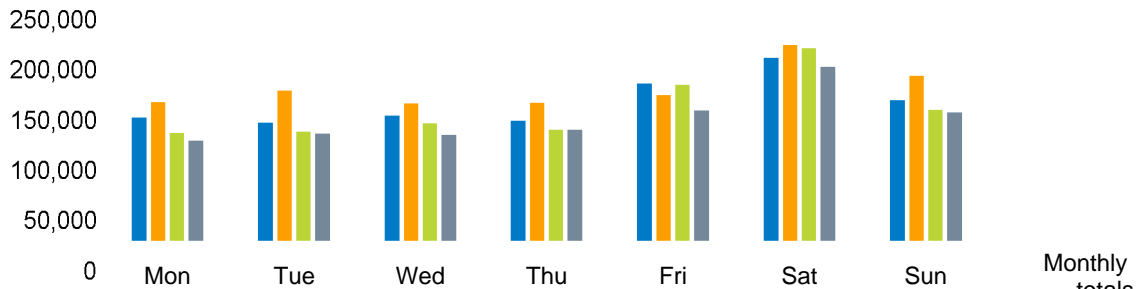
Number of days this month	16	10	2		
Number of days same month last year	13	11	2		2
Number of days same month two years ago	13	5	9	1	

## Average temperature

	Maximum temperature	Minimum temperature
2023	13°	4°
2022	13°	7°
2021	11°	5°

## Footfall Counts by day

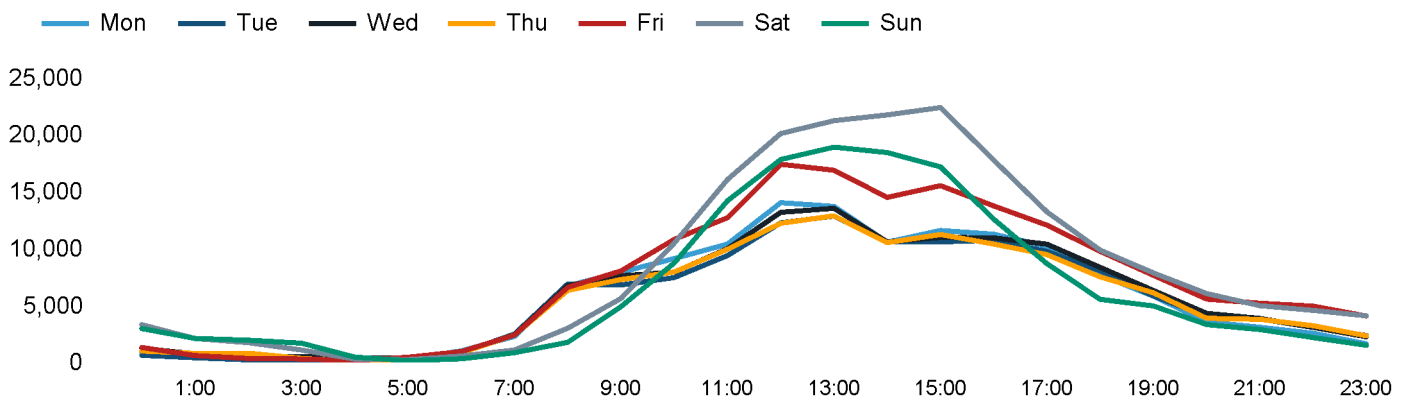
The figures shown below are calculated using weekly averages.



This Month	138,573	132,648	140,132	134,680	174,930	202,397	157,067	1,080,427
Previous Month	154,745	167,465	153,796	154,479	162,198	216,657	183,360	1,192,700
Previous Year	121,404	123,311	131,799	125,474	173,295	212,942	146,394	1,034,619
2 Years Ago	113,156	121,231	119,966	124,976	146,028	192,582	143,625	961,564
Month on month %	-10.5%	-20.8%	-8.9%	-12.8%	7.8%	-6.6%	-14.3%	
Year on year %	8.0%	1.6%	0.6%	1.6%	-4.6%	-9.0%	3.0%	

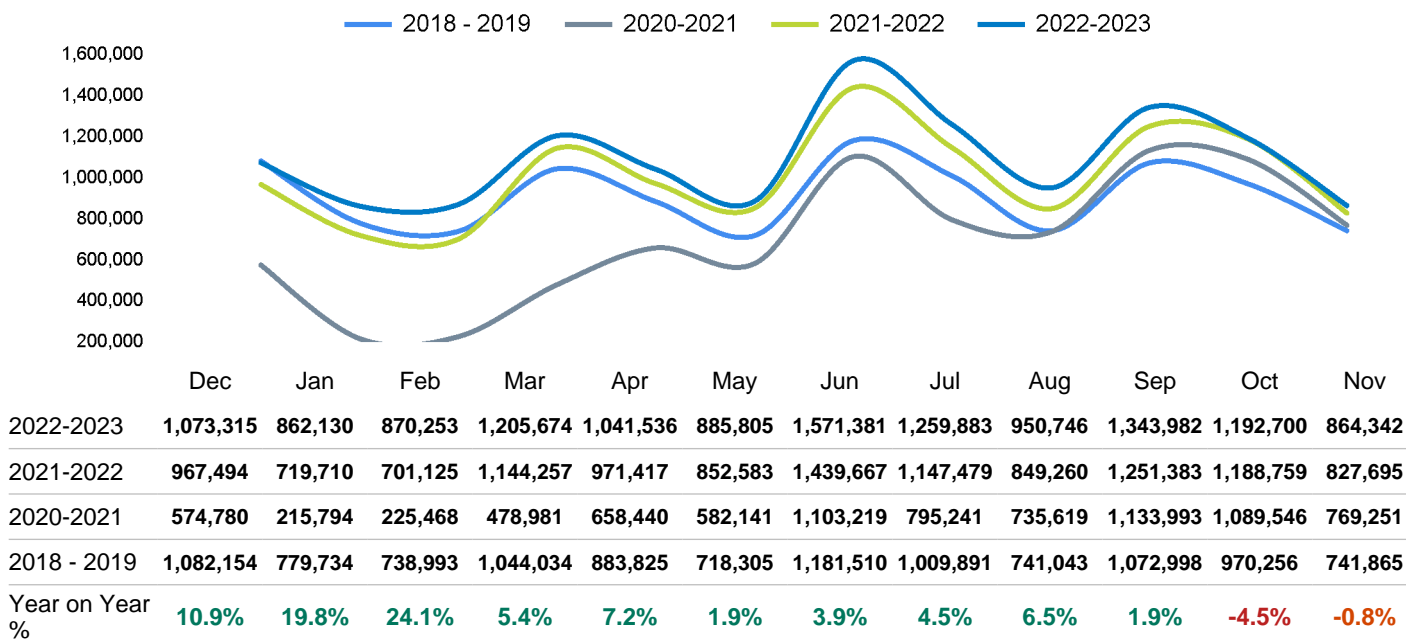
## Footfall Counts by hour

The figures shown below are calculated using a weekly average



## Footfall Counts - rolling 12 months

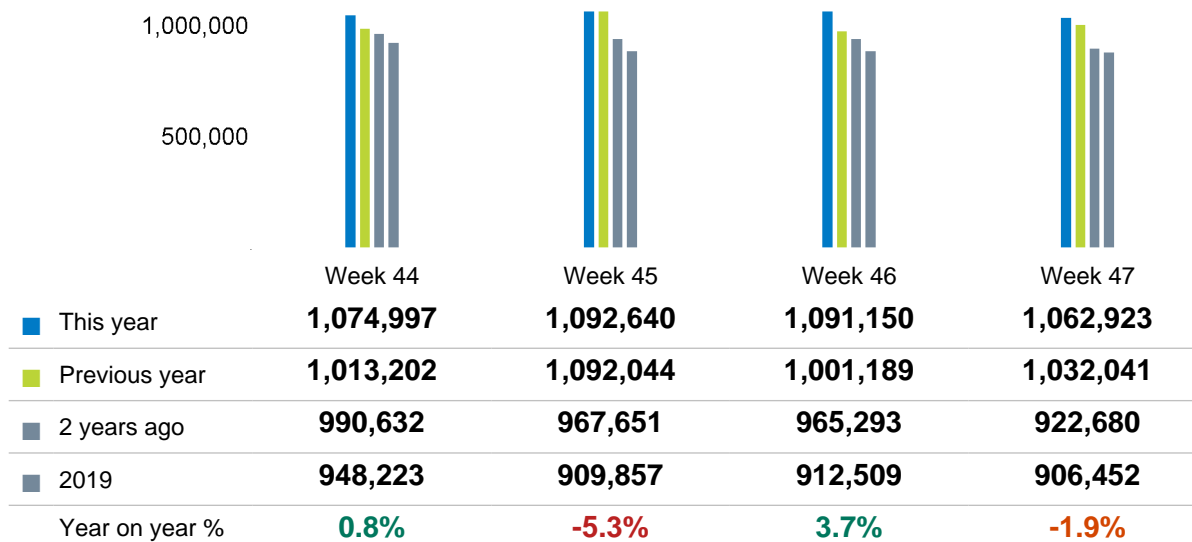
The figures shown below are calculated using weekly averages.



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

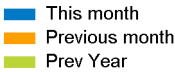











## Footfall Counts by week of month

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	68,179	6.3%	72,076	61,649	-5.4%	10.6%	
Burleigh Street	61,988	5.7%	66,486	63,948	-6.8%	-3.1%	
Fitzroy Street at Waitrose	122,533	11.3%	128,618	123,653	-4.7%	-0.9%	
Hill Road	53,994	5.0%	56,977		-5.2%		
Kings Parade	132,983	12.3%	158,246	119,840	-16.0%	11.0%	
Market Hill	139,067	12.9%	160,027	147,815	-13.1%	-5.9%	
One Station Square	39,519	3.7%	50,403	44,225	-21.6%	-10.6%	
Regent Street	74,509	6.9%	75,610	45,315	-1.5%	64.4%	
Rose Crescent	94,233	8.7%	111,216	117,992	-15.3%	-20.1%	
Sidney Street	240,078	22.2%	250,076	255,180	-4.0%	-5.9%	
Silver Street	53,341	4.9%	62,963	54,998	-15.3%	-3.0%	

## Reporting dates

This month - 30 October 2023 - 26 November 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 November, 2023 Vs January, 2022 to November, 2022

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 11 2023 Vs 10 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

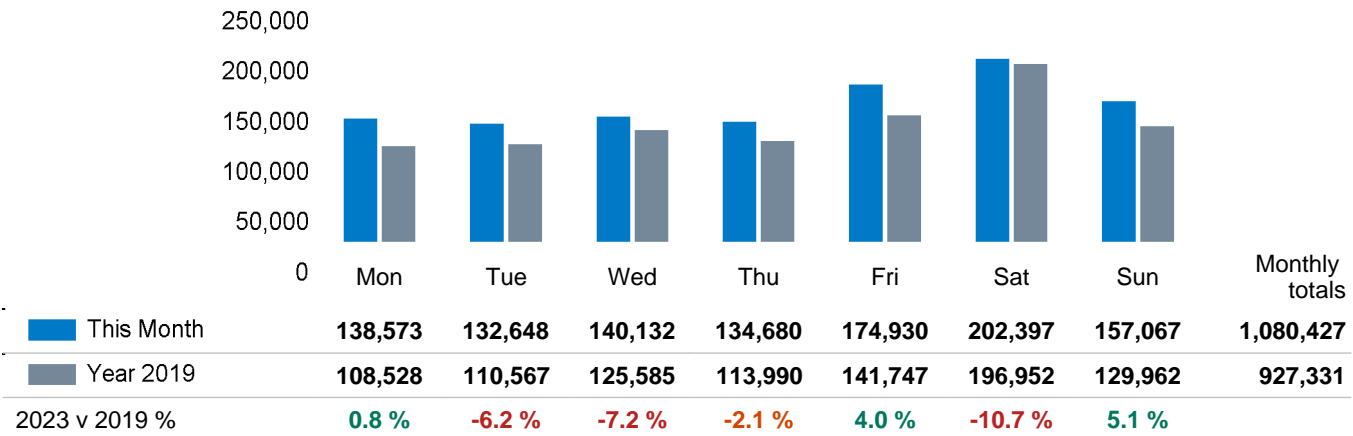
### Headlines

	Year to date % 2023 Vs 2019	Year on year % 2023 Vs 2019
Cambridge BID	<b>0.6 %</b>	<b>-4.5 %</b>
East	<b>-6.7 %</b>	<b>-8.6 %</b>
High Street Index - BDSU (BDSU - Multifunctional)	<b>-14.3 %</b>	<b>-12.4 %</b>
UK	<b>-13.8 %</b>	<b>-12.9 %</b>

Cambridge BID is compared to the high street index.

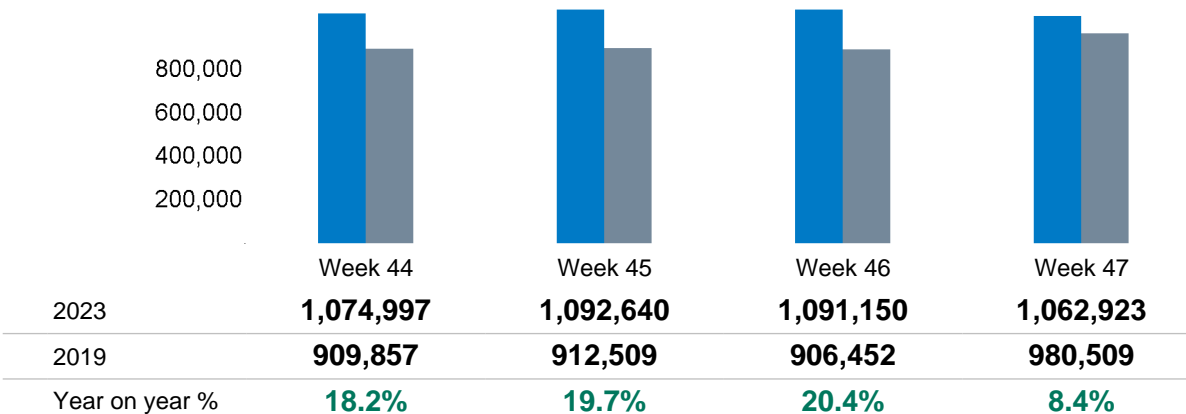
### Footfall Counts by day

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.

