

Footfall Report for: Cambridge BID

Weeks This Month: 5
Weeks Last Month: 4

Monthly Footfall Counts

	Year to date %		Year on year %		Month on month %	
	2023	2022	2023	2022	2023	2022
Cambridge BID	4.8%	31.3%	-2.0%	10.9%	-18.1%	-17.0%
East	3.7%	28.4%	0.1%	10.6%	-6.0%	-4.9%
High Street Index - BDSU (BDSU - Multifunctional)	2.8%	30.1%	2.8%	10.1%	1.1%	-1.8%
UK	3.3%	30.7%	2.1%	12.9%	3.3%	0.6%

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 56,186,984 which is 4.8% up on the previous year.

The total number of visitors to Cambridge BID in month commencing 27 November 2023 was 4,422,094.

The busiest day in month commencing 27 November 2023 was Saturday 2 December with 202,728 visitors.

The peak hour of the month was 14:00 on Saturday 2 December 2023 with footfall of 24,396.

Footfall Counts by month



■ This Month ■ 2 Years Ago
■ Previous Month ■ 2019
■ Previous Year

Figures shown below are calculated using monthly totals.

Weather



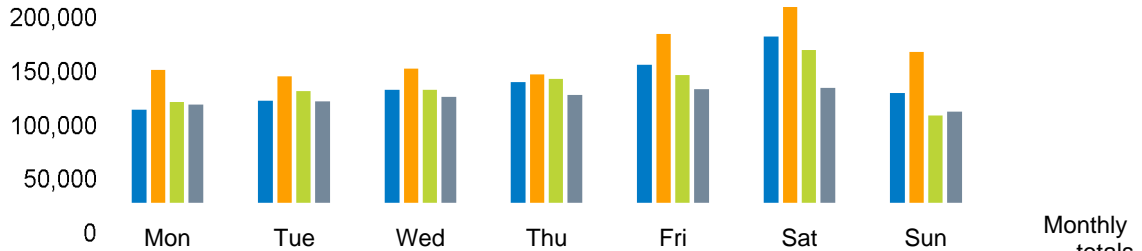
	Sun	Cloud	Rain	Snow	Wind
Number of days this month	11	16	6		2
Number of days same month last year	17	15	1	1	1
Number of days same month two years ago	2	10	20	1	2

Average temperature

	Maximum temperature	Minimum temperature
2023	10°	3°
2022	7°	1°
2021	9°	5°

Footfall Counts by day

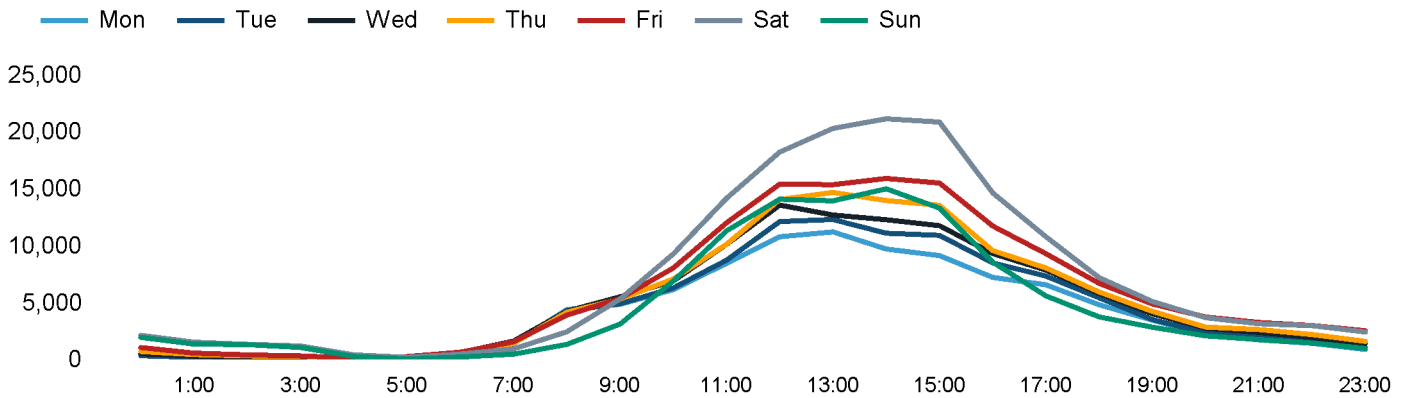
The figures shown below are calculated using weekly averages.



	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Monthly totals
This Month	98,589	108,105	118,928	126,694	144,230	172,525	115,347	884,418
Previous Month	138,573	132,648	140,132	134,680	174,930	202,397	157,067	1,080,427
Previous Year	106,518	117,718	119,095	129,972	133,459	158,734	93,156	858,652
2 Years Ago	104,048	107,518	112,011	113,677	119,209	120,502	97,030	773,995
Month on month %	-28.9%	-18.5%	-15.1%	-5.9%	-17.5%	-14.8%	-26.6%	
Year on year %	-12.3%	-12.5%	-5.3%	-7.5%	2.3%	3.5%	19.2%	

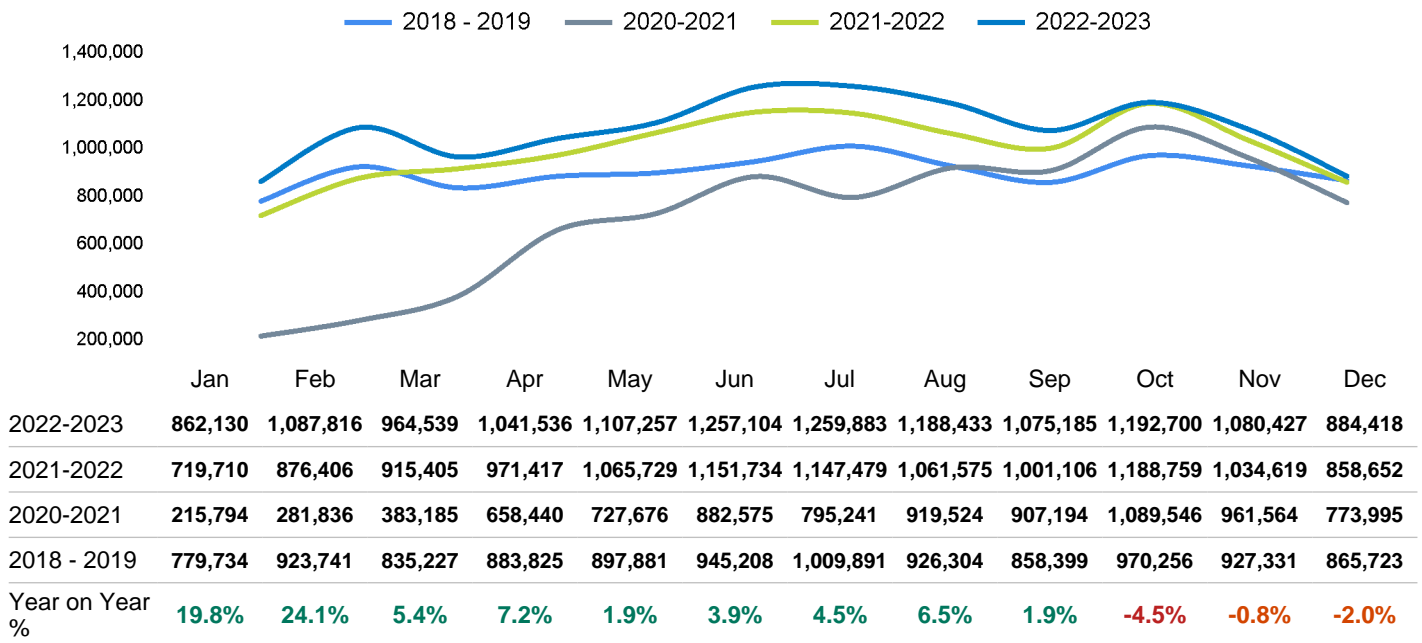
Footfall Counts by hour

The figures shown below are calculated using a weekly average



Footfall Counts - rolling 12 months

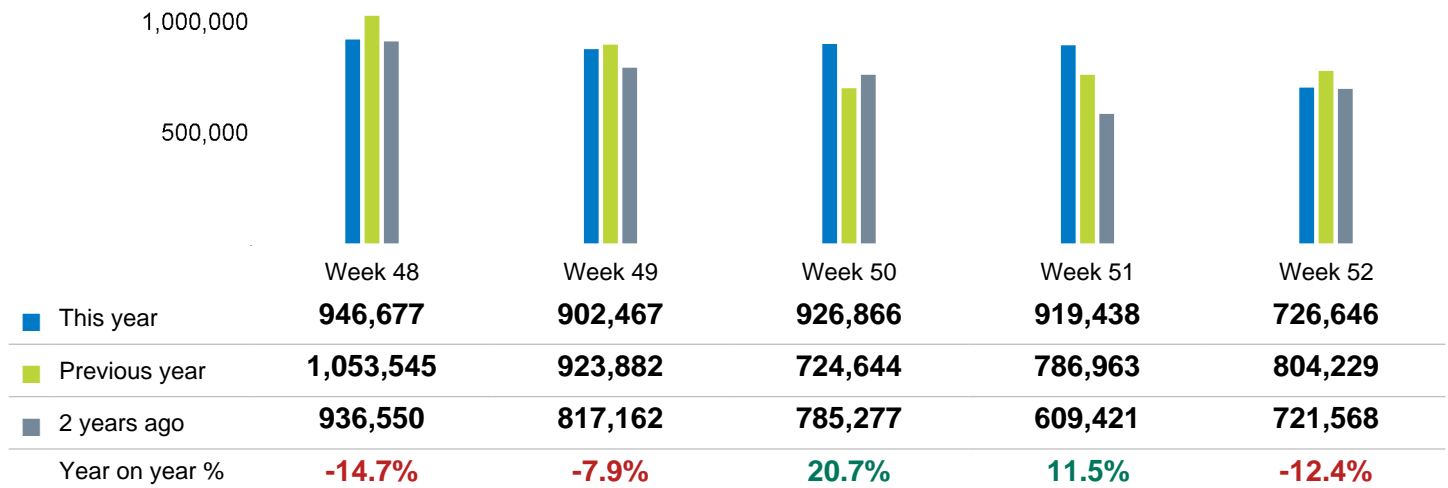
The figures shown below are calculated using weekly averages.



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

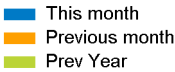











Footfall Counts by week of month

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	52,698	6.0%	68,179	49,732	-22.7%	6.0%	
Burleigh Street	52,452	5.9%	61,988	52,912	-15.4%	-0.9%	
Fitzroy Street at Waitrose	123,334	13.9%	122,533	112,546	0.7%	9.6%	
Hill Road	43,076	4.9%	53,994		-20.2%		
Kings Parade	87,700	9.9%	132,983	76,660	-34.1%	14.4%	
Market Hill	97,304	11.0%	139,067	101,369	-30.0%	-4.0%	
One Station Square	27,569	3.1%	39,519	31,145	-30.2%	-11.5%	
Regent Street	60,185	6.8%	74,509	40,755	-19.2%	47.7%	
Rose Crescent	78,979	8.9%	94,233	101,956	-16.2%	-22.5%	
Sidney Street	232,268	26.3%	240,078	240,891	-3.3%	-3.6%	
Silver Street	28,850	3.3%	53,341	50,683	-45.9%	-43.1%	

Reporting dates

This month - 27 November 2023 - 31 December 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 December, 2023 Vs January, 2022 to December, 2022

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 12 2023 Vs 11 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

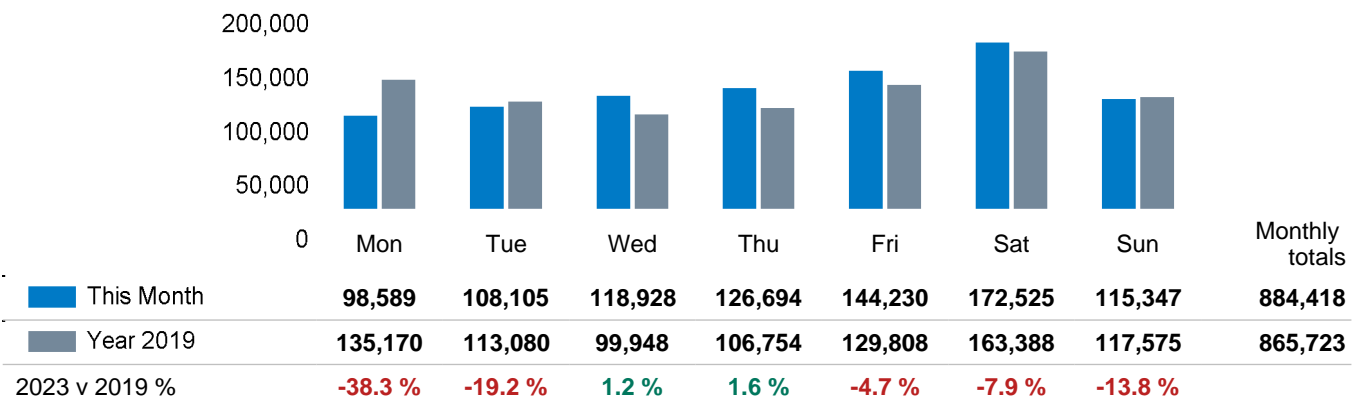
Headlines

	Year to date % 2023 Vs 2019	Year on year % 2023 Vs 2019
Cambridge BID	-0.6 %	-12.2 %
East	-7.3 %	-12.5 %
High Street Index - BDSU (BDSU - Multifunctional)	-14.0 %	-11.1 %
UK	-13.5 %	-10.9 %

Cambridge BID is compared to the high street index.

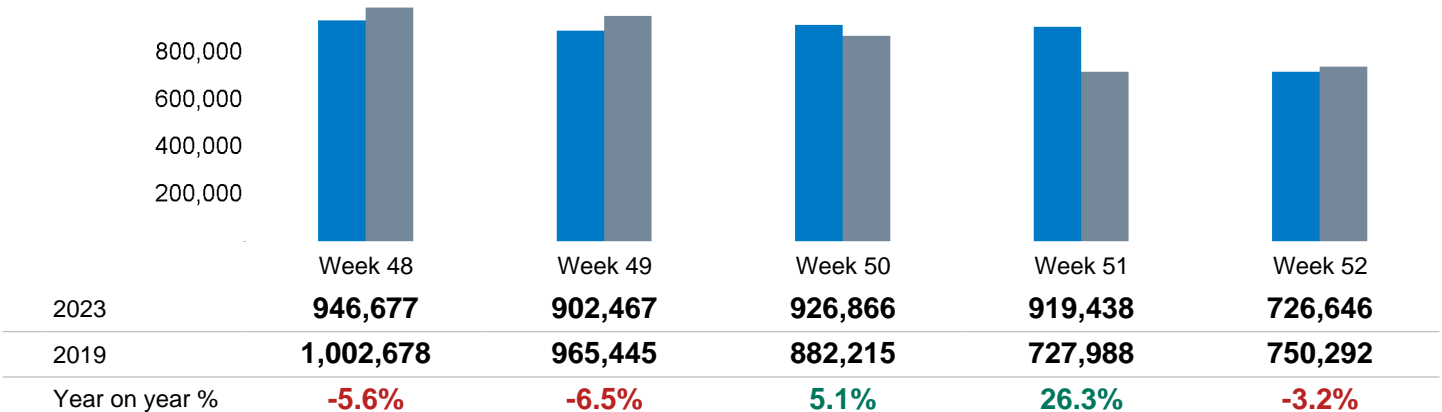
Footfall Counts by day

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.

