

# Footfall Report for: Cambridge BID

Weeks This Month: 4  
Weeks Last Month: 5

## Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2022	2021	2022	2021	2022	2021
Cambridge BID	103.5%	-33.9%	33.6%	464.0%	7.2%	71.8%
East	86.2%	-33.0%	26.0%	242.6%	6.4%	68.0%
High Street Index - BDSU(BDSU - Multifunctional)	97.0%	-38.0%	33.6%	236.8%	3.1%	66.2%
UK	103.6%	-39.3%	37.1%	252.7%	4.3%	73.0%

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 13,311,837 which is 103.5% up on the previous year.

The total number of visitors to Cambridge BID in month commencing 4 April 2022 was 3,517,569.

The busiest day in month commencing 4 April 2022 was Saturday 30 April with 214,683 visitors.

The peak hour of the month was 14:00 on Saturday 30 April 2022 with footfall of 22,583.

## Footfall by month

Figures shown below are calculated using monthly totals.



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

## Weather



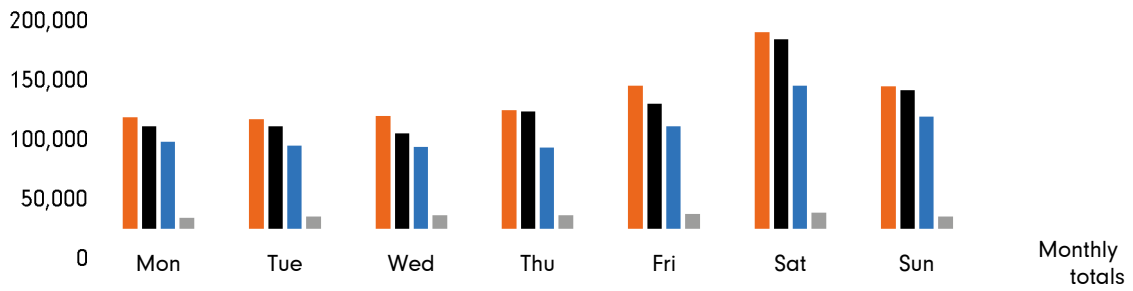
	Sun	Cloud	Rain	Menu
Number of days this month	13	8	7	
Number of days same month last year	16	2	10	
Number of days same month two years ago	19	1	7	1

## Average temperature

	Maximum temperature	Minimum temperature
2022	15°	6°
2021	12°	1°
2020	17°	6°

## Footfall by day

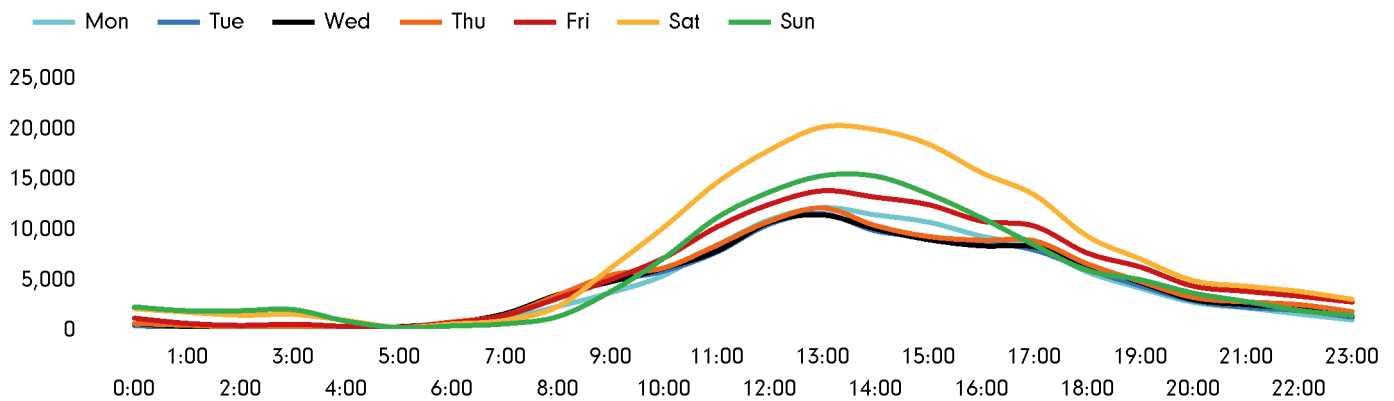
The figures shown below are calculated using weekly averages.



This Month	105,716	103,952	106,666	112,002	134,443	182,802	133,811	879,392
Previous Month	97,564	97,344	90,989	110,643	117,643	176,048	130,003	820,234
Previous Year	83,189	80,190	78,815	78,361	97,238	134,442	106,205	658,440
2 Years Ago	14,584	15,522	16,878	16,995	18,119	19,005	15,634	116,737
Month on month %	8.4%	6.8%	17.2%	1.2%	14.3%	3.8%	2.9%	
Year on year %	27.1%	29.6%	35.3%	42.9%	38.3%	36.0%	26.0%	

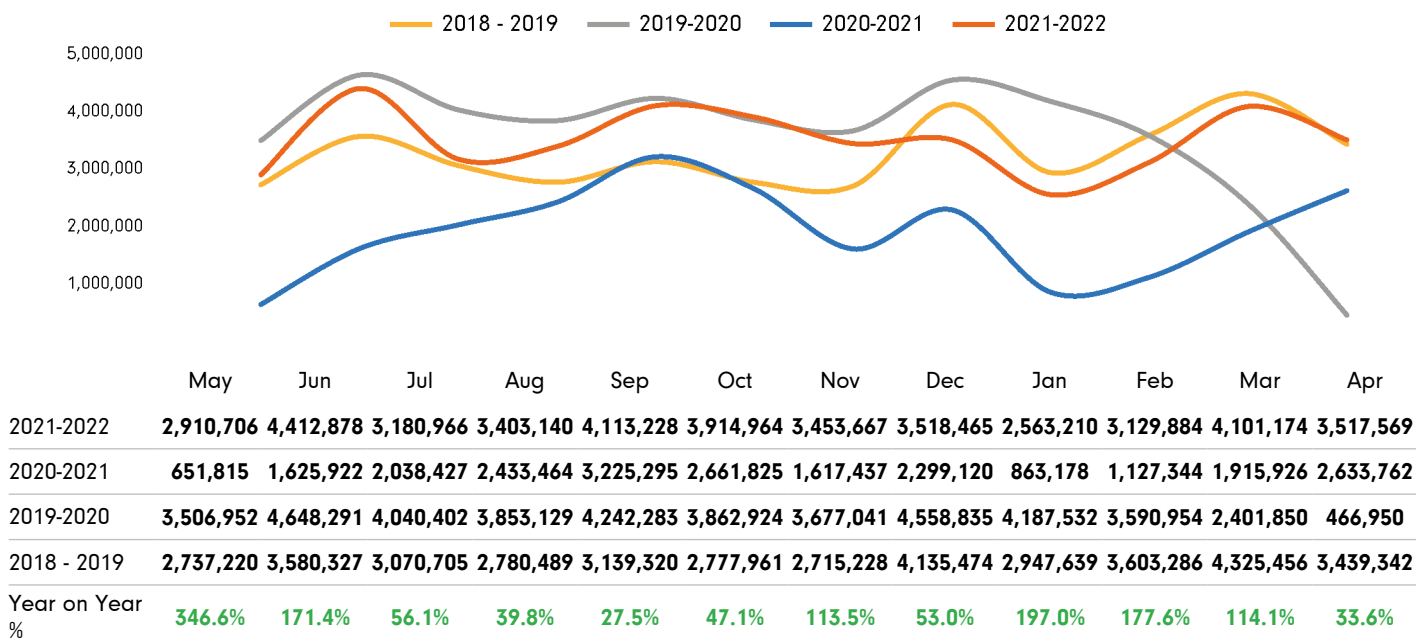
## Footfall by hour

The figures shown below are calculated using a weekly average



## Footfall - rolling 12 months

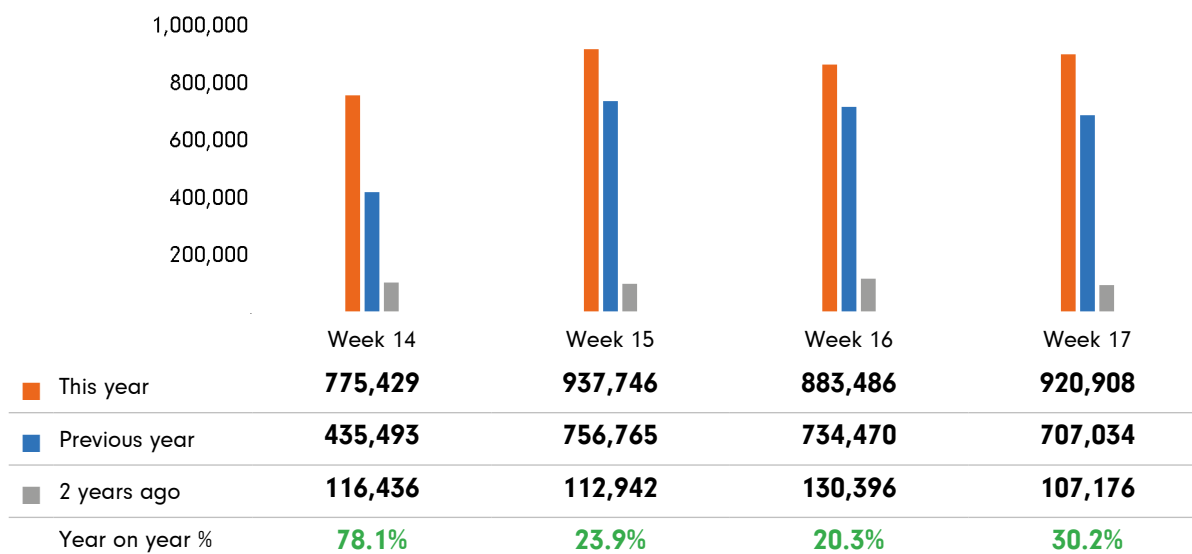
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2021-2022 period with the 2020-2021 period i.e the figure for April compares April 2022 to April 2021

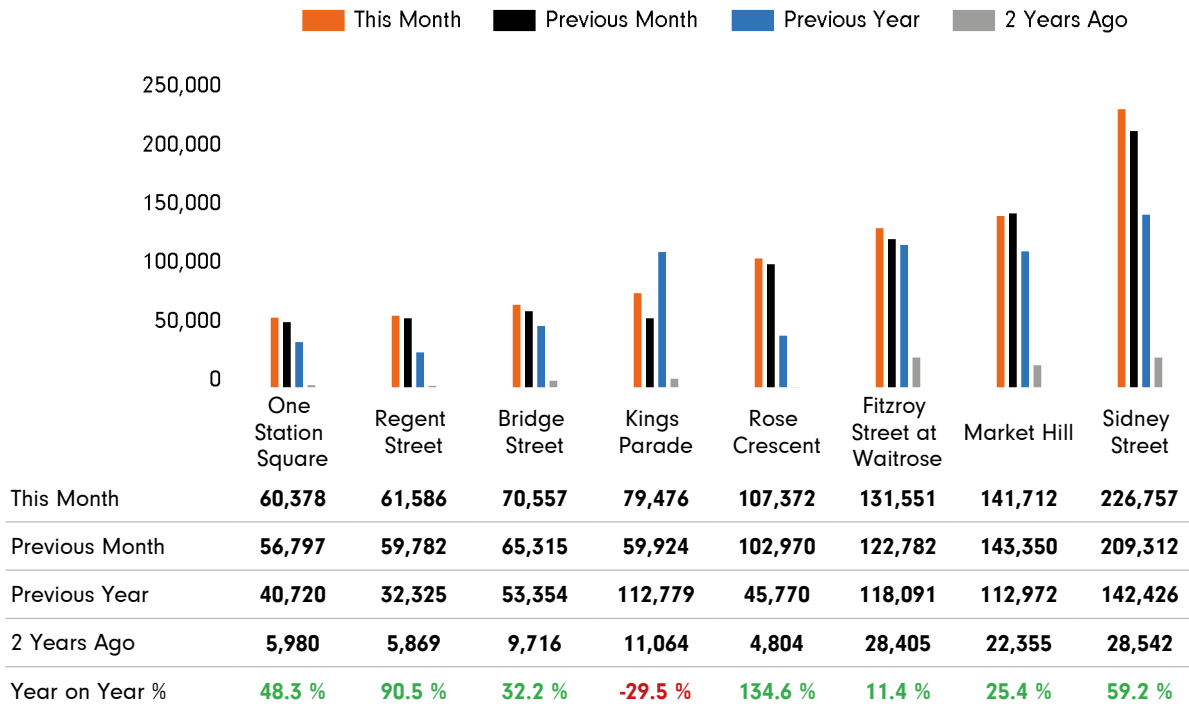
## Footfall by week of month

The figures shown below are calculated using weekly totals.



## Footfall by location

The figures shown below are calculated using weekly averages.



## Footfall by location



Sidney Street, 25.8 %
Market Hill, 16.1 %
Fitzroy Street at Waitrose, 15.0 %
Rose Crescent, 12.2 %
Kings Parade, 9.0 %
Bridge Street, 8.0 %
Regent Street, 7.0 %
One Station Square, 6.9 %

### Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2022 to April, 2022 Vs January, 2021 to April, 2021

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. April, 2022 Vs April, 2021

Month on Month % Change is the % change in footfall for this Month from the previous Month. 4 2022 Vs 3 2022

# 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

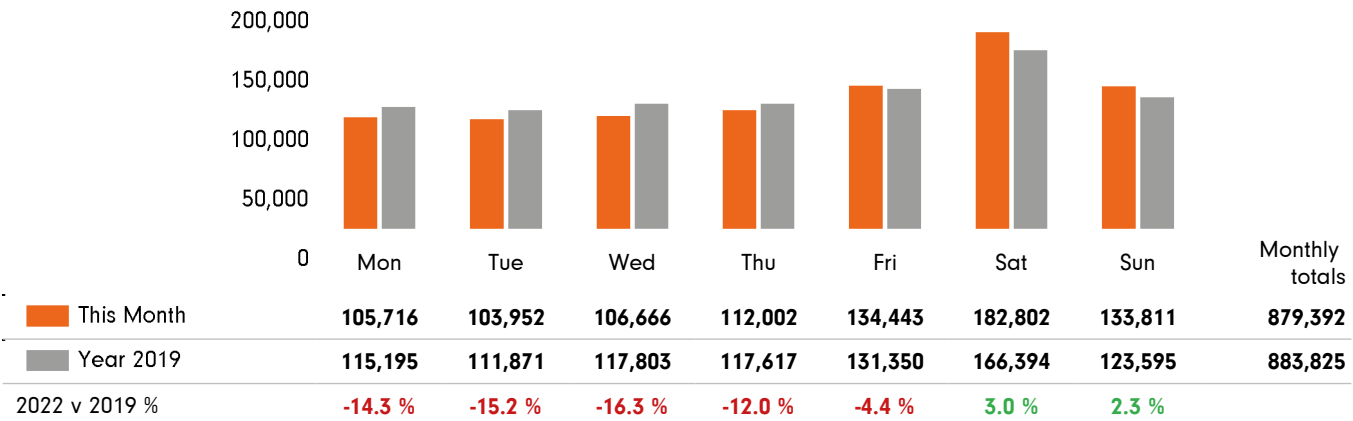
### Headlines

	Year to date % 2022 Vs 2019	Year on year % 2022 Vs 2019
Cambridge BID	<b>-14.3 %</b>	<b>-7.3 %</b>
East	<b>-19.0 %</b>	<b>-14.0 %</b>
High Street Index - BDSU(BDSU - Multifunctional)	<b>-21.4 %</b>	<b>-17.7 %</b>
UK	<b>-21.5 %</b>	<b>-18.6 %</b>

Cambridge BID is compared to the high street index.

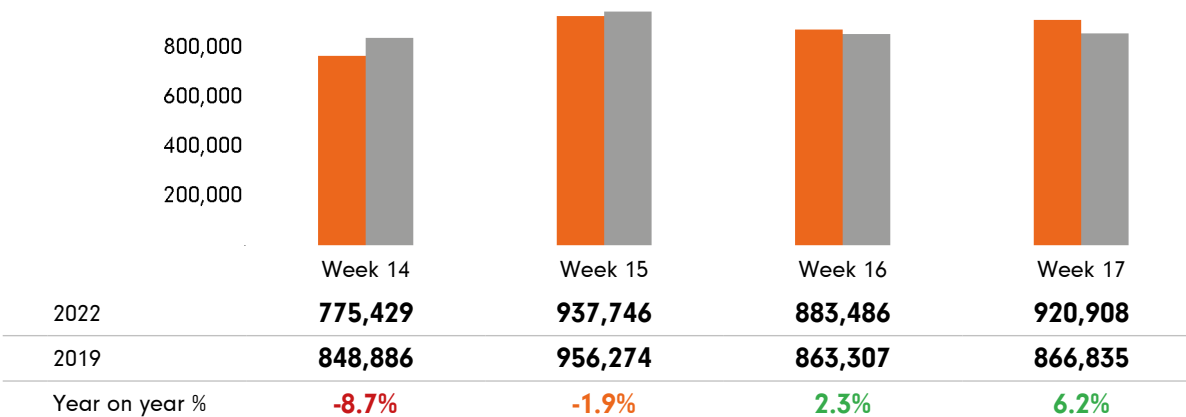
### Footfall by day

The figures shown below are calculated using weekly averages.












### Footfall by 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	2019	2022 - 2019 %	 This month  Year 2019
Bridge Street	282,231	307,493	-8.2 %	
Fitzroy Street at Waitrose	526,206	571,852	-8.0 %	
Kings Parade	317,906	368,583	-13.7 %	
Market Hill	566,848	565,412	0.3 %	
One Station Square	241,513			
Regent Street	246,344	280,571	-12.2 %	
Rose Crescent	429,491	431,101	-0.4 %	
Sidney Street	907,030	914,330	-0.8 %	