

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	56.1%	19.9%	32.2%	56.1%	0.4%	-9.9%
East	49.2%	4.5%	22.6%	28.0%	1.4%	-0.4%
High Street Index - BDSU(BDSU - Multifunctional)	53.6%	0.0%	20.7%	28.3%	0.2%	-0.9%
UK	55.5%	1.8%	22.2%	31.7%	2.0%	0.4%

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 26,601,658 which is 56.1% up on the previous year.

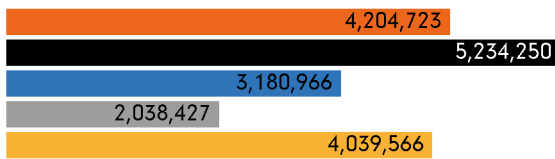
The total number of visitors to Cambridge BID in month commencing 4 July 2022 was 4,204,723.

The busiest day in month commencing 4 July 2022 was Saturday 23 July with 211,905 visitors.

The peak hour of the month was 14:00 on Saturday 9 July 2022 with footfall of 23,280.

Footfall by month

Figures shown below are calculated using monthly totals.



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

Weather



Number of days this month	16	8	4
Number of days same month last year	11	1	16
Number of days same month two years ago	12	9	7

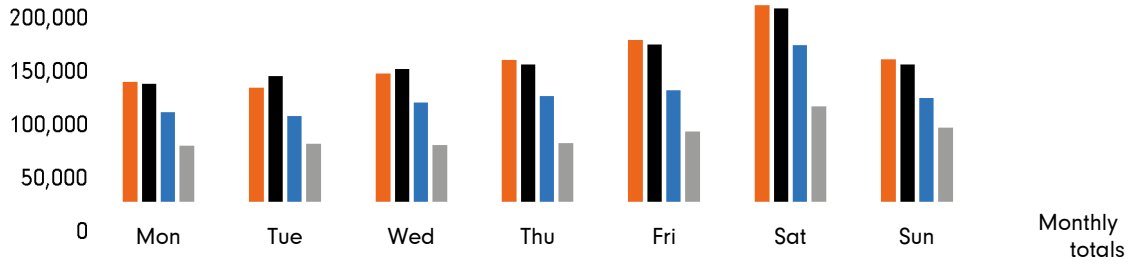
Average temperature

	Maximum temperature	Minimum temperature
2022	26°	14°
2021	23°	14°
2020	22°	12°

SPRINGBOARD.

Footfall by day

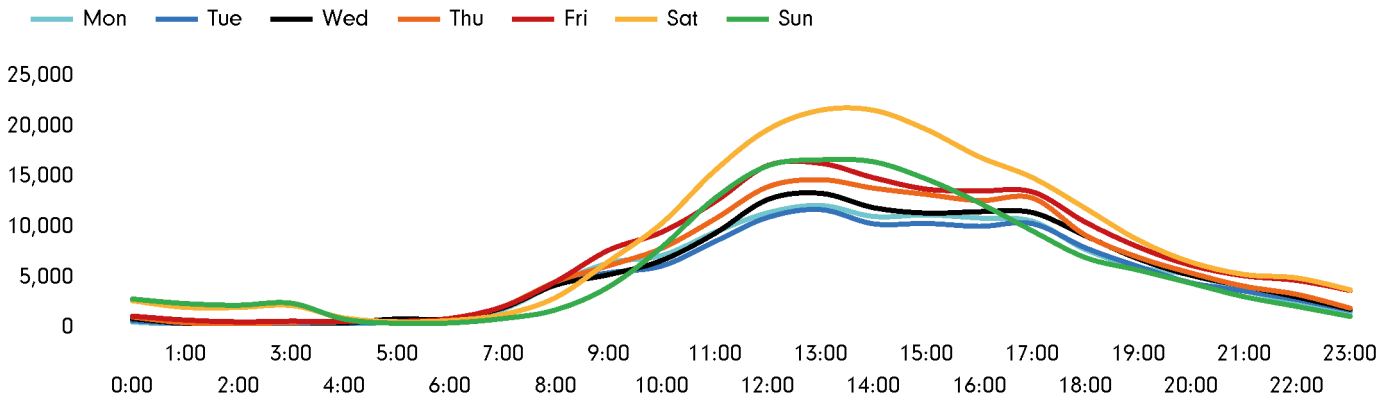
The figures shown below are calculated using weekly averages.



This Month	126,395	120,575	134,811	148,526	168,285	203,716	148,872	1,051,180
Previous Month	124,194	131,975	139,206	143,651	163,809	200,499	143,516	1,046,850
Previous Year	95,298	91,617	105,648	111,908	117,732	163,246	109,792	795,241
2 Years Ago	61,503	63,726	62,499	64,244	76,078	101,637	79,919	509,606
Month on month %	1.8%	-8.6%	-3.2%	3.4%	2.7%	1.6%	3.7%	
Year on year %	32.6%	31.6%	27.6%	32.7%	42.9%	24.8%	35.6%	

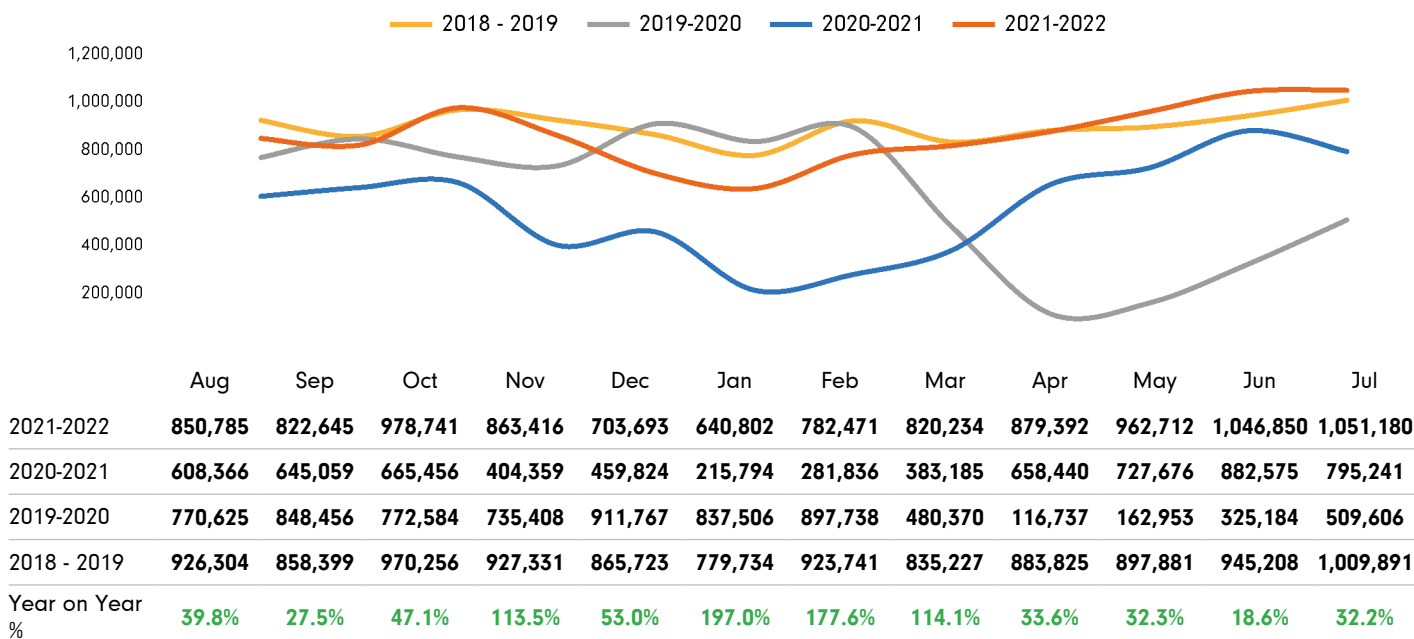
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

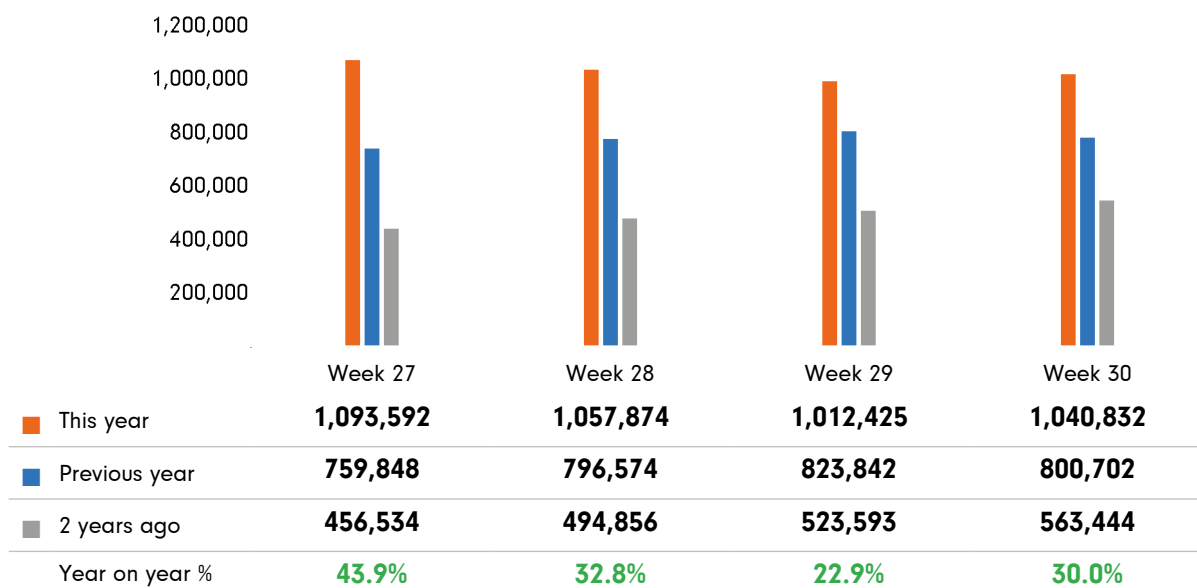
The figures shown below are calculated using weekly averages.



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

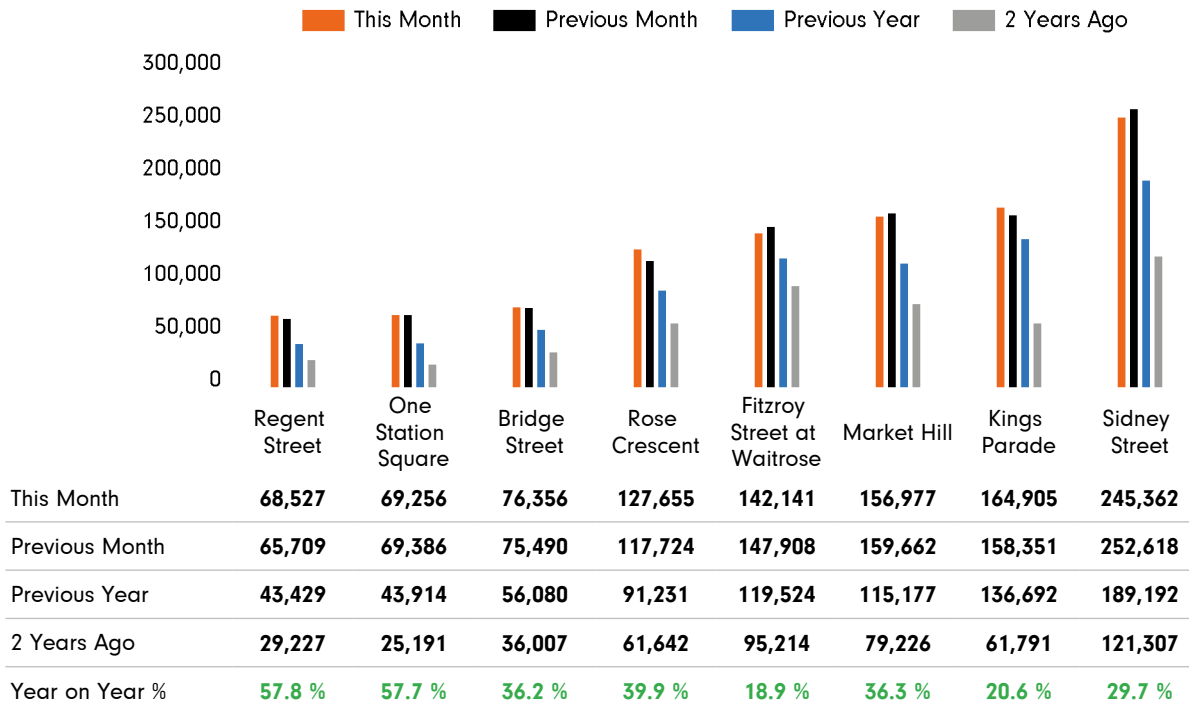
Footfall by week of month

The figures shown below are calculated using weekly totals.

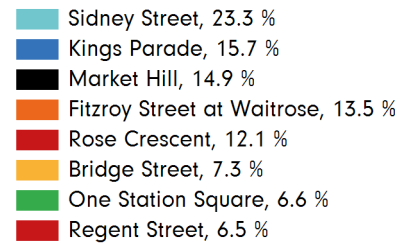


Footfall by location

The figures shown below are calculated using weekly averages.



Footfall by location



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 July, 2022 Vs January, 2021 to July, 2021

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 7 2022 Vs 6 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

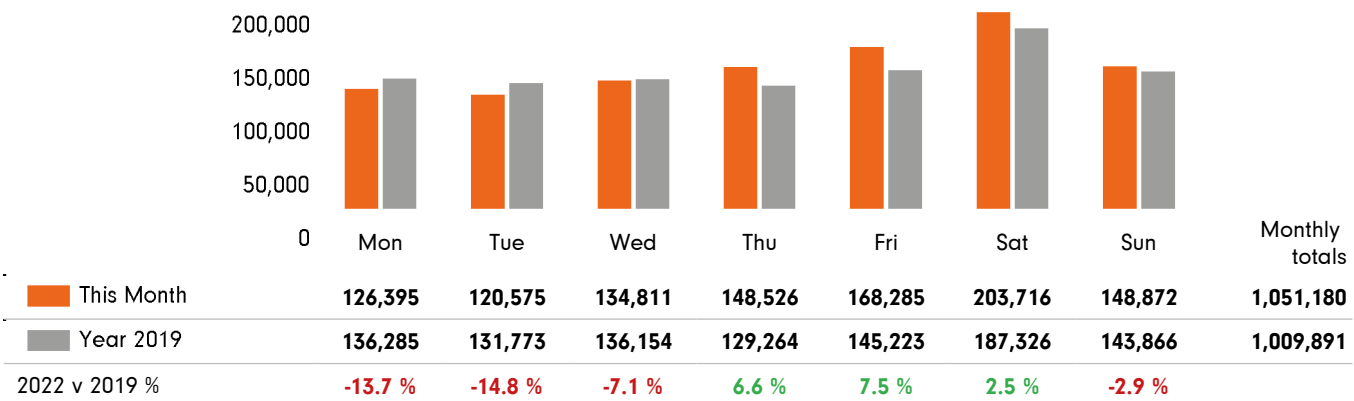
Headlines

	Year to date %	Year on year %
	2022 Vs 2019	2022 Vs 2019
Cambridge BID	-7.6 %	-2.8 %
East	-14.4 %	-9.1 %
High Street Index - BDSU(BDSU - Multifunctional)	-18.7 %	-16.6 %
UK	-19.0 %	-16.8 %

Cambridge BID is compared to the high street index.

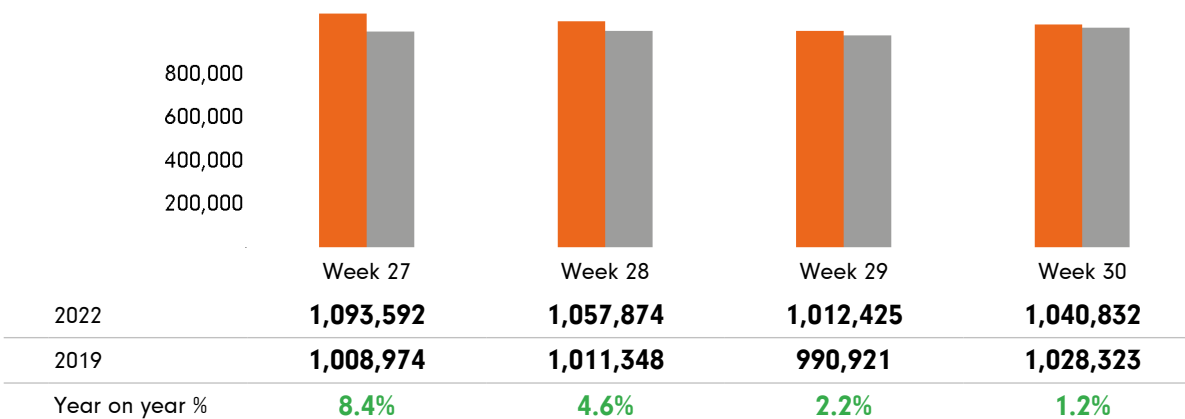
Footfall by day

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.

