

Footfall Report for: Cambridge BID

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2021	2020	2021	2020	2021	2020
Cambridge BID	-70.4%	-4.6%	-60.0%	-15.7%	9.4%	-15.9%
East	-64.9%	-4.8%	-54.5%	-9.5%	11.3%	-8.8%
High Street Index - BDSU(BDSU - Multifunctional)	-66.8%	-4.8%	-56.5%	-10.1%	7.8%	-8.1%
UK	-68.8%	-4.9%	-59.9%	-10.4%	4.5%	-8.7%

Increase in footfall totals is due to the installation of additional counters in Cambridge. Benchmark calculations (Year on Year and Week on Week) 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 to Cambridge BID for the last 52 weeks is 20,281,600 which is 58.5% down on the previous year.

The total number of visitors for the year to date is 2,599,789 which is 70.4% down on the previous year.

The total number of visitors to Cambridge BID in week commencing 8 March 2021 was 318,373.

The busiest day in week commencing 8 March 2021 was Saturday with 56,784 visitors.

The peak hour of the week was 13:00 on Saturday 13 March 2021 with footfall of 7,699.

Footfall by week

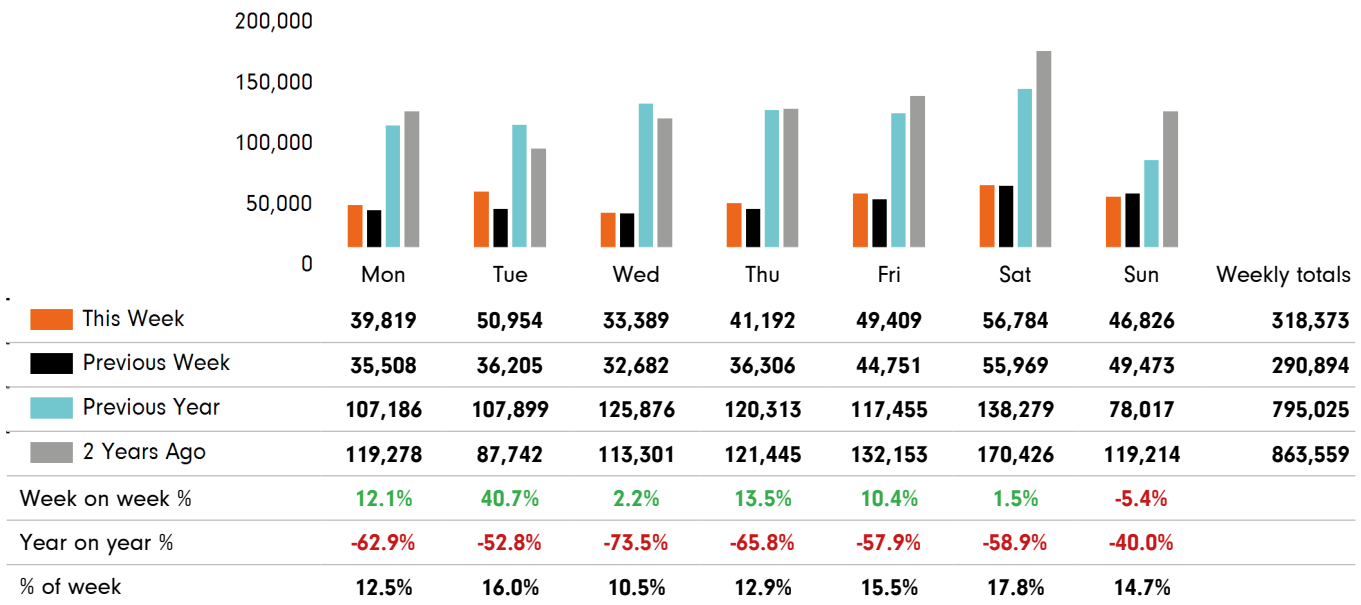


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

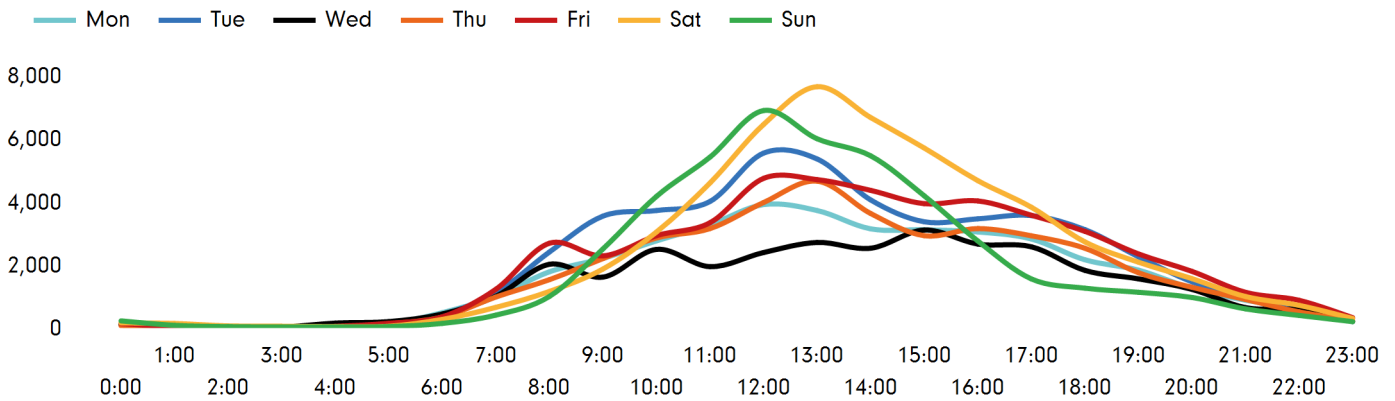
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	9°	12°	10°	10°	10°	9°	11°
Previous week	10°	11°	10°	7°	7°	7°	6°
Previous year	11°	15°	13°	9°	11°	13°	11°

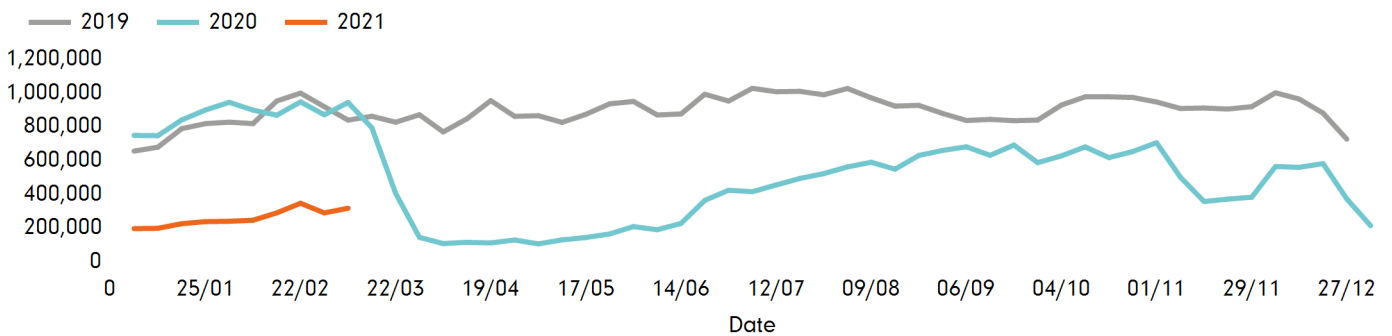
Footfall by day



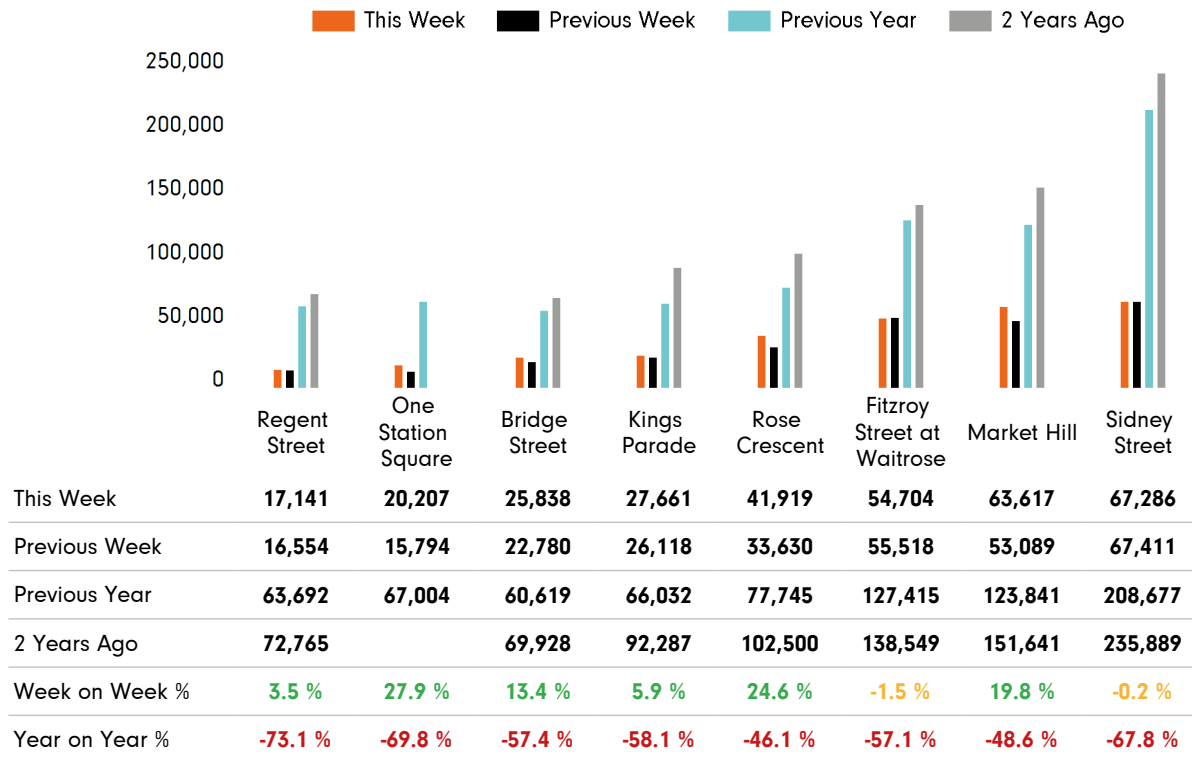
Footfall by hour



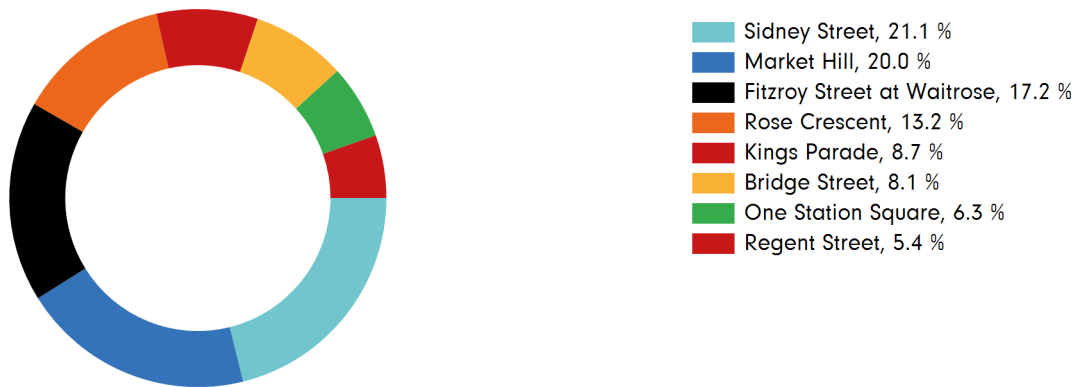
Footfall by week



Footfall by location



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. Week1, 2021 to Week 10, 2021 Vs Week 1, 2020 to Week 10, 2020

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week10, 2021 Vs Week 10, 2020

Week on Week % Change is the % change in footfall for this week from the previous week. Week 10 2021 Vs Week 9 2021