

# Footfall Report for: Cambridge BID

## Weekly Footfall

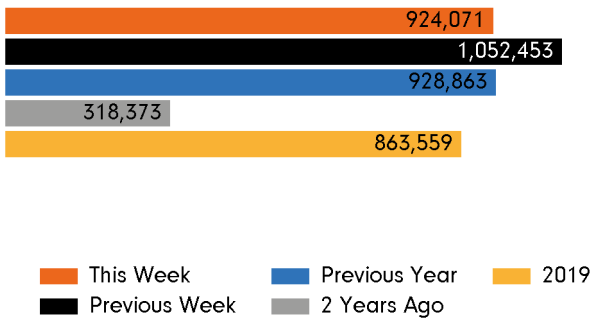
	Year to date %		Year on year %		Week on week %	
	2023	2022	2023	2022	2023	2022
Cambridge BID	19.2%	181.2%	-0.5%	159.9%	-12.2%	5.0%
East	15.1%	136.5%	-2.7%	115.0%	-9.9%	8.5%
High Street Index - BDSU(BDSU - Multifunctional)	10.5%	145.2%	-5.8%	121.1%	-9.5%	5.3%
UK	12.8%	156.2%	-4.7%	137.0%	-9.7%	4.9%

The footfall counter at Kings Parade was upgraded on 19th March 2021. 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 53,475,337 which is 19.9% up on the previous year.
- The total number of visitors for the year to date is 9,776,312 which is 19.2% up on the previous year.
- The total number of visitors to Cambridge BID in week commencing 6 March 2023 was 924,071.
- The busiest day in week commencing 6 March 2023 was Saturday with 216,526 visitors.
- The peak hour of the week was 13:00 on Saturday 11 March 2023 with footfall of 24,617.

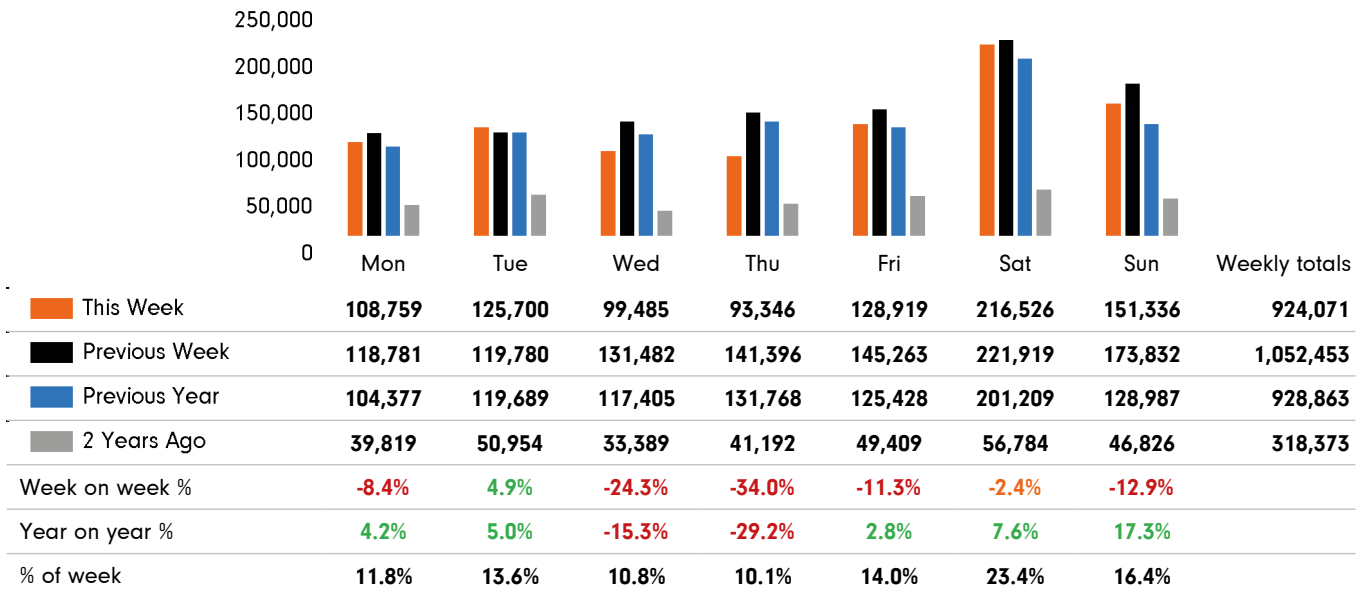
## Footfall by week



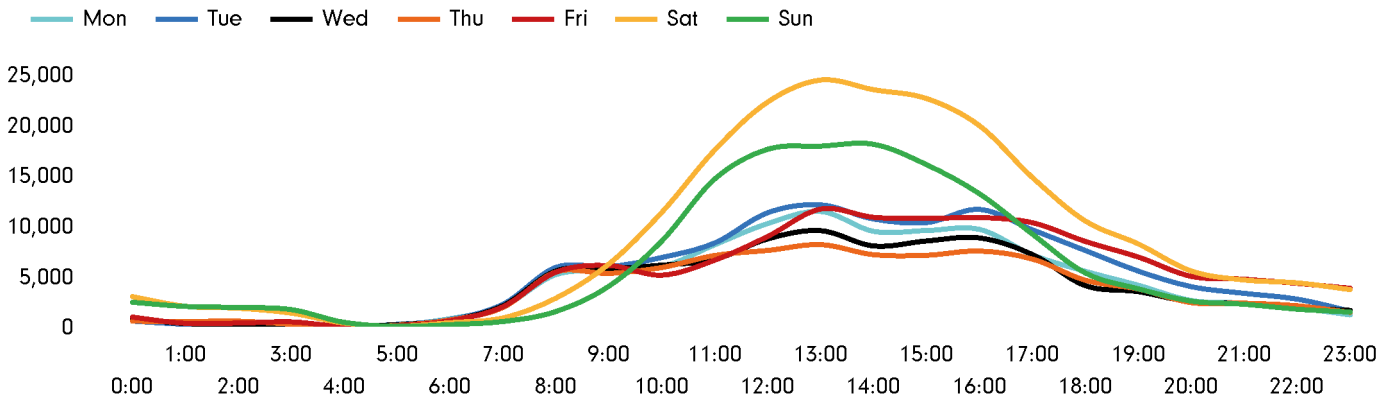
## Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	5°	9°	6°	3°	5°	5°	8°
Previous week	8°	8°	8°	8°	9°	7°	7°
Previous year	7°	10°	13°	15°	13°	13°	12°

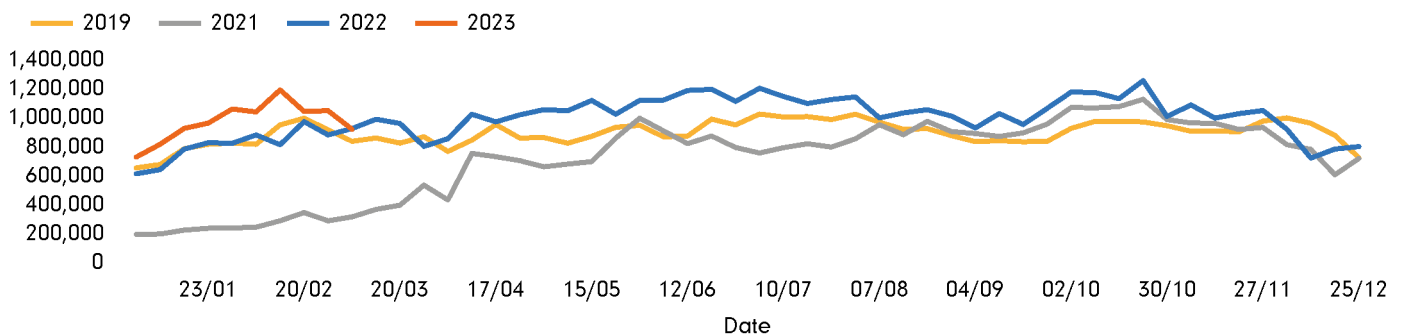
## Footfall by day



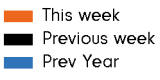










## Footfall by hour



## Footfall by week



## Footfall by location

	This week	% share of total week	Previous week	Previous year	Week on week %	Year on year %	
Bridge Street	58,511	6.3%	64,865	67,764	-9.8%	-13.7%	
Burleigh Street	56,089	6.1%	63,227	56,550	-11.3%	-0.8%	
Fitzroy Street at Waitrose	119,527	12.9%	136,947	124,091	-12.7%	-3.7%	
Kings Parade	103,500	11.2%	115,548	59,284	-10.4%	74.6%	
Market Hill	118,264	12.8%	132,120	143,659	-10.5%	-17.7%	
One Station Square	52,639	5.7%	58,410	56,060	-9.9%	-6.1%	
Regent Street	63,132	6.8%	71,993	63,206	-12.3%	-0.1%	
Rose Crescent	92,101	10.0%	104,296	100,164	-11.7%	-8.0%	
Sidney Street	215,638	23.3%	253,804	213,294	-15.0%	1.1%	
Silver Street	44,670	4.8%	51,243	44,791	-12.8%	-0.3%	

## Reporting dates

This week - 06 March 2023 - 12 March 2023

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week 1, 2023 to Week 10, 2023 Vs Week 1, 2022 to Week 10, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 10, 2023 Vs Week 10, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 10 2023 Vs Week 9 2023

# 2019 Comparison for: Cambridge BID

## 2019 comparison for Cambridge BID

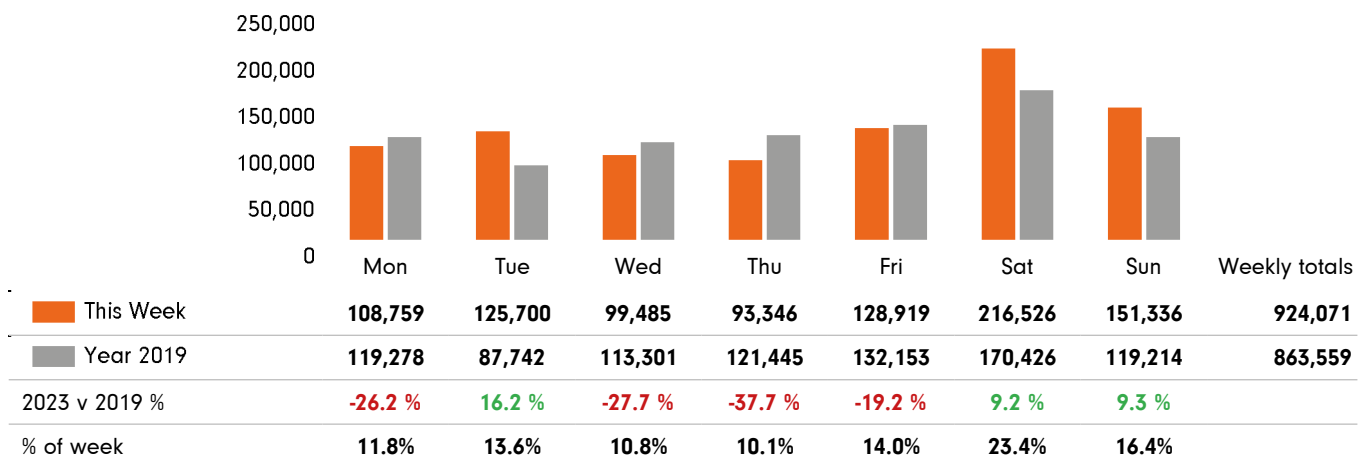
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your 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>-3.2 %</b>	<b>-10.8 %</b>
East	<b>-10.6 %</b>	<b>-15.4 %</b>
High Street Index - BDSU(BDSU - Multifunctional)	<b>-16.7 %</b>	<b>-21.8 %</b>
UK	<b>-15.1 %</b>	<b>-20.5 %</b>

Cambridge BID is compared to the high street index.

### Footfall by day



## Footfall by location

	This week	2019	2023 - 2019 %	 This week  Year 2019
Bridge Street	58,511	69,928	-16.3 %	
Burleigh Street	56,089			
Fitzroy Street at Waitrose	119,527	138,549	-13.7 %	
Kings Parade	103,500	92,287	12.2 %	
Market Hill	118,264	151,641	-22.0 %	
One Station Square	52,639			
Regent Street	63,132	72,765	-13.2 %	
Rose Crescent	92,101	102,500	-10.1 %	
Sidney Street	215,638	235,889	-8.6 %	
Silver Street	44,670			