

Footfall Report for: Cambridge BID

Weekly Footfall

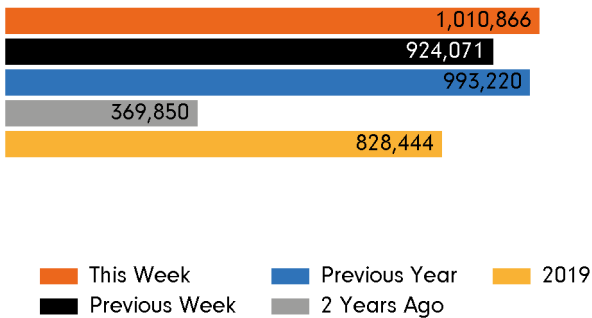
	Year to date %		Year on year %		Week on week %	
	2023	2022	2023	2022	2023	2022
Cambridge BID	17.4%	176.2%	1.8%	140.8%	9.4%	6.9%
East	13.8%	134.4%	2.6%	118.0%	11.1%	5.6%
High Street Index - BDSU(BDSU - Multifunctional)	9.4%	142.3%	0.4%	119.5%	11.3%	4.7%
UK	11.5%	153.3%	0.8%	131.7%	10.9%	5.7%

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

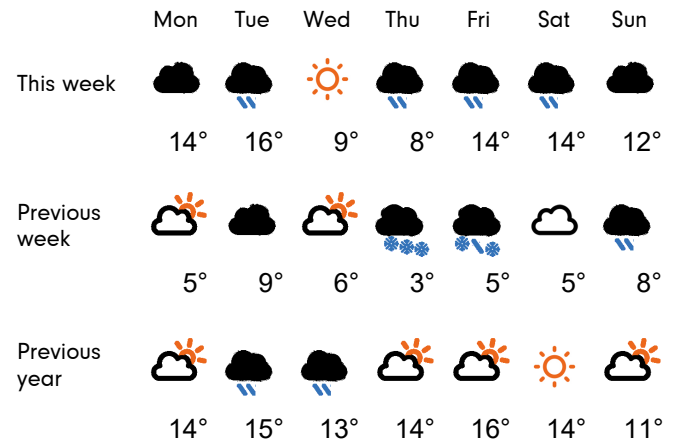
Headlines

- The total number of visitors to Cambridge BID for the last 52 weeks is 53,492,983 which is 18.4% up on the previous year.
- The total number of visitors for the year to date is 10,787,178 which is 17.4% up on the previous year.
- The total number of visitors to Cambridge BID in week commencing 13 March 2023 was 1,010,866.
- The busiest day in week commencing 13 March 2023 was Saturday with 182,155 visitors.
- The peak hour of the week was 14:00 on Saturday 18 March 2023 with footfall of 20,523.

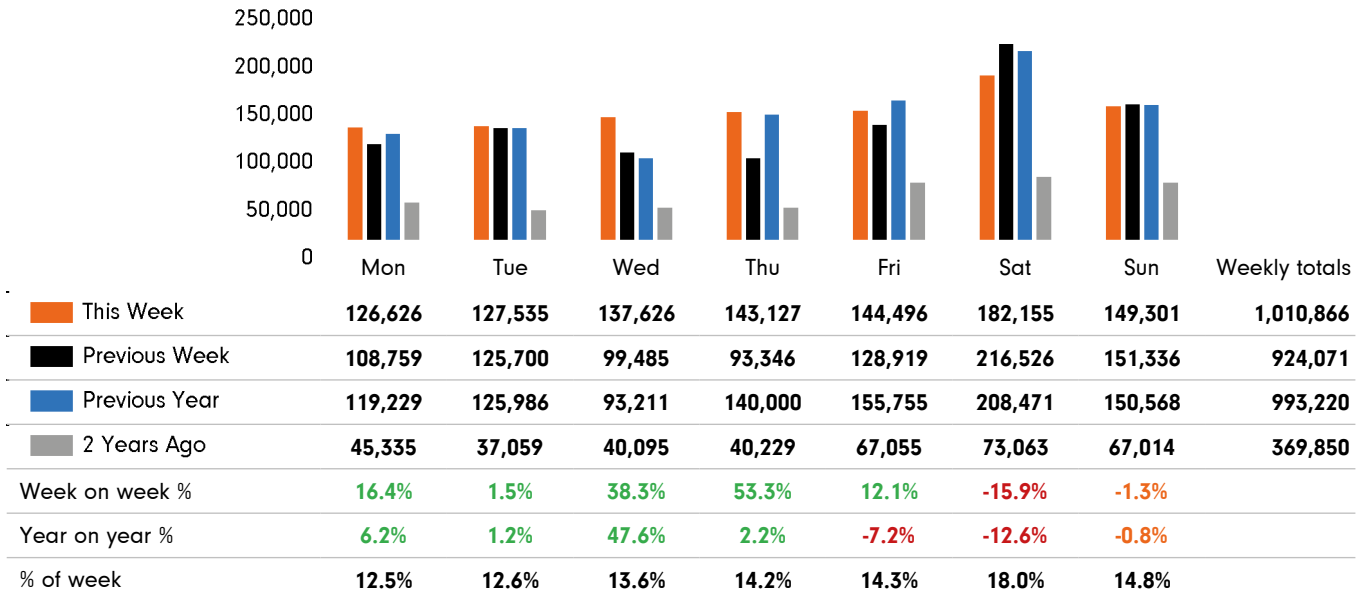
Footfall by week



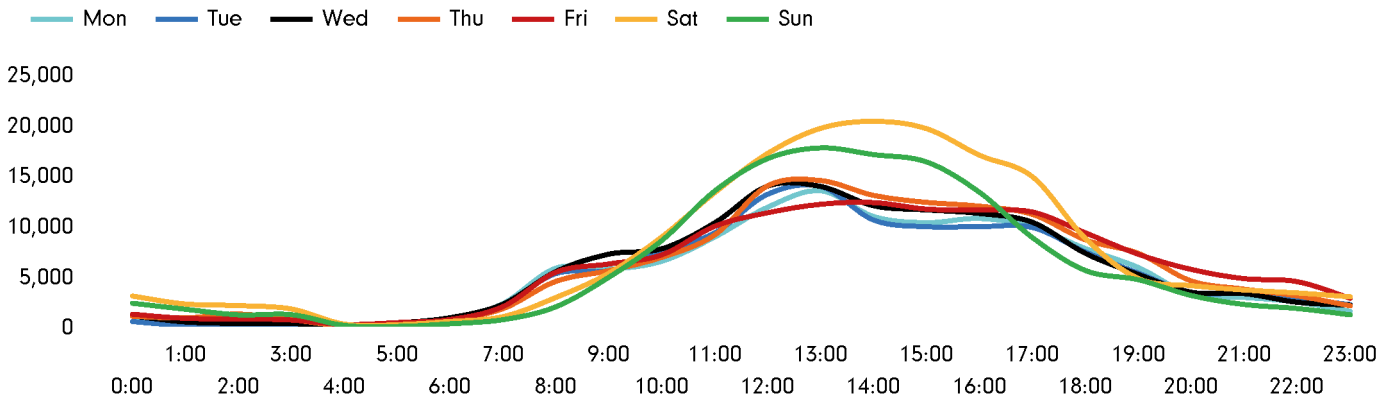
Weather



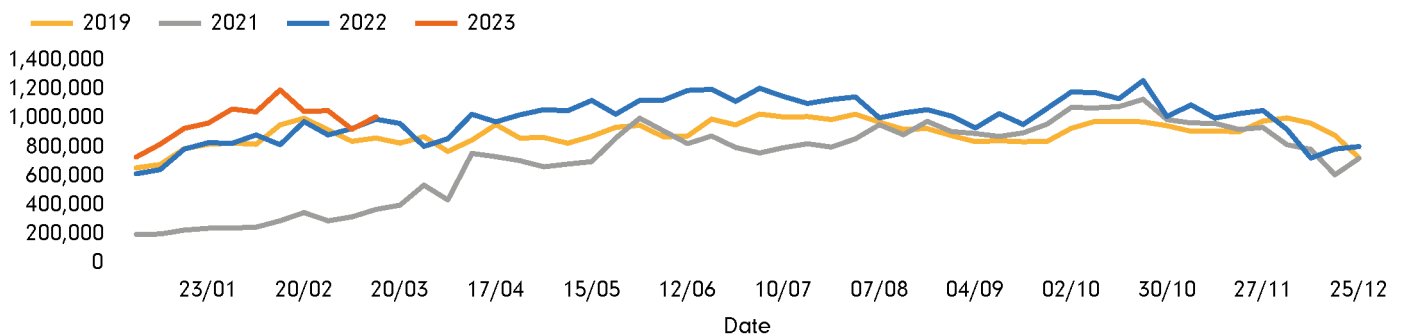
Footfall by day



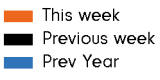



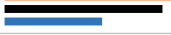






Footfall by hour



Footfall by week



Footfall by location

	This week	% share of total week	Previous week	Previous year	Week on week %	Year on year %	
Bridge Street	60,755	6.0%	58,511	76,245	3.8%	-20.3%	
Burleigh Street	59,880	5.9%	56,089	56,681	6.8%	5.6%	
Fitzroy Street at Waitrose	123,640	12.2%	119,527	125,281	3.4%	-1.3%	
Kings Parade	112,611	11.1%	103,500	65,149	8.8%	72.9%	
Market Hill	132,015	13.1%	118,264	169,308	11.6%	-22.0%	
One Station Square	53,890	5.3%	52,639	58,285	2.4%	-7.5%	
Regent Street	69,187	6.8%	63,132	65,860	9.6%	5.1%	
Rose Crescent	110,592	10.9%	92,101	121,923	20.1%	-9.3%	
Sidney Street	238,429	23.6%	215,638	208,655	10.6%	14.3%	
Silver Street	49,867	4.9%	44,670	45,833	11.6%	8.8%	

Reporting dates

This week - 13 March 2023 - 19 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 11, 2023 Vs Week 1, 2022 to Week 11, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 11, 2023 Vs Week 11, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 11 2023 Vs Week 10 2023

2019 Comparison for: Cambridge BID

2019 comparison for Cambridge BID

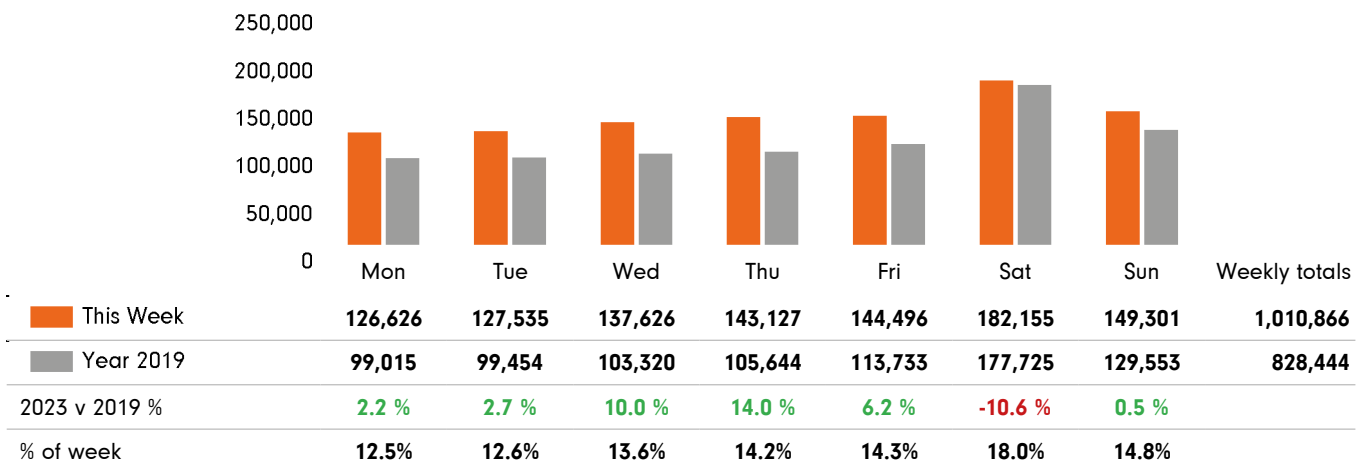
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your current performance in 2022 against the similar time period in 2019

Headlines



	Year to date %	Year on year %
	2023 Vs 2019	2023 Vs 2019
Cambridge BID	-2.8 %	2.3 %
East	-10.3 %	-8.2 %
High Street Index - BDSU(BDSU - Multifunctional)	-16.6 %	-16.1 %
UK	-15.3 %	-17.7 %

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	60,755	69,246	-12.3 %	
Burleigh Street	59,880			
Fitzroy Street at Waitrose	123,640	145,326	-14.9 %	
Kings Parade	112,611	83,269	35.2 %	
Market Hill	132,015	145,386	-9.2 %	
One Station Square	53,890			
Regent Street	69,187	71,848	-3.7 %	
Rose Crescent	110,592	96,470	14.6 %	
Sidney Street	238,429	216,899	9.9 %	
Silver Street	49,867			