

Footfall Report for: Cambridge BID

Weekly Footfall

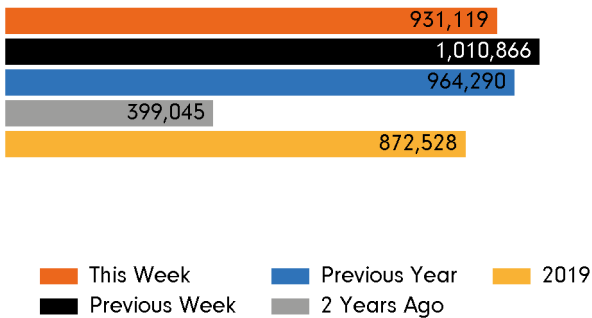
	Year to date %		Year on year %		Week on week %	
	2023	2022	2023	2022	2023	2022
Cambridge BID	15.4%	169.2%	-3.4%	117.5%	-7.9%	-2.9%
East	11.8%	132.2%	-6.2%	113.9%	-3.6%	5.8%
High Street Index - BDSU(BDSU - Multifunctional)	7.5%	141.4%	-10.2%	133.8%	-3.3%	8.0%
UK	9.4%	152.5%	-9.9%	145.9%	-2.8%	8.3%

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 53,459,812 which is 17.1% up on the previous year.
- The total number of visitors for the year to date is 11,718,297 which is 15.4% up on the previous year.
- The total number of visitors to Cambridge BID in week commencing 20 March 2023 was 931,119.
- The busiest day in week commencing 20 March 2023 was Saturday with 205,795 visitors.
- The peak hour of the week was 14:00 on Saturday 25 March 2023 with footfall of 24,075.

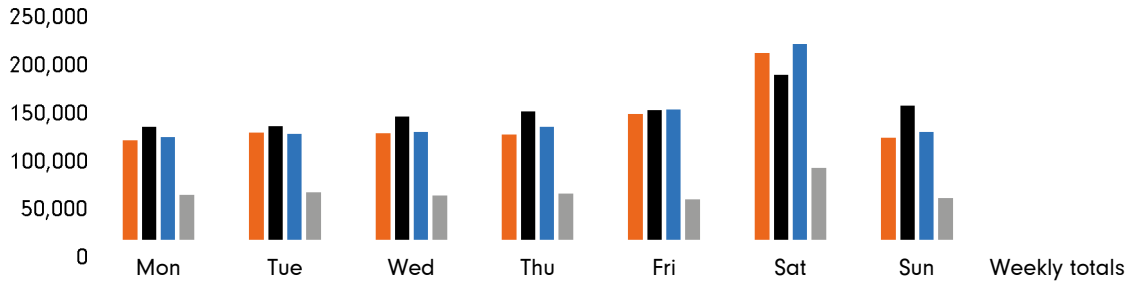
Footfall by week



Weather

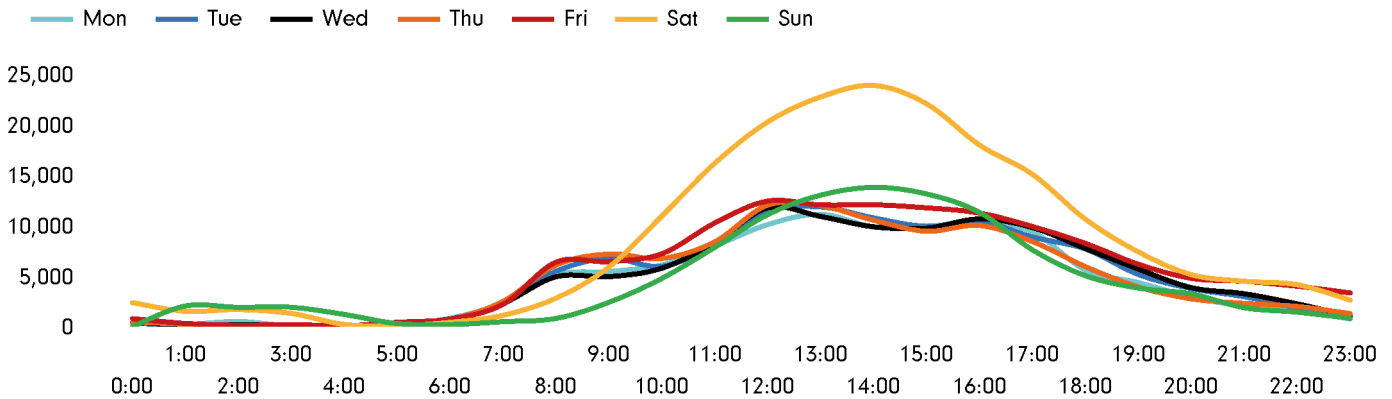
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	12°	15°	15°	15°	15°	14°	14°
Previous week	14°	16°	9°	8°	14°	14°	12°
Previous year	16°	19°	20°	18°	18°	18°	16°

Footfall by day

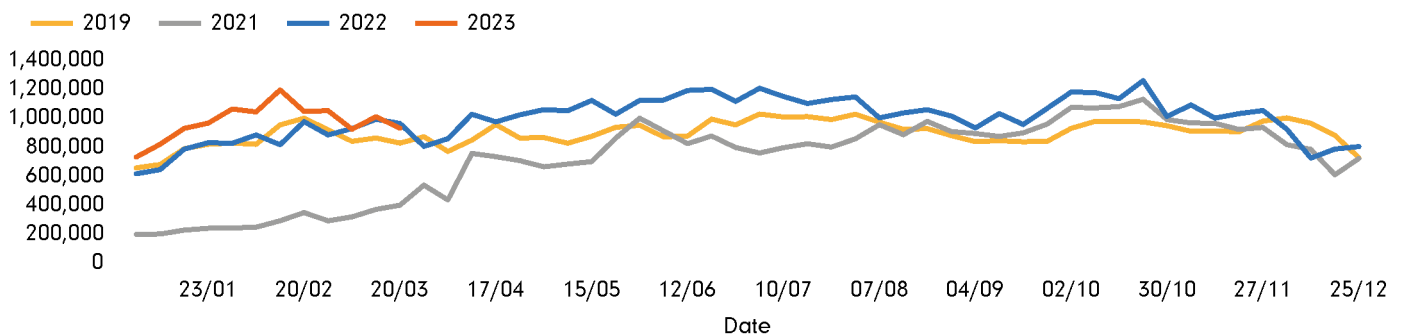


Week on week %	-11.7%	-5.6%	-13.1%	-17.5%	-2.8%	13.0%	-23.1%	
Year on year %	-3.3%	1.1%	-1.3%	-6.8%	-3.2%	-4.5%	-5.1%	
% of week	12.0%	12.9%	12.8%	12.7%	15.1%	22.1%	12.3%	

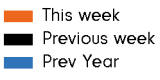










Footfall by hour



Footfall by week



Footfall by location

	This week	% share of total week	Previous week	Previous year	Week on week %	Year on year %	
Bridge Street	58,941	6.3%	60,755	70,112	-3.0%	-15.9%	
Burleigh Street	61,573	6.6%	59,880	59,284	2.8%	3.9%	
Fitzroy Street at Waitrose	117,990	12.7%	123,640	130,294	-4.6%	-9.4%	
Kings Parade	103,738	11.1%	112,611	65,054	-7.9%	59.5%	
Market Hill	111,165	11.9%	132,015	155,576	-15.8%	-28.5%	
One Station Square	63,476	6.8%	53,890	62,152	17.8%	2.1%	
Regent Street	66,227	7.1%	69,187	63,232	-4.3%	4.7%	
Rose Crescent	100,640	10.8%	110,592	112,465	-9.0%	-10.5%	
Sidney Street	211,357	22.7%	238,429	208,945	-11.4%	1.2%	
Silver Street	36,012	3.9%	49,867	37,176	-27.8%	-3.1%	

Reporting dates

This week - 20 March 2023 - 26 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 12, 2023 Vs Week 1, 2022 to Week 12, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 12, 2023 Vs Week 12, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 12 2023 Vs Week 11 2023

2019 Comparison for: Cambridge BID

2019 comparison for Cambridge BID

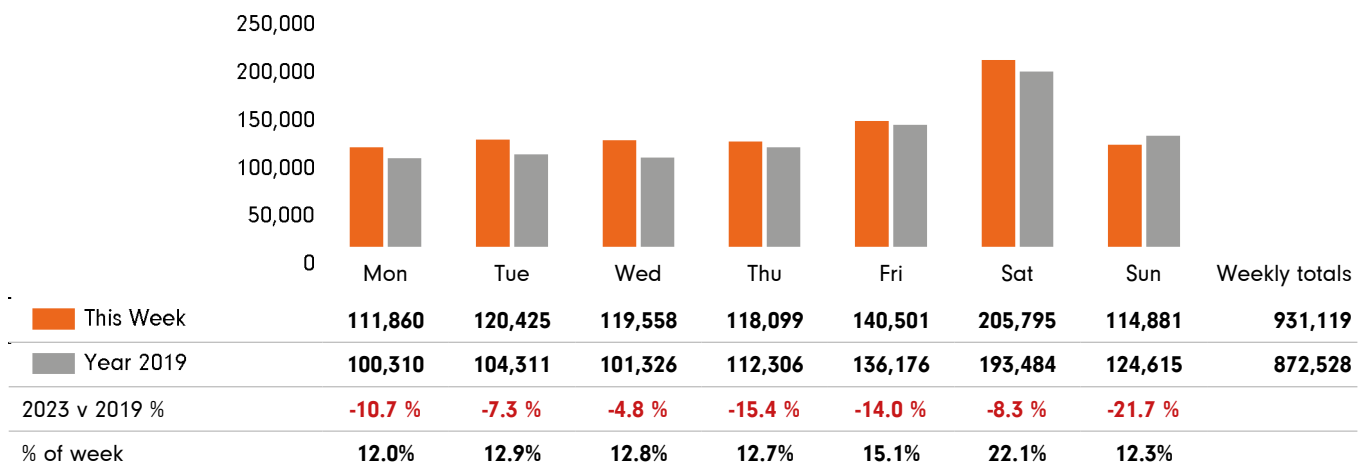
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your 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	-3.5 %	-11.7 %
East	-11.1 %	-19.0 %
High Street Index - BDSU(BDSU - Multifunctional)	-17.6 %	-25.1 %
UK	-16.3 %	-25.1 %

Cambridge BID is compared to the high street index.

Footfall by day



Footfall by location

