

Footfall Report for: Cambridge BID

Weekly Footfall

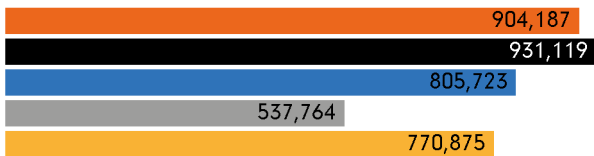
	Year to date %		Year on year %		Week on week %	
	2023	2022	2023	2022	2023	2022
Cambridge BID	15.2%	150.7%	12.2%	34.7%	-2.9%	-16.4%
East	11.6%	123.7%	9.1%	55.4%	-2.4%	-16.3%
High Street Index - BDSU(BDSU - Multifunctional)	7.1%	135.5%	2.2%	84.2%	-0.4%	-12.2%
UK	8.9%	146.0%	3.4%	91.5%	0.5%	-12.4%

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 53,558,276 which is 16.8% up on the previous year.
- The total number of visitors for the year to date is 12,622,484 which is 15.2% up on the previous year.
- The total number of visitors to Cambridge BID in week commencing 27 March 2023 was 904,187.
- The busiest day in week commencing 27 March 2023 was Saturday with 185,299 visitors.
- The peak hour of the week was 15:00 on Saturday 1 April 2023 with footfall of 20,552.

Footfall by week

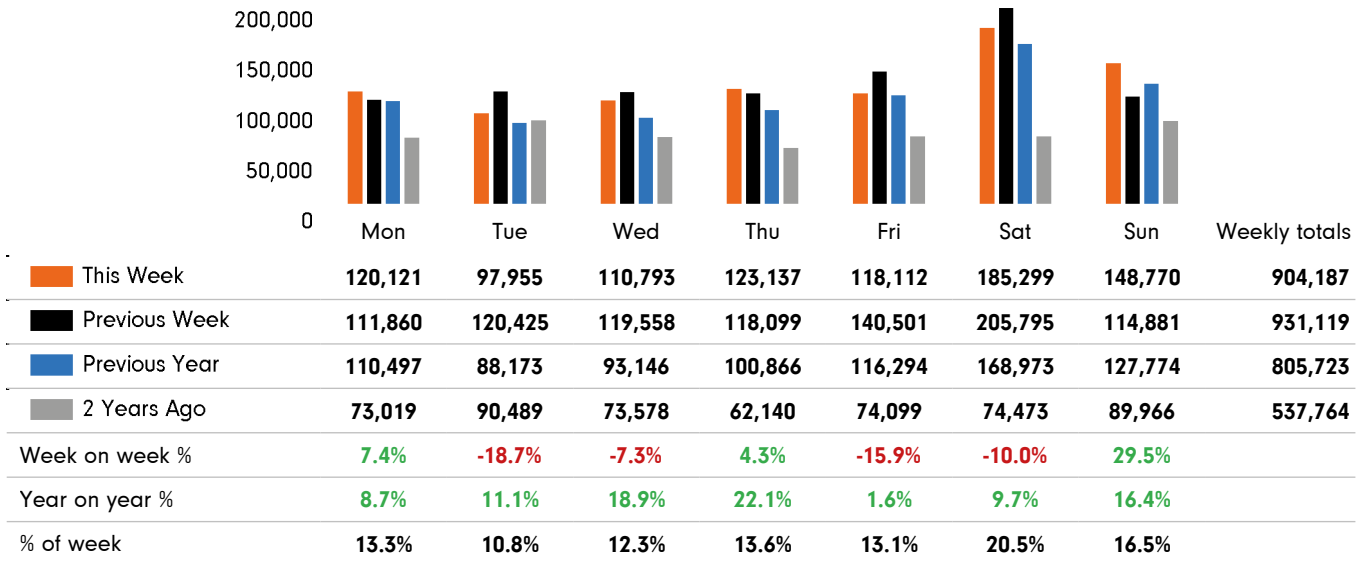


■ This Week
 ■ Previous Year
 ■ 2019
■ Previous Week
 ■ 2 Years Ago

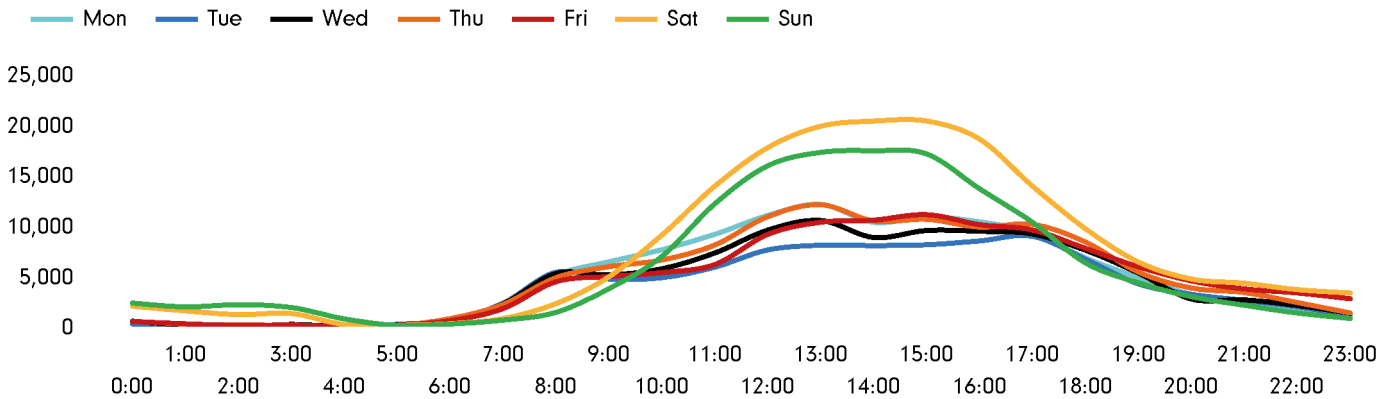
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	8°	9°	8°	15°	17°	14°	10°
Previous week	12°	15°	15°	15°	15°	14°	14°
Previous year	16°	12°	9°	8°	9°	9°	10°

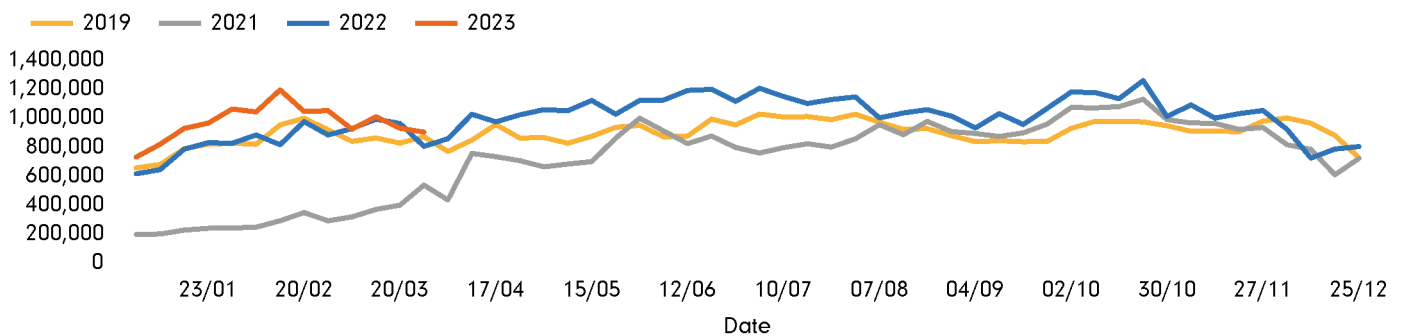
Footfall by day



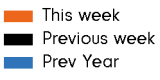
Footfall by hour



Footfall by week



Footfall by location

	This week	% share of total week	Previous week	Previous year	Week on week %	Year on year %	
Bridge Street	56,271	6.2%	58,941	55,663	-4.5%	1.1%	
Burleigh Street	59,413	6.6%	61,573	53,417	-3.5%	11.2%	
Fitzroy Street at Waitrose	118,534	13.1%	117,990	115,568	0.5%	2.6%	
Kings Parade	96,984	10.7%	103,738	45,607	-6.5%	112.7%	
Market Hill	104,734	11.6%	111,165	117,676	-5.8%	-11.0%	
One Station Square	62,870	7.0%	63,476	56,031	-1.0%	12.2%	
Regent Street	63,388	7.0%	66,227	54,850	-4.3%	15.6%	
Rose Crescent	96,779	10.7%	100,640	88,766	-3.8%	9.0%	
Sidney Street	209,858	23.2%	211,357	190,198	-0.7%	10.3%	
Silver Street	35,356	3.9%	36,012	27,947	-1.8%	26.5%	

Reporting dates

This week - 27 March 2023 - 02 April 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 13, 2023 Vs Week 1, 2022 to Week 13, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 13, 2023 Vs Week 13, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 13 2023 Vs Week 12 2023

2019 Comparison for: Cambridge BID

2019 comparison for Cambridge BID

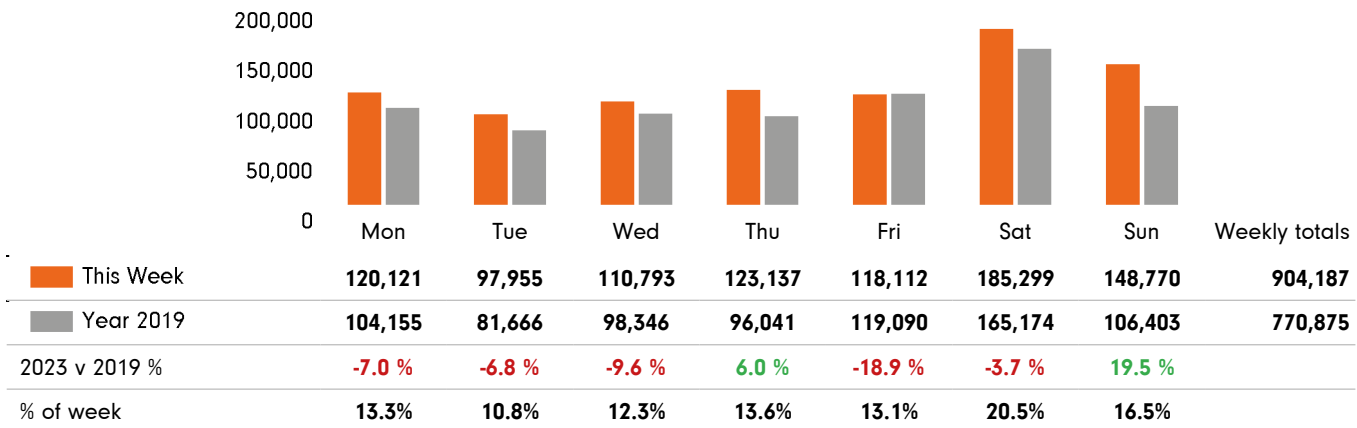
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your 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 %	-3.2 %
East	-11.1 %	-11.2 %
High Street Index - BDSU(BDSU - Multifunctional)	-17.5 %	-16.6 %
UK	-16.3 %	-16.9 %

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	56,271	66,970	-16.0 %	
Burleigh Street	59,413			
Fitzroy Street at Waitrose	118,534	132,746	-10.7 %	
Kings Parade	96,984	72,087	34.5 %	
Market Hill	104,734	128,068	-18.2 %	
One Station Square	62,870			
Regent Street	63,388	64,665	-2.0 %	
Rose Crescent	96,779	91,233	6.1 %	
Sidney Street	209,858	215,106	-2.4 %	
Silver Street	35,356			