

Footfall Report for: Cambridge BID

Weekly Footfall

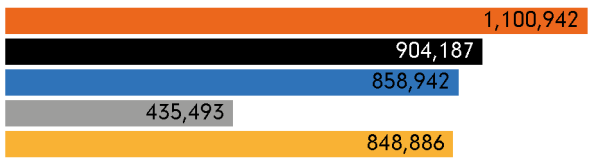
	Year to date %		Year on year %		Week on week %	
	2023	2022	2023	2022	2023	2022
Cambridge BID	16.1%	143.4%	28.2%	78.1%	21.8%	6.6%
East	12.3%	120.4%	20.3%	86.7%	14.4%	5.1%
High Street Index - BDSU(BDSU - Multifunctional)	7.5%	133.1%	12.0%	107.3%	10.6%	1.1%
UK	9.3%	143.3%	15.0%	115.0%	12.4%	1.0%

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 53,800,276 which is 16.4% up on the previous year.
- The total number of visitors for the year to date is 13,723,426 which is 16.1% up on the previous year.
- The total number of visitors to Cambridge BID in week commencing 3 April 2023 was 1,100,942.
- The busiest day in week commencing 3 April 2023 was Saturday with 212,360 visitors.
- The peak hour of the week was 14:00 on Saturday 8 April 2023 with footfall of 24,845.

Footfall by week

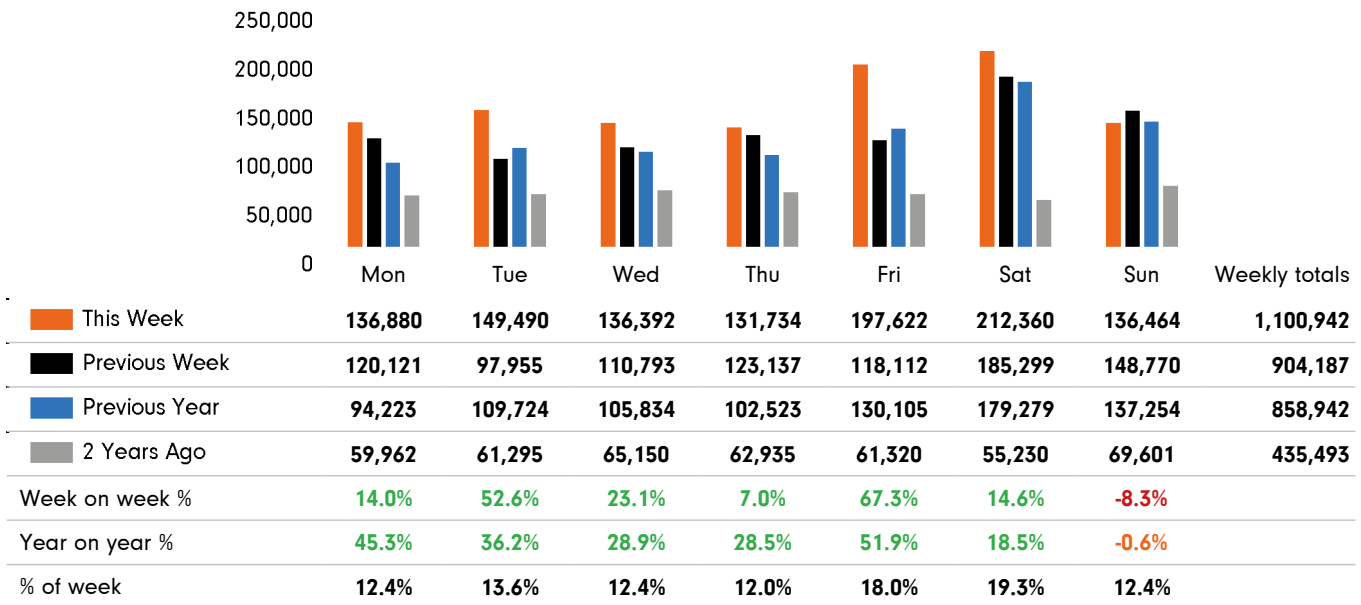


■ This Week
 ■ Previous Year
 ■ 2019
■ Previous Week
 ■ 2 Years Ago

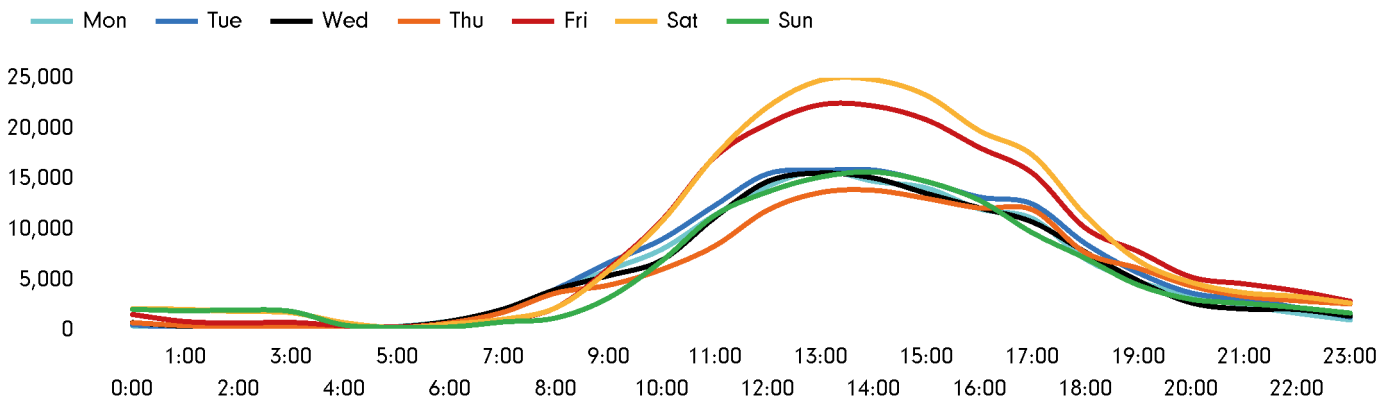
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	11°	12°	13°	14°	14°	14°	14°
Previous week	8°	9°	8°	15°	17°	14°	10°
Previous year	15°	15°	13°	11°	11°	11°	14°

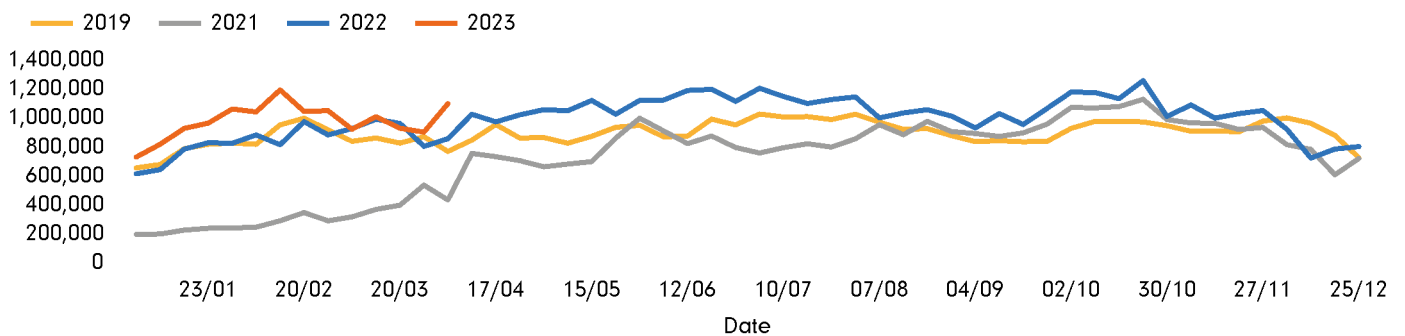
Footfall by day



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 %	■ This week ■ Previous week ■ Prev Year
Bridge Street	76,665	7.0%	56,271	59,204	36.2%	29.5%	
Burleigh Street	54,109	4.9%	59,413	52,788	-8.9%	2.5%	
Fitzroy Street at Waitrose	132,579	12.0%	118,534	124,883	11.8%	6.2%	
Kings Parade	144,260	13.1%	96,984	55,036	48.7%	162.1%	
Market Hill	150,735	13.7%	104,734	121,553	43.9%	24.0%	
One Station Square	74,824	6.8%	62,870	57,052	19.0%	31.2%	
Regent Street	75,393	6.8%	63,388	56,561	18.9%	33.3%	
Rose Crescent	130,108	11.8%	96,779	97,330	34.4%	33.7%	
Sidney Street	222,083	20.2%	209,858	203,810	5.8%	9.0%	
Silver Street	40,186	3.7%	35,356	30,725	13.7%	30.8%	

Reporting dates

This week - 03 April 2023 - 09 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 14, 2023 Vs Week 1, 2022 to Week 14, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 14, 2023 Vs Week 14, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 14 2023 Vs Week 13 2023

2019 Comparison for: Cambridge BID

2019 comparison for Cambridge BID

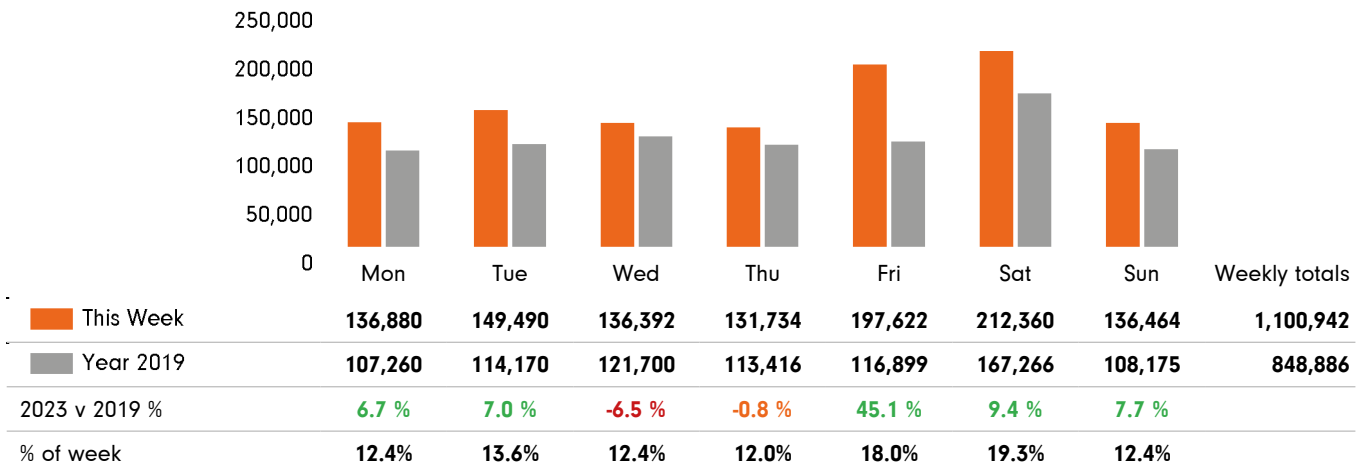
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your 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	-2.5 %	9.8 %
East	-10.7 %	-4.7 %
High Street Index - BDSU(BDSU - Multifunctional)	-17.1 %	-12.1 %
UK	-16.0 %	-12.5 %

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	76,665	74,640	2.7 %	
Burleigh Street	54,109			
Fitzroy Street at Waitrose	132,579	150,429	-11.9 %	
Kings Parade	144,260	87,437	65.0 %	
Market Hill	150,735	136,319	10.6 %	
One Station Square	74,824			
Regent Street	75,393	70,030	7.7 %	
Rose Crescent	130,108	108,815	19.6 %	
Sidney Street	222,083	221,216	0.4 %	
Silver Street	40,186			