

Footfall Report for: Cambridge BID

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2021	2020	2021	2020	2021	2020
Cambridge BID	-47.2%	-28.7%	570.0%	-88.8%	73.8%	-3.0%
East	0.4%	-25.3%	323.6%	-81.6%	89.8%	-0.9%
High Street Index - BDSU(BDSU - Multifunctional)	-2.2%	-26.5%	321.4%	-83.3%	95.5%	0.6%
UK	-0.7%	-27.2%	345.9%	-85.0%	102.6%	1.9%

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

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 2021 versus 2019 in order to provide a comparison to the last normal trading year. This comparison is provided on the final pages of this report.

Headlines

The total number of visitors to Cambridge BID for the last 52 weeks is 21,889,583 which is 51.5% down on the previous year.

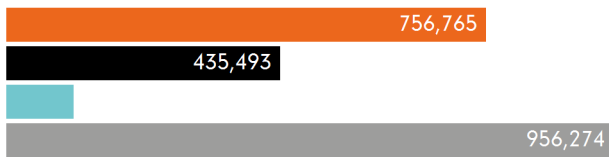
The total number of visitors for the year to date is 5,098,706 which is 47.2% down on the previous year.

The total number of visitors to Cambridge BID in week commencing 12 April 2021 was 756,765.

The busiest day in week commencing 12 April 2021 was Saturday with 162,124 visitors.

The peak hour of the week was 13:00 on Saturday 17 April 2021 with footfall of 19,755.

Footfall by week

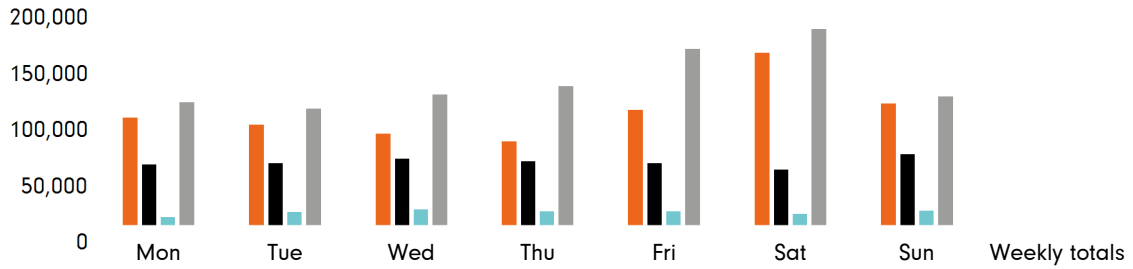


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

Weather

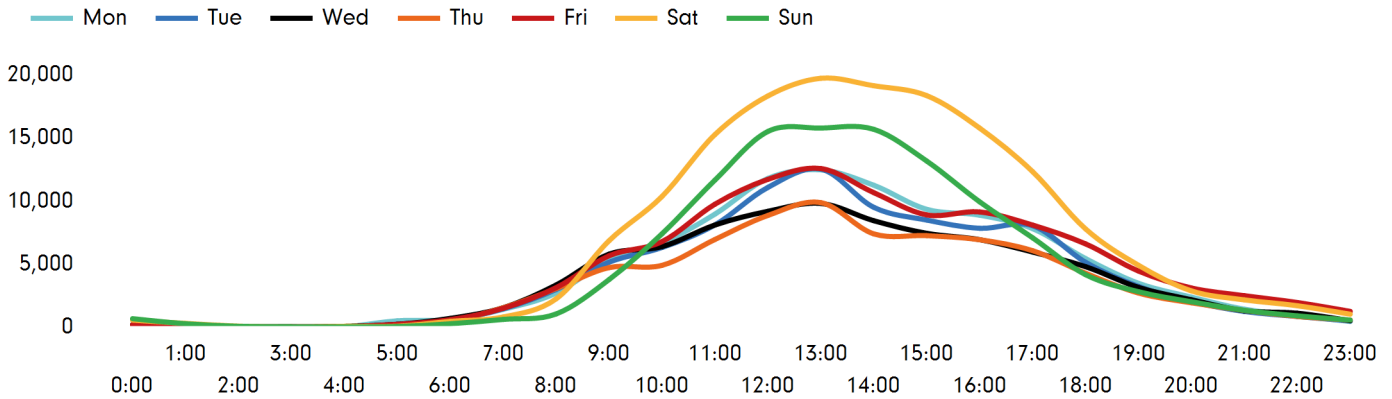
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	10°	11°	10°	10°	11°	13°	14°
Previous week	6°	7°	8°	12°	10°	7°	9°
Previous year	10°	12°	17°	21°	17°	13°	17°

Footfall by day

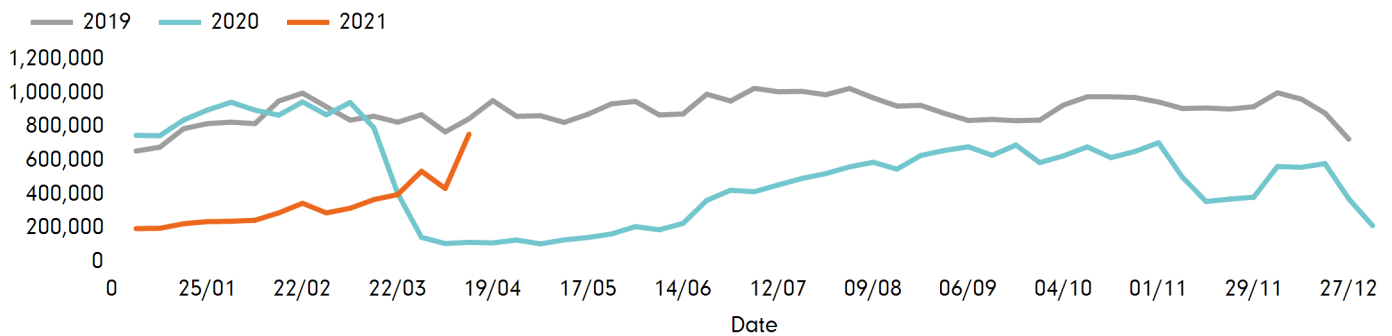


Week on week %	71.6%	57.7%	35.4%	28.9%	79.2%	193.5%	66.4%	
Year on year %	775.1%	483.4%	368.5%	381.1%	549.5%	1020.6%	560.7%	
% of week	13.6%	12.8%	11.7%	10.7%	14.5%	21.4%	15.3%	

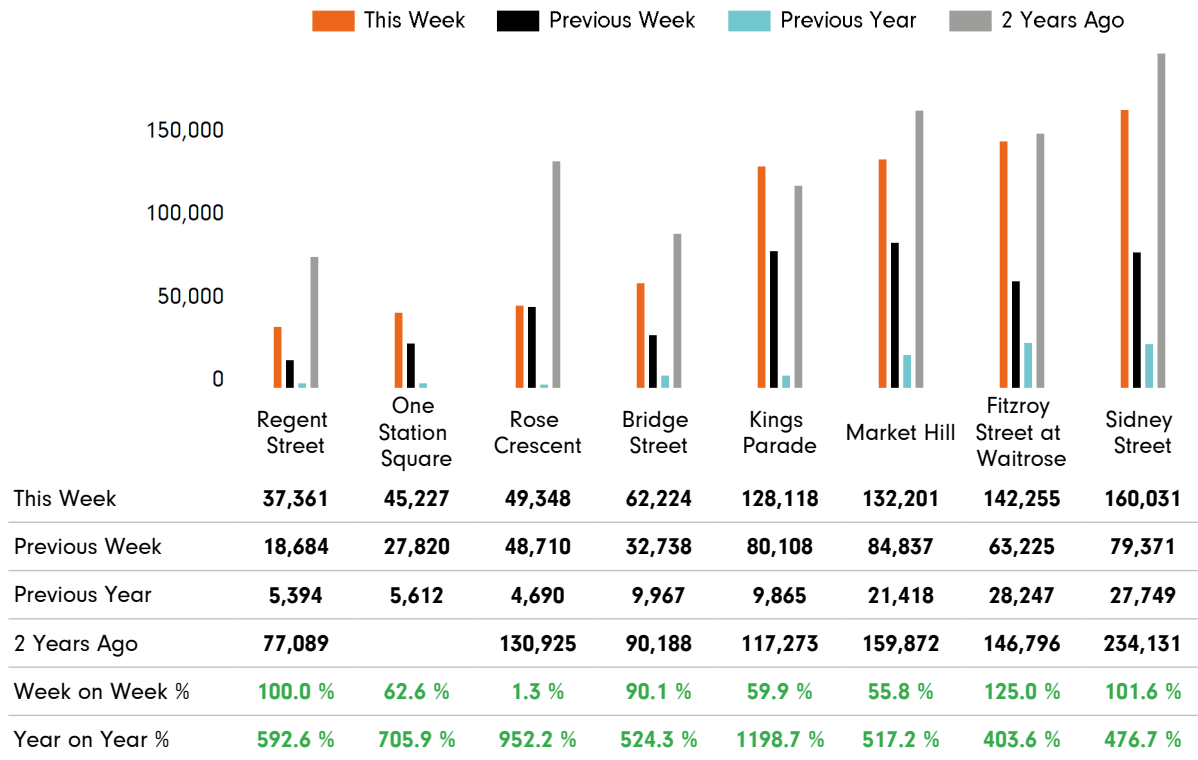
Footfall by hour



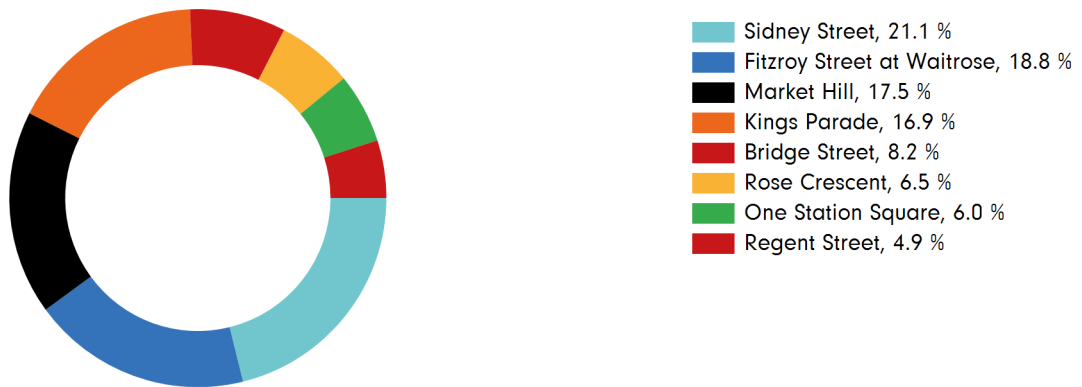
Footfall by week



Footfall by location



Footfall by location



Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week 1, 2021 to Week 15, 2021 Vs Week 1, 2020 to Week 15, 2020

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 15, 2021 Vs Week 15, 2020

Week on Week % Change is the % change in footfall for this week from the previous week. Week 15 2021 Vs Week 14 2021

2021 versus 2019 comparison follows on subsequent pages

2019 Comparison for: Cambridge BID

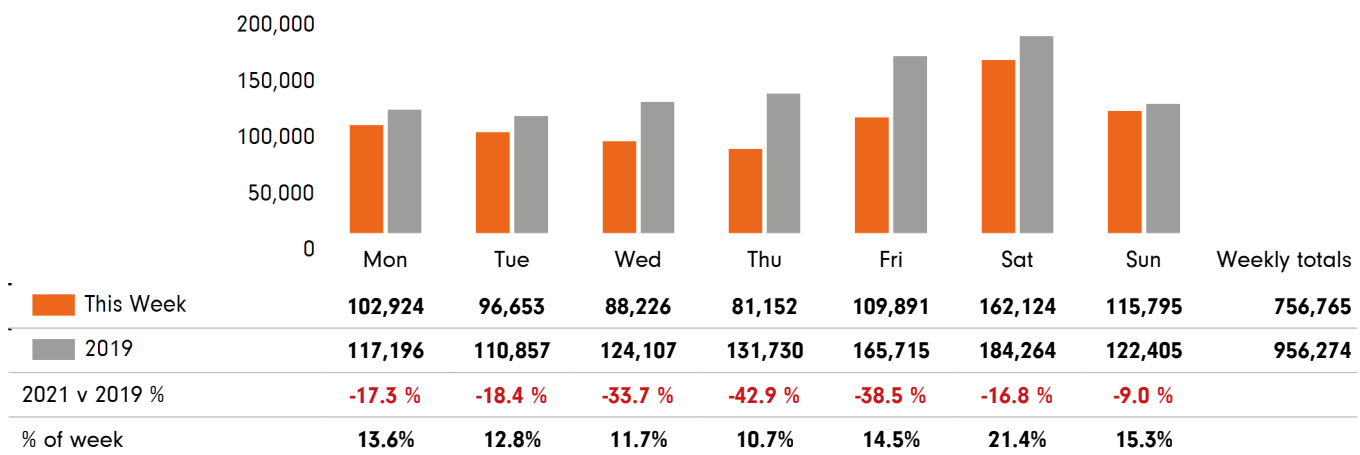
2019 comparison for Cambridge BID

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 2021 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 2021 against the similar time period in 2019

Headlines

	Year to date % 2021 Vs 2019	Year on year % 2021 Vs 2019
Cambridge BID	-62.3 %	-25.6 %
East	-60.3 %	-23.1 %
High Street Index - BDSU(BDSU - Multifunctional)	-64.1 %	-28.2 %
UK	-66.2 %	-31.1 %

Footfall by day



Footfall by location

