

# Footfall Report for: Cambridge BID

## Weekly Footfall

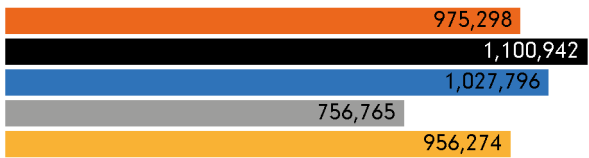
|  | Year to date % |        | Year on year % |       | Week on week % |       |
|--|----------------|--------|----------------|-------|----------------|-------|
|  | 2023           | 2022   | 2023           | 2022  | 2023           | 2022  |
| Cambridge BID                                    | 14.4%          | 125.7% | -5.1%          | 23.9% | -11.4%         | 19.7% |
| East   | 11.0%          | 104.6% | -3.3%          | 11.2% | -9.2%          | 15.0% |
| High Street Index - BDSU(BDSU - Multifunctional) | 6.5%           | 116.1% | -5.8%          | 13.7% | -8.9%          | 7.7%  |
| UK   | 8.3%           | 124.7% | -5.0%          | 18.3% | -8.9%          | 10.4% |

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 53,747,778 which is 15.8% up on the previous year.
- The total number of visitors for the year to date is 14,698,724 which is 14.4% up on the previous year.
- The total number of visitors to Cambridge BID in week commencing 10 April 2023 was 975,298.
- The busiest day in week commencing 10 April 2023 was Saturday with 184,307 visitors.
- The peak hour of the week was 14:00 on Saturday 15 April 2023 with footfall of 21,341.

## Footfall by week

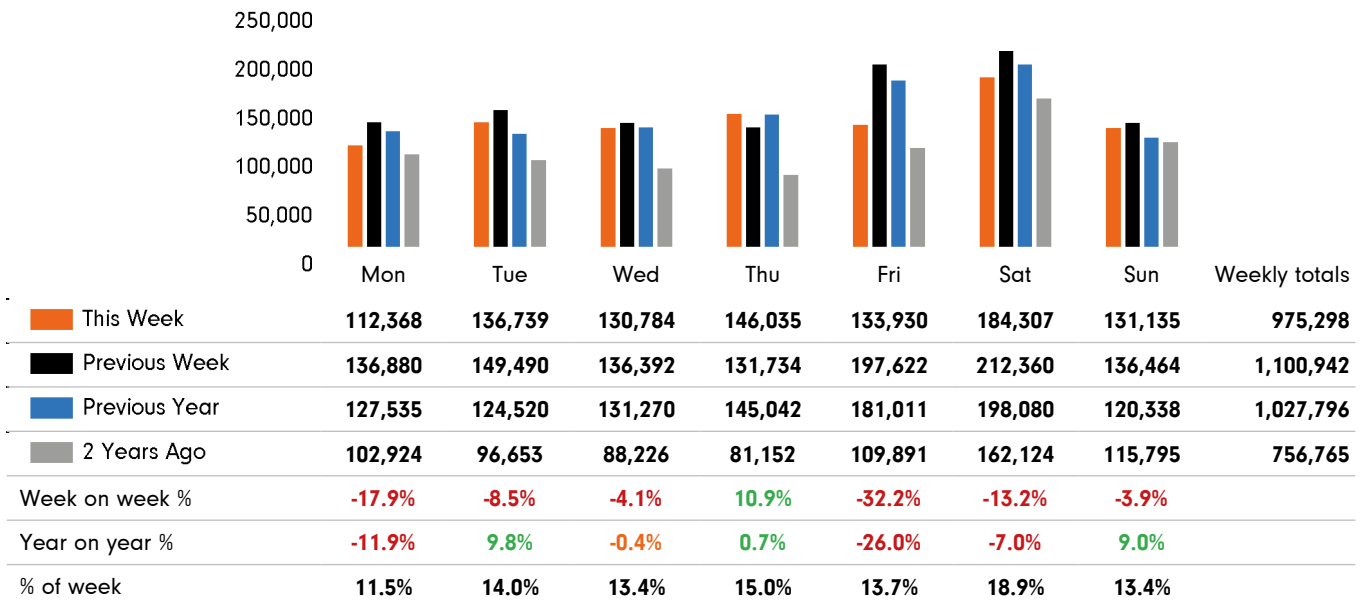


■ This Week   
 ■ Previous Year   
 ■ 2019  
■ Previous Week   
 ■ 2 Years Ago

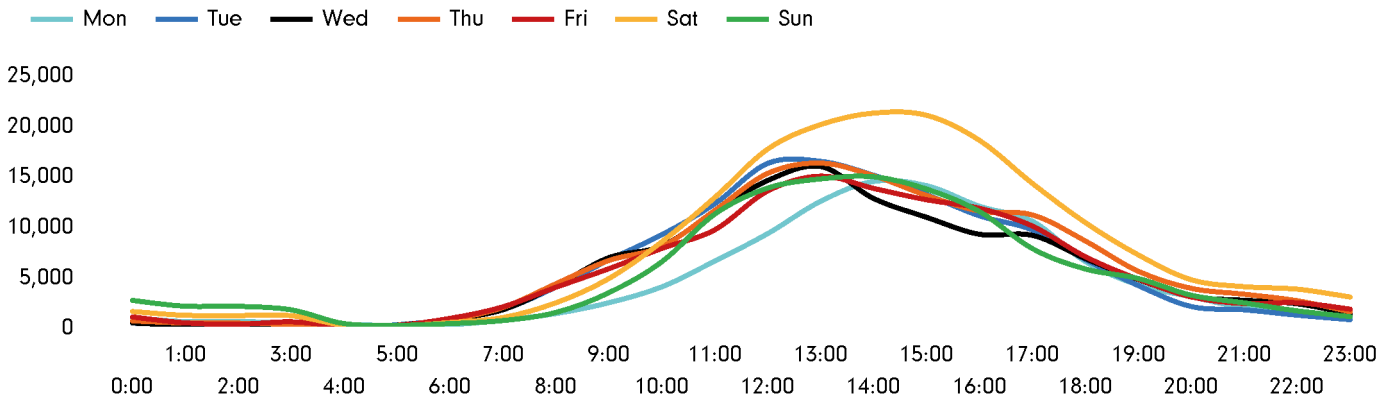
## Weather

|               | Mon | Tue | Wed | Thu | Fri | Sat | Sun |
|---------------|-----|-----|-----|-----|-----|-----|-----|
| This week     | 16° | 16° | 14° | 12° | 14° | 14° | 15° |
| Previous week | 11° | 12° | 13° | 14° | 14° | 14° | 14° |
| Previous year | 15° | 20° | 18° | 19° | 20° | 19° | 18° |

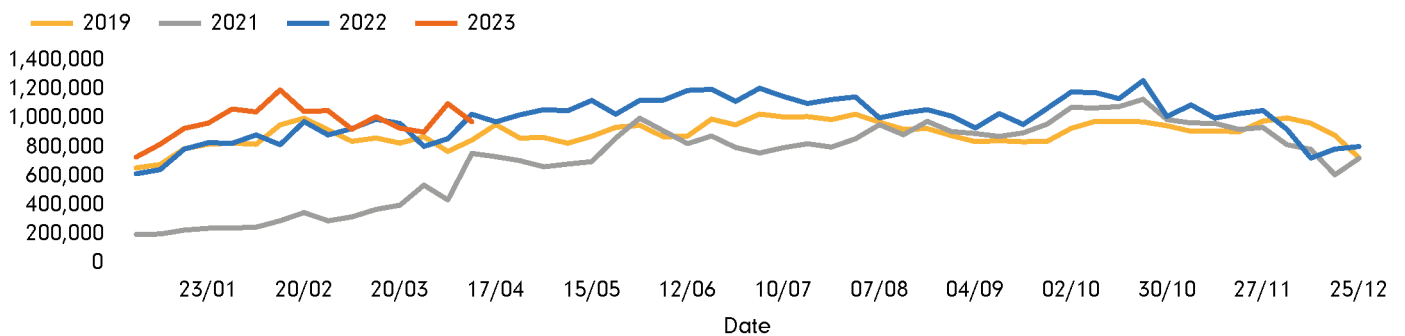
## Footfall by day



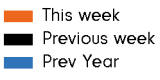










## Footfall by hour



## Footfall by week



## Footfall by location

|                            | This week | % share of total week | Previous week | Previous year | Week on week % | Year on year % |  |
|----------------------------|-----------|-----------------------|---------------|---------------|----------------|----------------|---|
| Bridge Street              | 62,086    | 6.4%                  | 76,665        | 77,463        | -19.0%         | -19.9%         |  |
| Burleigh Street            | 54,246    | 5.6%                  | 54,109        | 52,447        | 0.3%           | 3.4%           |  |
| Fitzroy Street at Waitrose | 132,008   | 13.5%                 | 132,579       | 136,981       | -0.4%          | -3.6%          |  |
| Kings Parade               | 104,758   | 10.7%                 | 144,260       | 83,499        | -27.4%         | 25.5%          |  |
| Market Hill                | 127,199   | 13.0%                 | 150,735       | 152,793       | -15.6%         | -16.8%         |  |
| One Station Square         | 60,161    | 6.2%                  | 74,824        | 69,055        | -19.6%         | -12.9%         |  |
| Regent Street              | 64,732    | 6.6%                  | 75,393        | 65,664        | -14.1%         | -1.4%          |  |
| Rose Crescent              | 115,904   | 11.9%                 | 130,108       | 122,458       | -10.9%         | -5.4%          |  |
| Sidney Street              | 221,532   | 22.7%                 | 222,083       | 229,833       | -0.2%          | -3.6%          |  |
| Silver Street              | 32,672    | 3.3%                  | 40,186        | 37,603        | -18.7%         | -13.1%         |  |

## Reporting dates

This week - 10 April 2023 - 16 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 15, 2023 Vs Week 1, 2022 to Week 15, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 15, 2023 Vs Week 15, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 15 2023 Vs Week 14 2023

# 2019 Comparison for: Cambridge BID

## 2019 comparison for Cambridge BID

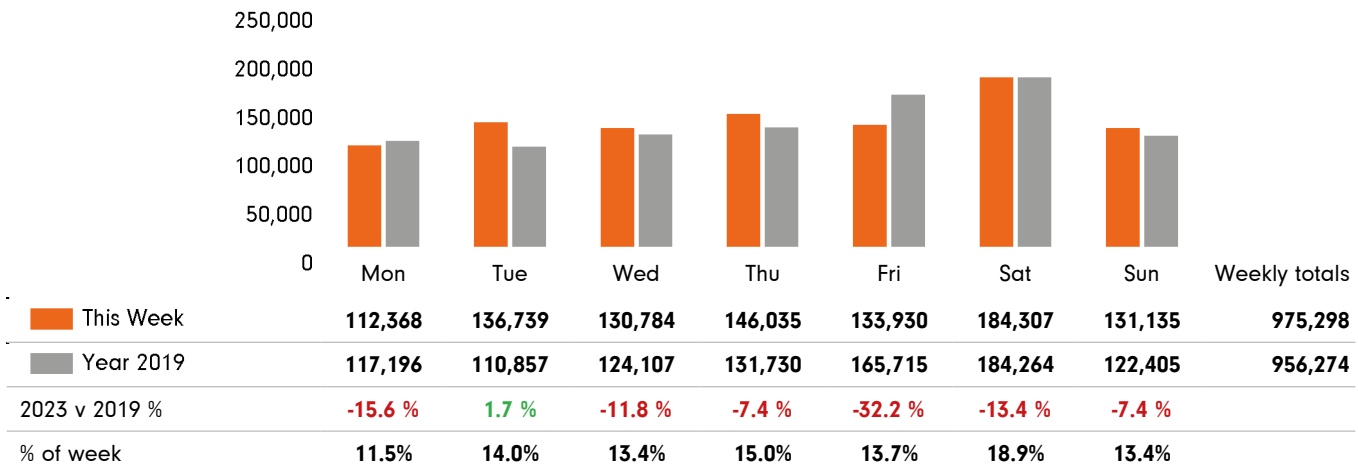
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your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

### Headlines

|   | Year to date %<br>2023 Vs 2019 | Year on year %<br>2023 Vs 2019 |
|---|--------------------------------|--------------------------------|
| Cambridge BID                                       | <b>-3.4 %</b>                  | <b>-13.4 %</b>                 |
| East  | <b>-11.3 %</b>                 | <b>-19.5 %</b>                 |
| High Street Index - BDSU(BDSU<br>- Multifunctional) | <b>-17.6 %</b>                 | <b>-24.0 %</b>                 |
| UK  | <b>-16.6 %</b>                 | <b>-24.1 %</b>                 |

Cambridge BID is compared to the high street index.

### Footfall by day



## Footfall by location

