

Week 16, 2021. 19 Apr 2021 - 25 Apr 2021 Footfall Report for: Cambridge BID

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2021	2020	2021	2020	2021	2020
Cambridge BID	-40.4%	-32.1%	463.3%	-85.6%	-2.9 %	15.5%
East	15.7%	-28.4%	245.4%	-77.2%	-6.3 %	14.3%
High Street Index - BDSU(BDSU - Multifunctional)	12.9%	-29.6 %	238.7%	-79.6%	-6.8 %	14.5%
UK	15.5%	-30.4%	257.4%	-81.2%	-6.7 %	15.2%

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 22,493,657 which is 49.3% down on the previous year.

The total number of visitors for the year to date is 5,833,176 which is 40.4% down on the previous year.

The total number of visitors to Cambridge BID in week commencing 19 April 2021 was 734,470.

The busiest day in week commencing 19 April 2021 was Saturday with 166,111 visitors.

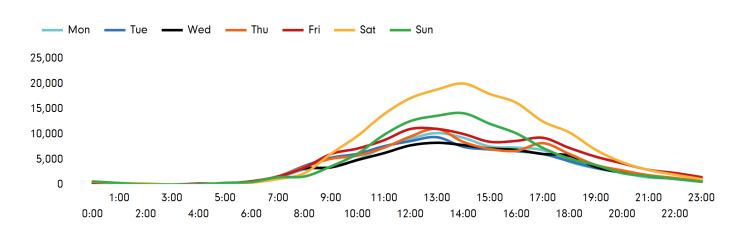
The peak hour of the week was 14:00 on Saturday 24 April 2021 with footfall of 20,062.

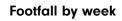
Weather Footfall by week Wed Mon Tue Thu Fri Sat Sun ·O· This week 16° 16° 13° 15° 16° 16° 13° 734,470 756,765 Previous week 11° 10° 11° 14° 10° 10° 13° Previous year This Week Previous Year 20° 16° 17° 20° 22° 20° 18° **Previous Week** 2 Years Ago

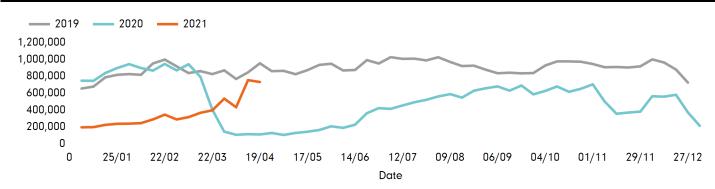
SPRINGBOARD.

150,000 100,000 50,000								
0	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly totals
This Week	86,276	85,882	80,941	93,330	111,787	166,111	110,143	734,470
Previous Week	102,924	96,653	88,226	81,152	109,891	162,124	115,795	756,765
Previous Year	16,752	17,575	18,801	18,846	19,711	20,303	18,408	130,396
2 Years Ago	132,860	114,741	107,698	113,055	128,030	151,597	115,326	863,307
Week on week %	-16.2%	-11.1%	-8.3%	15.0%	1.7%	2.5%	-4.9%	
Year on year %	415.0%	388.7%	330.5%	395.2%	467.1%	718.2%	498.3%	
% of week	11.7%	11.7%	11.0%	12.7%	15.2%	22.6%	15.0%	

Footfall by hour

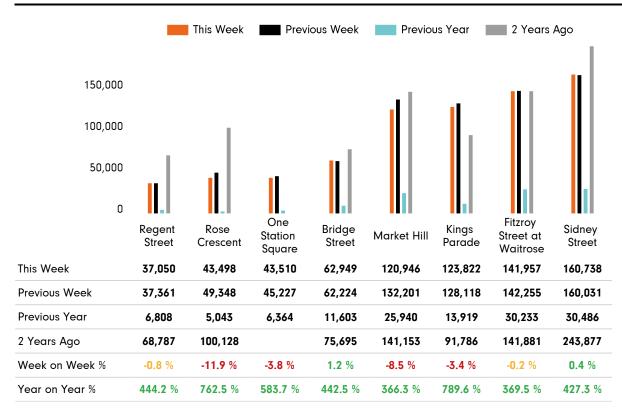




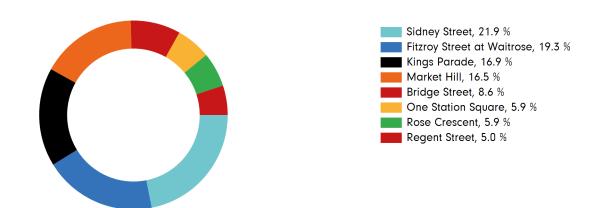




Footfall by location



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 16 , 2021 Vs Week 1, 2020 to Week 16 , 2020

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 16, 2021 Vs Week 16, 2020

Week on Week % Change is the % change in footfall for this week from the previous week. Week 16 2021 Vs Week 15 2021

2021 versus 2019 comparison follows on subsequent pages



Week 16, 2021. 19 Apr 2021 - 25 Apr 2021 2019 Comparison for: Cambridge BID

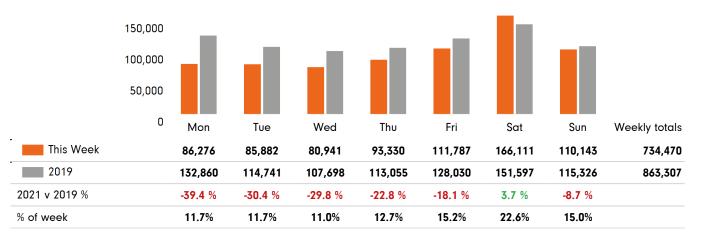
2019 comparison for Cambridge BID

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 %	Year on year %
	2021 Vs 2019	2021 Vs 2019
Cambridge BID	-59.7 %	-20.0 %
East	-57.7 %	-18.7 %
High Street Index - BDSU(BDSU - Multifunctional)	-61.8 %	-27.7 %
UK	-63.8 %	-28.5 %

Footfall by day



Footfall by location

	This week	2019	2021 - 2019 %	This week 2019
Bridge Street	62,949	75,695	-16.8 % 🗧	
Fitzroy Street at Waitrose	141,957	141,881	0.1 %	
Kings Parade	123,822	91,786	34.9 %	
Market Hill	120,946	141,153	-14.3 %	
One Station Square	43,510	0		
Regent Street	37,050	68,787	-46.1 %	
Rose Crescent	43,498	100,128	-56.6 %	
Sidney Street	160,738	243,877	-34.1 %	

