

# Footfall Report for: Cambridge BID

## Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2023	2022	2023	2022	2023	2022
Cambridge BID	13.4%	112.4%	0.5%	20.3%	0.5%	-5.1%
East	10.1%	93.9%	-1.6%	15.2%	-0.2%	-2.6%
High Street Index - BDSU(BDSU - Multifunctional)	6.0%	104.9%	-0.9%	20.6%	3.3%	-1.5%
UK	7.8%	112.2%	1.9%	23.3%	3.4%	-2.8%

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 53,753,025 which is 15.4% up on the previous year.
- The total number of visitors for the year to date is 15,679,189 which is 13.4% up on the previous year.
- The total number of visitors to Cambridge BID in week commencing 17 April 2023 was 980,465.
- The busiest day in week commencing 17 April 2023 was Saturday with 198,607 visitors.
- The peak hour of the week was 14:00 on Saturday 22 April 2023 with footfall of 21,337.

## Footfall by week

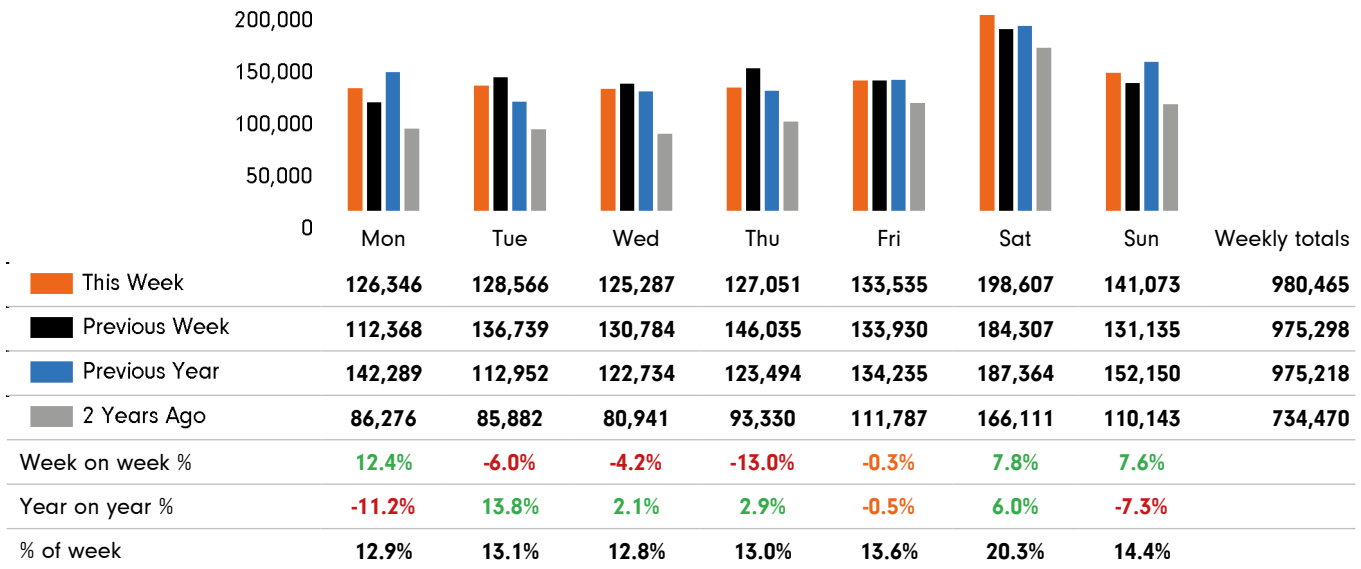


■ This Week    ■ Previous Year    ■ 2019  
■ Previous Week    ■ 2 Years Ago

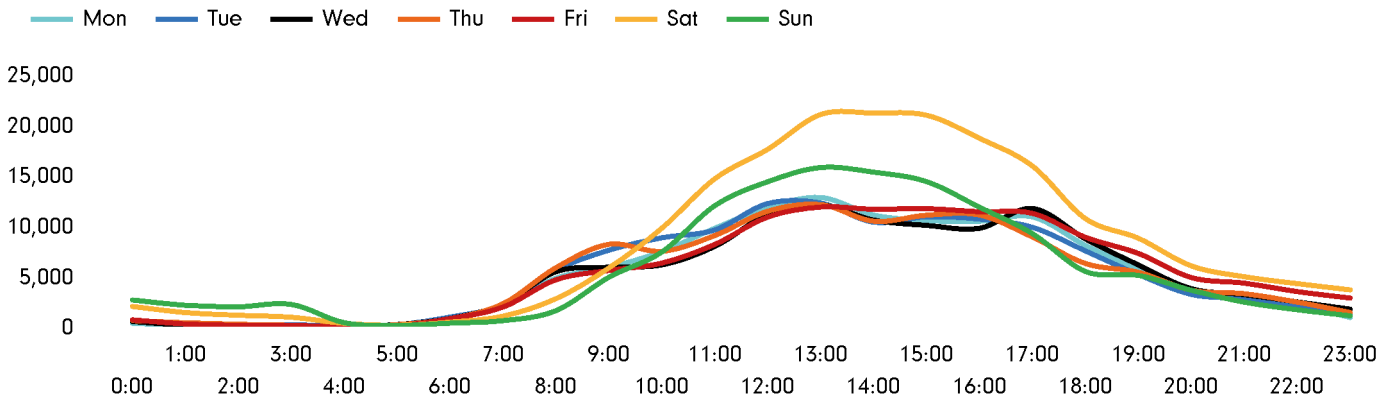
## Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	16°	13°	14°	15°	13°	15°	14°
Previous week	16°	16°	14°	12°	14°	14°	15°
Previous year	16°	15°	18°	18°	15°	16°	16°

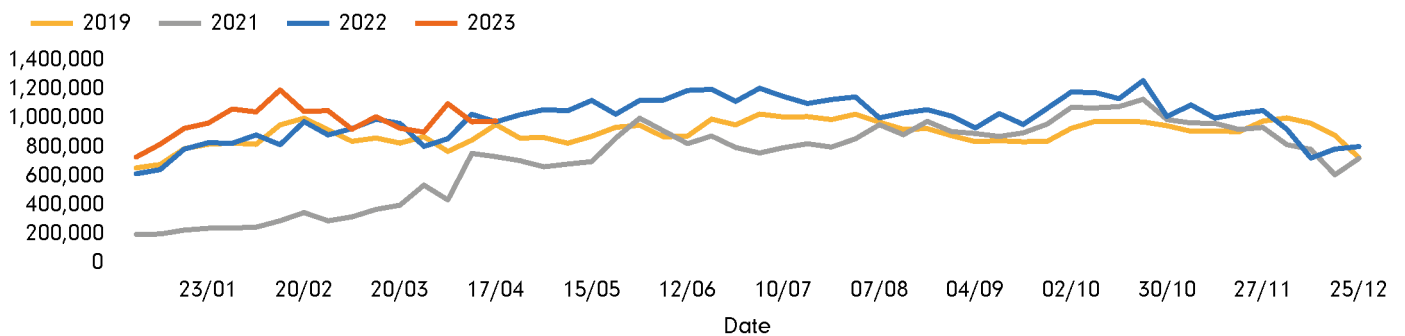
## Footfall by day



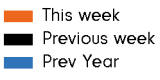










## Footfall by hour



## Footfall by week



## Footfall by location

	This week	% share of total week	Previous week	Previous year	Week on week %	Year on year %	
Bridge Street	64,161	6.5%	62,086	73,162	3.3%	-12.3%	
Burleigh Street	60,003	6.1%	54,246	54,643	10.6%	9.8%	
Fitzroy Street at Waitrose	125,652	12.8%	132,008	134,211	-4.8%	-6.4%	
Kings Parade	118,561	12.1%	104,758	80,179	13.2%	47.9%	
Market Hill	120,931	12.3%	127,199	144,623	-4.9%	-16.4%	
One Station Square	61,736	6.3%	60,161	55,944	2.6%	10.4%	
Regent Street	64,899	6.6%	64,732	60,545	0.3%	7.2%	
Rose Crescent	103,134	10.5%	115,904	105,500	-11.0%	-2.2%	
Sidney Street	220,011	22.4%	221,532	229,322	-0.7%	-4.1%	
Silver Street	41,377	4.2%	32,672	37,089	26.6%	11.6%	

## Reporting dates

This week - 17 April 2023 - 23 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 16, 2023 Vs Week 1, 2022 to Week 16, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 16, 2023 Vs Week 16, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 16 2023 Vs Week 15 2023

# 2019 Comparison for: Cambridge BID

## 2019 comparison for Cambridge BID

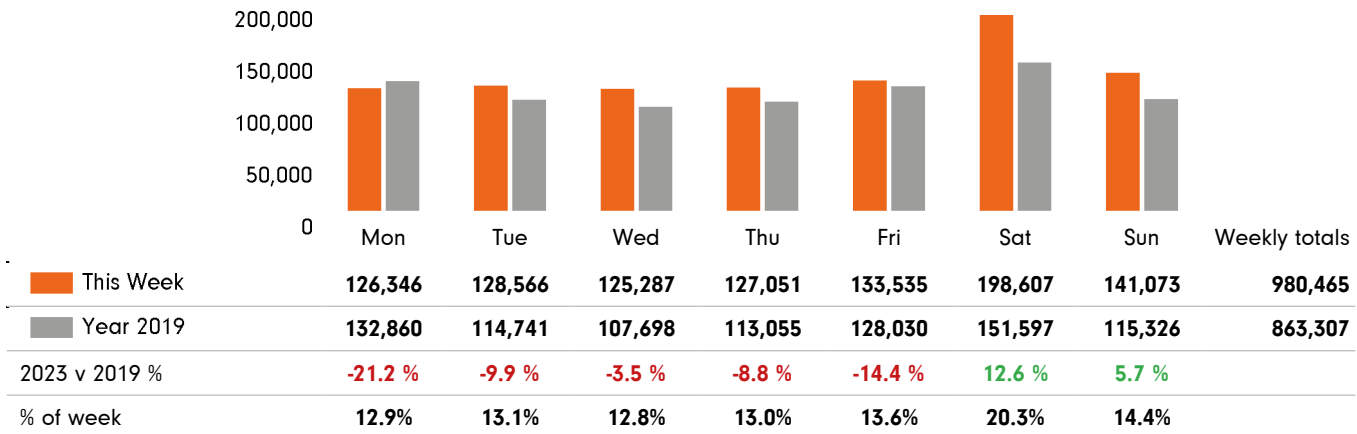
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your 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	<b>-3.5 %</b>	<b>-5.3 %</b>
East	<b>-11.4 %</b>	<b>-11.8 %</b>
High Street Index - BDSU(BDSU - Multifunctional)	<b>-17.4 %</b>	<b>-14.0 %</b>
UK	<b>-16.4 %</b>	<b>-13.1 %</b>

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	64,161	75,695	-15.2 %	
Burleigh Street	60,003			
Fitzroy Street at Waitrose	125,652	141,881	-11.4 %	
Kings Parade	118,561	91,786	29.2 %	
Market Hill	120,931	141,153	-14.3 %	
One Station Square	61,736			
Regent Street	64,899	68,787	-5.7 %	
Rose Crescent	103,134	100,128	3.0 %	
Sidney Street	220,011	243,877	-9.8 %	
Silver Street	41,377			