

# Footfall Report for: Cambridge BID

## Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2023	2022	2023	2022	2023	2022
Cambridge BID	13.1%	103.5%	8.4%	30.2%	13.2%	5.0%
East	9.9%	86.2%	7.4%	18.4%	7.4%	-2.6%
High Street Index - BDSU(BDSU - Multifunctional)	5.9%	97.0%	4.7%	26.3%	6.5%	0.6%
UK	7.8%	103.6%	7.5%	29.8%	6.0%	0.5%

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 53,838,752 which is 15% up on the previous year.

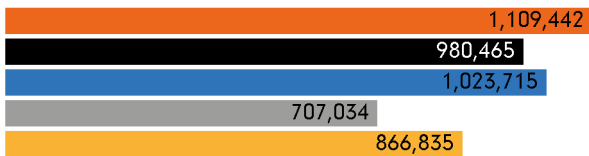
The total number of visitors for the year to date is 16,788,631 which is 13.1% up on the previous year.

The total number of visitors to Cambridge BID in week commencing 24 April 2023 was 1,109,442.

The busiest day in week commencing 24 April 2023 was Saturday with 239,034 visitors.

The peak hour of the week was 15:00 on Saturday 29 April 2023 with footfall of 25,494.

## Footfall by week

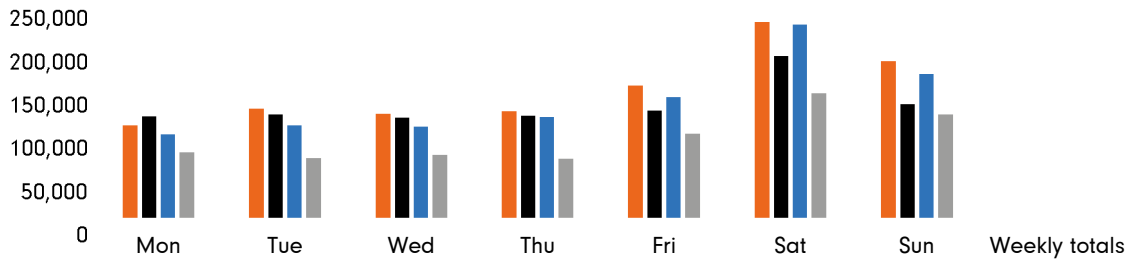


■ This Week   
 ■ Previous Year   
 ■ 2019  
■ Previous Week   
 ■ 2 Years Ago

## Weather

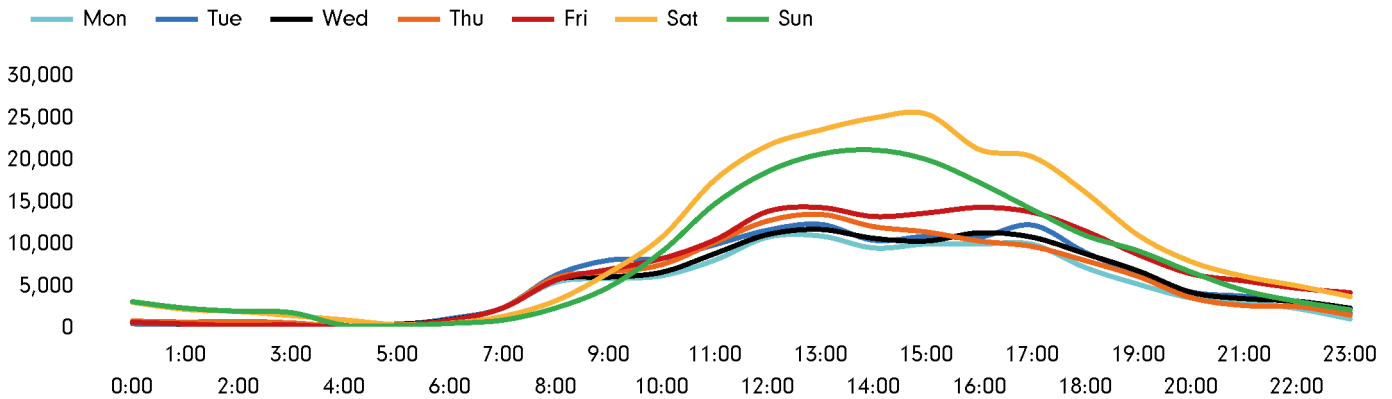
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	12°	12°	11°	12°	14°	14°	19°
Previous week	16°	13°	14°	15°	13°	15°	14°
Previous year	13°	15°	13°	14°	12°	17°	13°

## Footfall by day

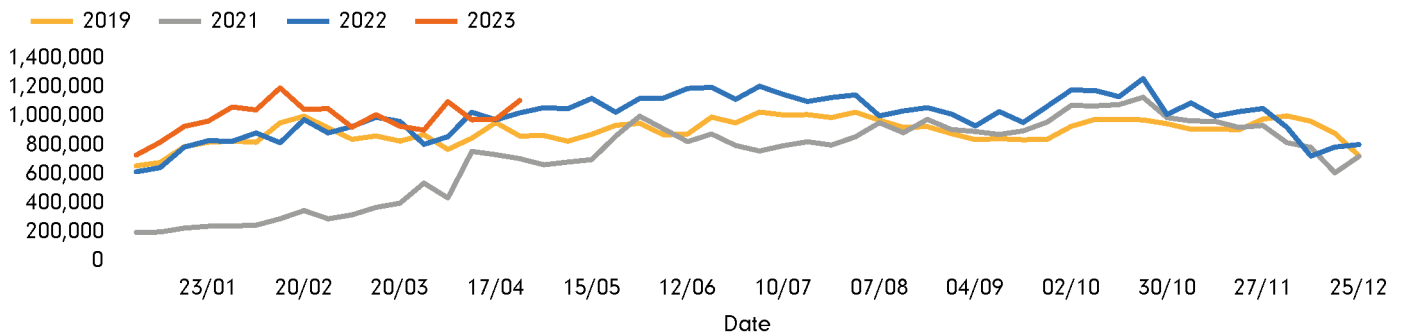


Week on week %	-8.1%	5.6%	3.6%	4.7%	22.1%	20.4%	36.5%	
Year on year %	10.5%	17.1%	13.2%	5.8%	9.1%	1.4%	8.7%	
% of week	10.5%	12.2%	11.7%	12.0%	14.7%	21.5%	17.4%	

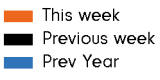










## Footfall by hour



## Footfall by week



## Footfall by location

	This week	% share of total week	Previous week	Previous year	Week on week %	Year on year %	
Bridge Street	72,813	6.6%	64,161	72,402	13.5%	0.6%	
Burleigh Street	61,436	5.5%	60,003	55,378	2.4%	10.9%	
Fitzroy Street at Waitrose	134,101	12.1%	125,652	130,131	6.7%	3.1%	
Kings Parade	149,232	13.5%	118,561	99,192	25.9%	50.4%	
Market Hill	141,650	12.8%	120,931	147,879	17.1%	-4.2%	
One Station Square	57,869	5.2%	61,736	59,462	-6.3%	-2.7%	
Regent Street	71,405	6.4%	64,899	63,574	10.0%	12.3%	
Rose Crescent	115,712	10.4%	103,134	104,203	12.2%	11.0%	
Sidney Street	251,049	22.6%	220,011	244,065	14.1%	2.9%	
Silver Street	54,175	4.9%	41,377	47,429	30.9%	14.2%	

## Reporting dates

This week - 24 April 2023 - 30 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 17, 2023 Vs Week 1, 2022 to Week 17, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 17, 2023 Vs Week 17, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 17 2023 Vs Week 16 2023

# 2019 Comparison for: Cambridge BID

## 2019 comparison for Cambridge BID

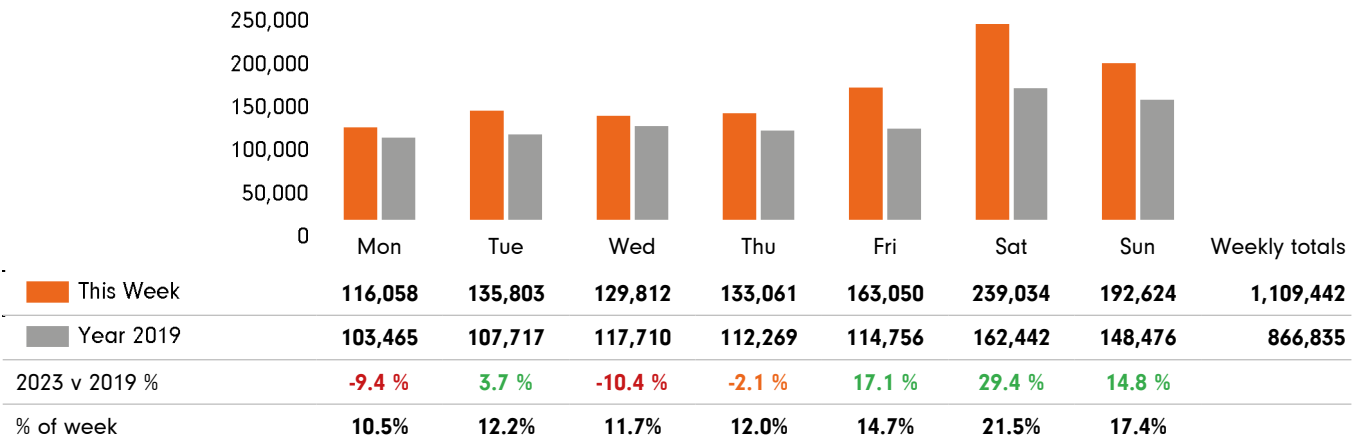
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your 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>-2.8 %</b>	<b>8.0 %</b>
East	<b>-11.0 %</b>	<b>-4.5 %</b>
High Street Index - BDSU(BDSU - Multifunctional)	<b>-17.1 %</b>	<b>-13.1 %</b>
UK	<b>-16.2 %</b>	<b>-12.6 %</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	72,813	74,908	-2.8 %	
Burleigh Street	61,436			
Fitzroy Street at Waitrose	134,101	144,567	-7.2 %	
Kings Parade	149,232	89,082	67.5 %	
Market Hill	141,650	142,035	-0.3 %	
One Station Square	57,869			
Regent Street	71,405	70,710	1.0 %	
Rose Crescent	115,712	100,538	15.1 %	
Sidney Street	251,049	244,995	2.5 %	
Silver Street	54,175			