

# Footfall Report for: Cambridge BID

## Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2022	2021	2022	2021	2022	2021
Cambridge BID	98.0%	-28.2%	43.4%	407.6%	3.4%	-6.0%
East	82.1%	-28.4%	36.5%	188.8%	2.4%	-10.8%
High Street Index - BDSU(BDSU - Multifunctional)	91.8%	-33.5%	36.0%	197.2%	0.2%	-7.0%
UK	98.3%	-34.7%	43.3%	206.9%	1.0%	-8.4%

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

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 42,507,928 which is 79.9% up on the previous year.

The total number of visitors for the year to date is 14,264,381 which is 98% up on the previous year.

The total number of visitors to Cambridge BID in week commencing 2 May 2022 was 952,544.

The busiest day in week commencing 2 May 2022 was Saturday with 190,088 visitors.

The peak hour of the week was 14:00 on Saturday 7 May 2022 with footfall of 20,248.

## Footfall by week

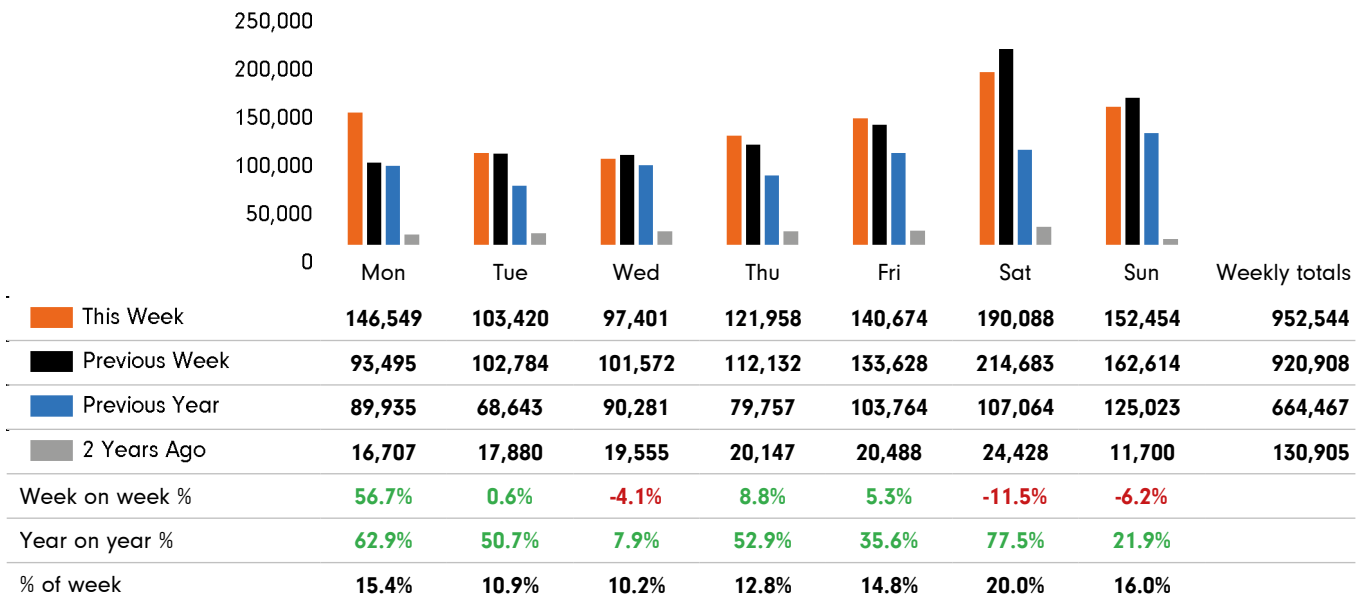


■ This Week   
 ■ Previous Year   
 ■ 2019  
■ Previous Week   
 ■ 2 Years Ago

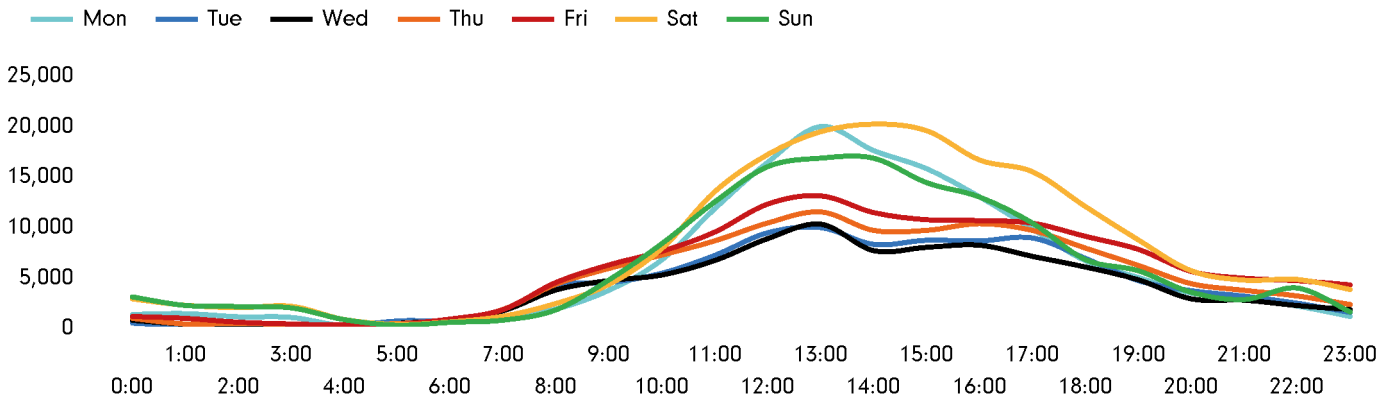
## Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	17°	14°	17°	19°	21°	19°	18°
Previous week	13°	15°	13°	14°	12°	17°	13°
Previous year	12°	12°	12°	11°	14°	17°	20°

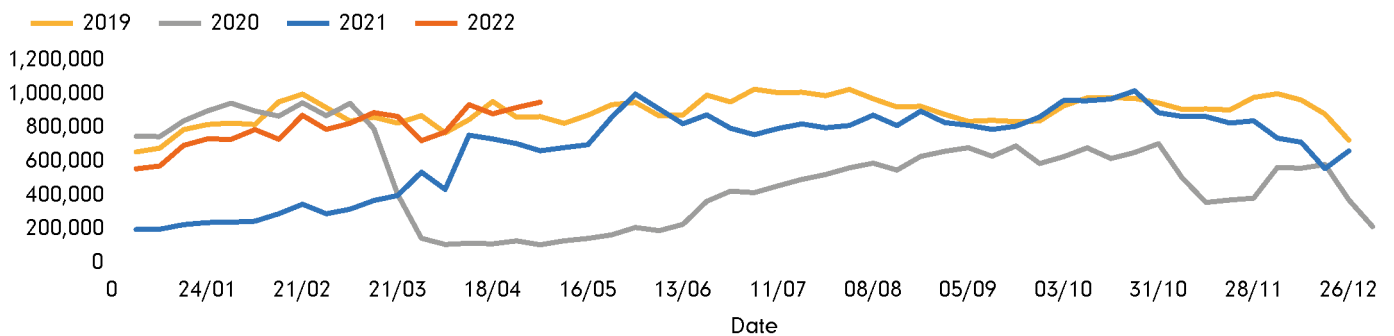
## Footfall by day



## Footfall by hour

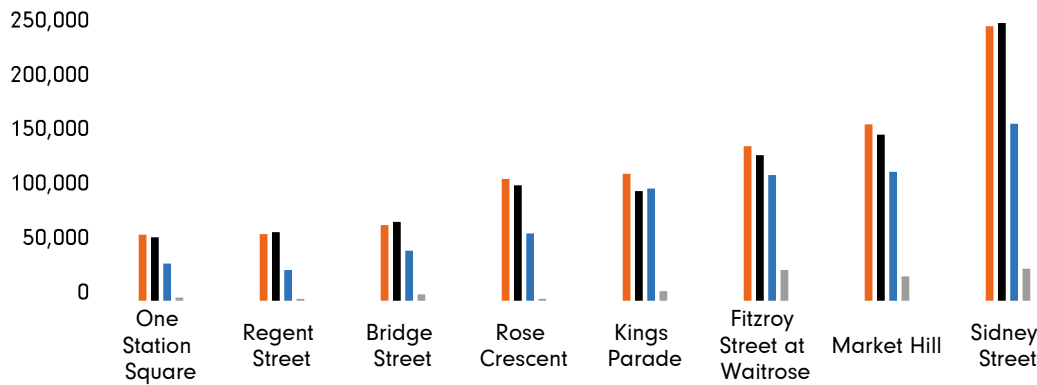


## Footfall by week



## Footfall by location

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



This Week	<b>61,501</b>	<b>61,959</b>	<b>69,637</b>	<b>109,544</b>	<b>113,962</b>	<b>137,918</b>	<b>156,496</b>	<b>241,527</b>
Previous Week	<b>59,462</b>	<b>63,574</b>	<b>72,402</b>	<b>104,203</b>	<b>99,192</b>	<b>130,131</b>	<b>147,879</b>	<b>244,065</b>
Previous Year	<b>36,419</b>	<b>30,954</b>	<b>47,338</b>	<b>62,572</b>	<b>101,372</b>	<b>112,856</b>	<b>115,572</b>	<b>157,384</b>
2 Years Ago	<b>7,391</b>	<b>6,312</b>	<b>9,846</b>	<b>5,904</b>	<b>12,906</b>	<b>30,754</b>	<b>25,737</b>	<b>32,055</b>
Week on Week %	<b>3.4 %</b>	<b>-2.5 %</b>	<b>-3.8 %</b>	<b>5.1 %</b>	<b>14.9 %</b>	<b>6.0 %</b>	<b>5.8 %</b>	<b>-1.0 %</b>
Year on Year %	<b>68.9 %</b>	<b>100.2 %</b>	<b>47.1 %</b>	<b>75.1 %</b>	<b>12.4 %</b>	<b>22.2 %</b>	<b>35.4 %</b>	<b>53.5 %</b>

## Footfall by location



■ Sidney Street, 25.4 %  
■ Market Hill, 16.4 %  
■ Fitzroy Street at Waitrose, 14.5 %  
■ Kings Parade, 12.0 %  
■ Rose Crescent, 11.5 %  
■ Bridge Street, 7.3 %  
■ Regent Street, 6.5 %  
■ One Station Square, 6.5 %

### 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, 2022 to Week 18, 2022 Vs Week 1, 2021 to Week 18, 2021

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 18, 2022 Vs Week 18, 2021

Week on Week % Change is the % change in footfall for this week from the previous week. Week 18 2022 Vs Week 17 2022

# 2019 Comparison for: Cambridge BID

## 2019 comparison for Cambridge BID

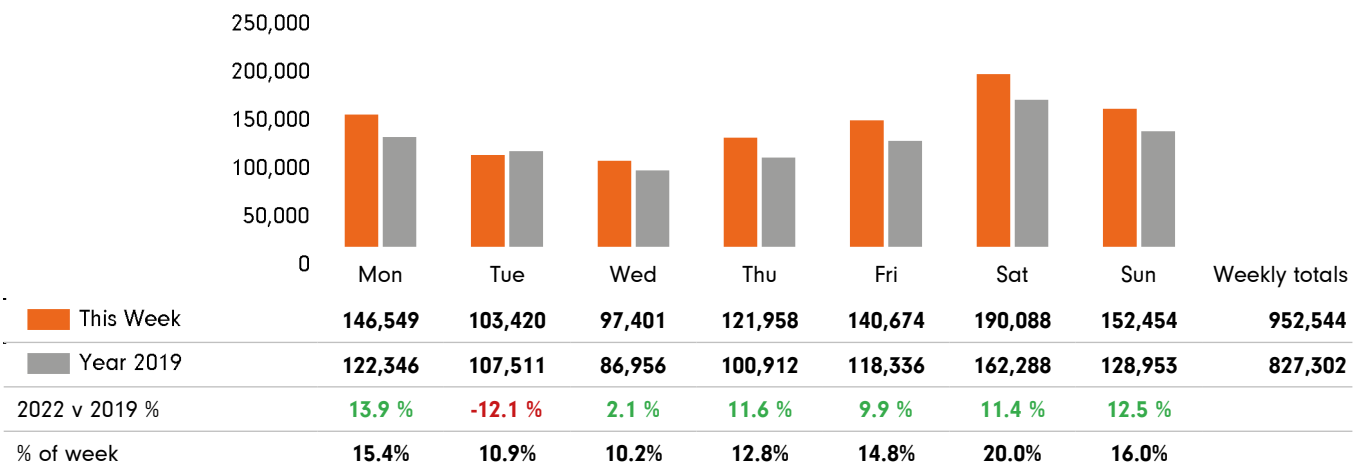
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section **below** and shows your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

### Headlines








	Year to date %	Year on year %
	2022 Vs 2019	2022 Vs 2019
Cambridge BID	<b>-13.1 %</b>	<b>7.7 %</b>
East	<b>-18.1 %</b>	<b>-2.3 %</b>
High Street Index - BDSU(BDSU - Multifunctional)	<b>-20.8 %</b>	<b>-9.7 %</b>
UK	<b>-20.9 %</b>	<b>-10.0 %</b>

Cambridge BID is compared to the high street index.

### Footfall by day



## Footfall by location

	This week	2019	2022 - 2019 %	<span style="color: orange;">■</span> This week <span style="color: gray;">■</span> Year 2019
Bridge Street	69,637	70,361	-1.0 %	
Fitzroy Street at Waitrose	137,918	137,592	0.2 %	
Kings Parade	113,962	91,188	25.0 %	
Market Hill	156,496	134,579	16.3 %	
One Station Square	61,501			
Regent Street	61,959	65,626	-5.6 %	
Rose Crescent	109,544	95,346	14.9 %	
Sidney Street	241,527	232,610	3.8 %	