

Footfall Report for: Cambridge BID

Weekly Footfall

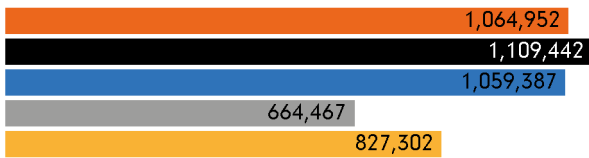
	Year to date %		Year on year %		Week on week %	
	2023	2022	2023	2022	2023	2022
Cambridge BID	12.2%	98.0%	0.5%	43.4%	-4.0%	3.5%
East	9.3%	82.1%	0.7%	36.5%	-4.2%	2.4%
High Street Index - BDSU(BDSU - Multifunctional)	5.6%	91.8%	1.6%	36.0%	-3.0%	0.2%
UK	7.6%	98.3%	4.1%	43.3%	-2.1%	1.0%

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 53,844,317 which is 14.2% up on the previous year.
- The total number of visitors for the year to date is 17,853,583 which is 12.2% up on the previous year.
- The total number of visitors to Cambridge BID in week commencing 1 May 2023 was 1,064,952.
- The busiest day in week commencing 1 May 2023 was Sunday with 194,269 visitors.
- The peak hour of the week was 14:00 on Sunday 7 May 2023 with footfall of 21,655.

Footfall by week

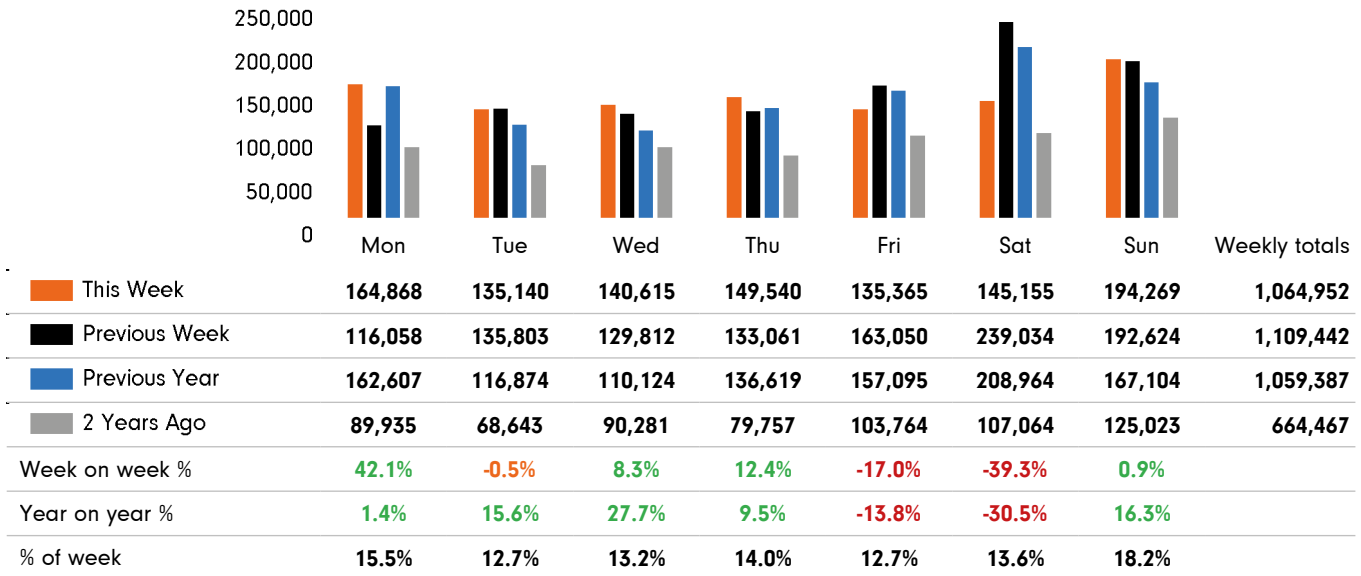


■ This Week ■ Previous Year ■ 2019
■ Previous Week ■ 2 Years Ago

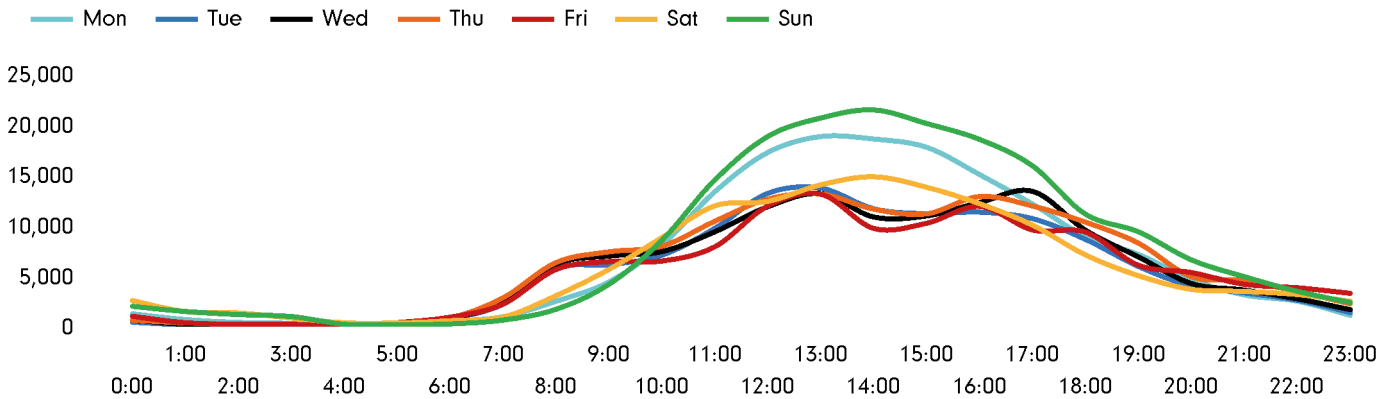
Weather

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

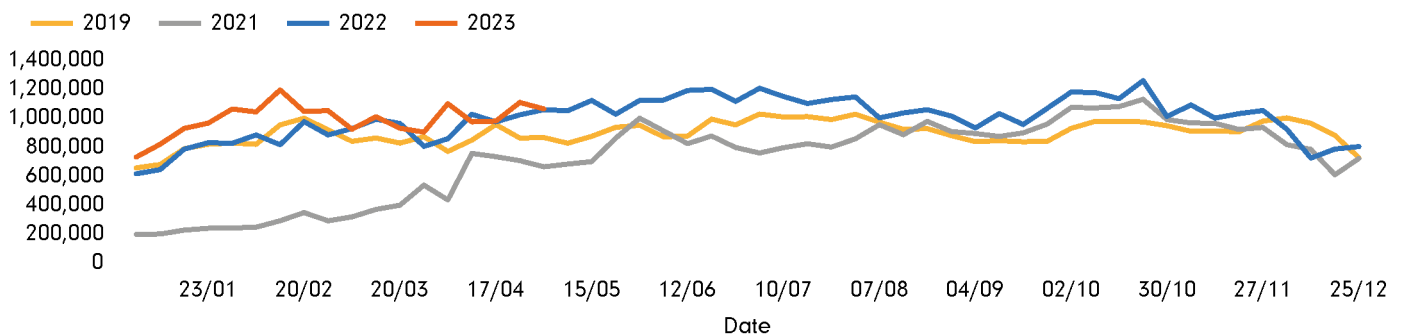
Footfall by day



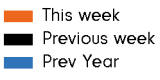
Footfall by hour



Footfall by week



Footfall by location

	This week	% share of total week	Previous week	Previous year	Week on week %	Year on year %	
Bridge Street	67,384	6.3%	72,813	69,637	-7.5%	-3.2%	
Burleigh Street	56,157	5.3%	61,436	57,675	-8.6%	-2.6%	
Fitzroy Street at Waitrose	134,113	12.6%	134,101	137,918	0.0%	-2.8%	
Kings Parade	150,822	14.2%	149,232	113,962	1.1%	32.3%	
Market Hill	137,841	12.9%	141,650	156,496	-2.7%	-11.9%	
One Station Square	48,704	4.6%	57,869	61,501	-15.8%	-20.8%	
Regent Street	68,621	6.4%	71,405	61,959	-3.9%	10.8%	
Rose Crescent	101,962	9.6%	115,712	109,544	-11.9%	-6.9%	
Sidney Street	246,638	23.2%	251,049	241,527	-1.8%	2.1%	
Silver Street	52,710	4.9%	54,175	49,168	-2.7%	7.2%	

Reporting dates

This week - 01 May 2023 - 07 May 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 18, 2023 Vs Week 1, 2022 to Week 18, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 18, 2023 Vs Week 18, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 18 2023 Vs Week 17 2023

2019 Comparison for: Cambridge BID

2019 comparison for Cambridge BID

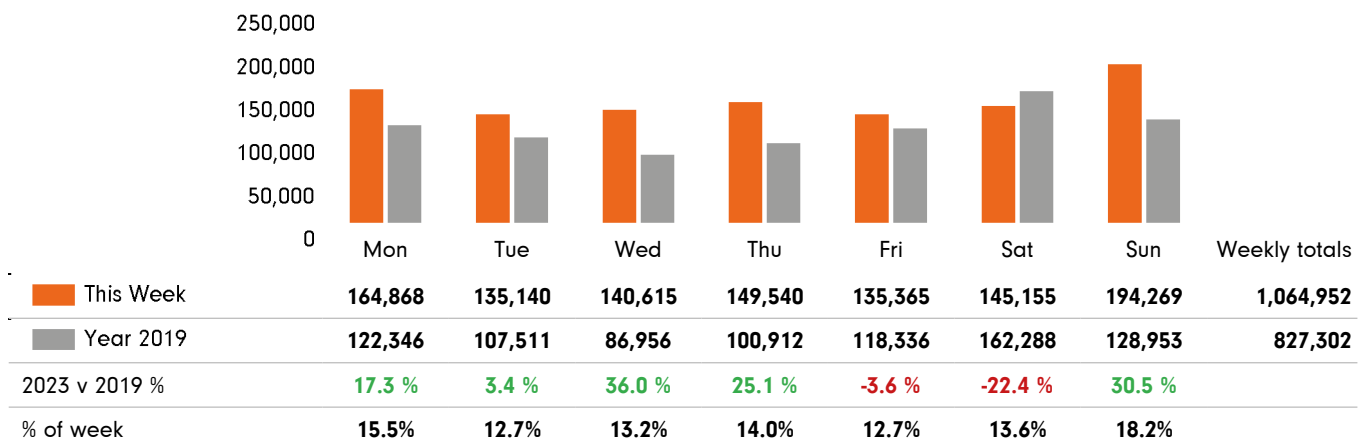
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your 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	-2.1 %	9.7 %
East	-10.5 %	-1.2 %
High Street Index - BDSU(BDSU - Multifunctional)	-16.6 %	-8.1 %
UK	-15.6 %	-6.9 %

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	67,384	70,361	-4.2 %	
Burleigh Street	56,157			
Fitzroy Street at Waitrose	134,113	137,592	-2.5 %	
Kings Parade	150,822	91,188	65.4 %	
Market Hill	137,841	134,579	2.4 %	
One Station Square	48,704			
Regent Street	68,621	65,626	4.6 %	
Rose Crescent	101,962	95,346	6.9 %	
Sidney Street	246,638	232,610	6.0 %	
Silver Street	52,710			