

# Footfall Report for: Cambridge BID

## Weekly Footfall

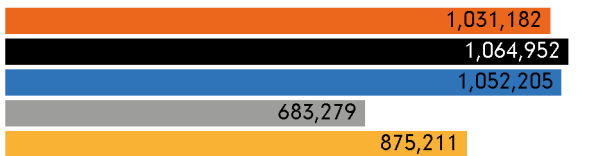
	Year to date %		Year on year %		Week on week %	
	2023	2022	2023	2022	2023	2022
Cambridge BID	11.4%	92.9%	-2.0%	39.3%	-3.2%	-0.7%
East	8.6%	78.1%	-2.6%	30.5%	-3.5%	-2.2%
High Street Index - BDSU(BDSU - Multifunctional)	5.2%	87.0%	-2.7%	32.4%	-3.8%	0.6%
UK	7.1%	93.3%	-0.5%	37.2%	-5.6%	-1.3%

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 53,823,294 which is 13.5% up on the previous year.
- The total number of visitors for the year to date is 18,884,765 which is 11.4% up on the previous year.
- The total number of visitors to Cambridge BID in week commencing 8 May 2023 was 1,031,182.
- The busiest day in week commencing 8 May 2023 was Saturday with 197,733 visitors.
- The peak hour of the week was 13:00 on Saturday 13 May 2023 with footfall of 21,432.

## Footfall by week

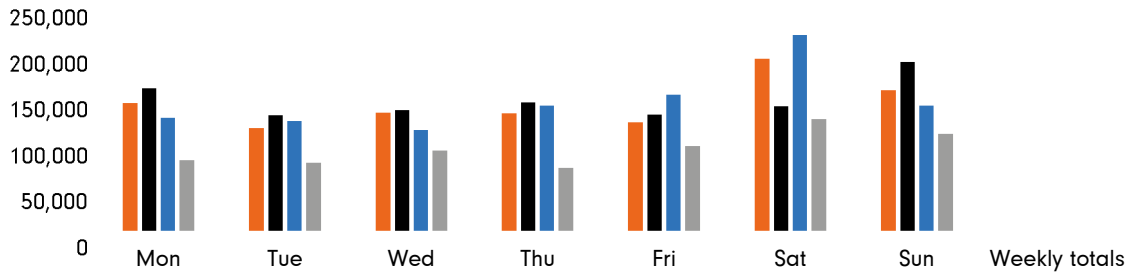


■ This Week   
 ■ Previous Year   
 ■ 2019  
■ Previous Week   
 ■ 2 Years Ago

## Weather

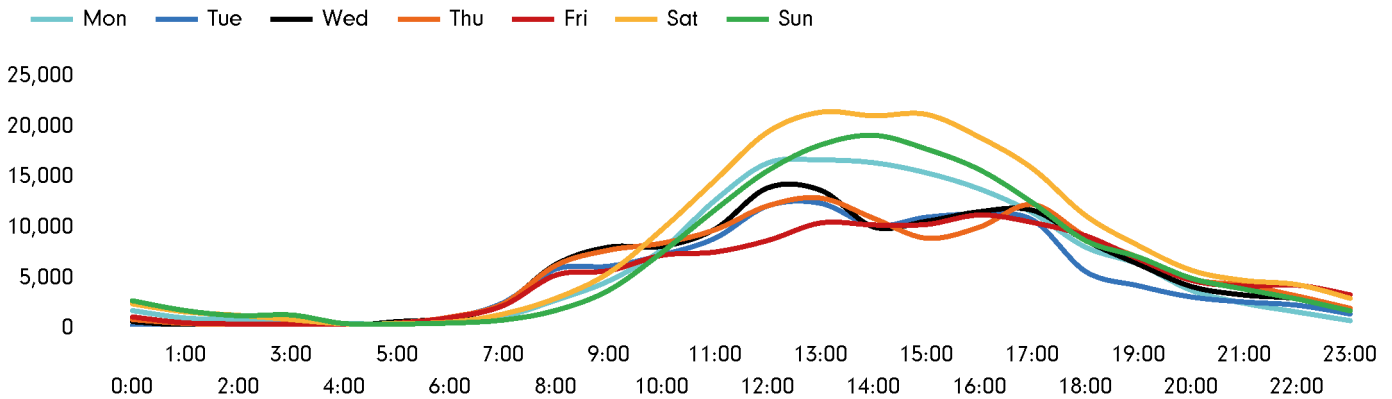
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	14°	17°	18°	18°	19°	11°	12°
Previous week	19°	17°	14°	18°	18°	17°	20°
Previous year	22°	19°	16°	18°	21°	22°	20°

## Footfall by day

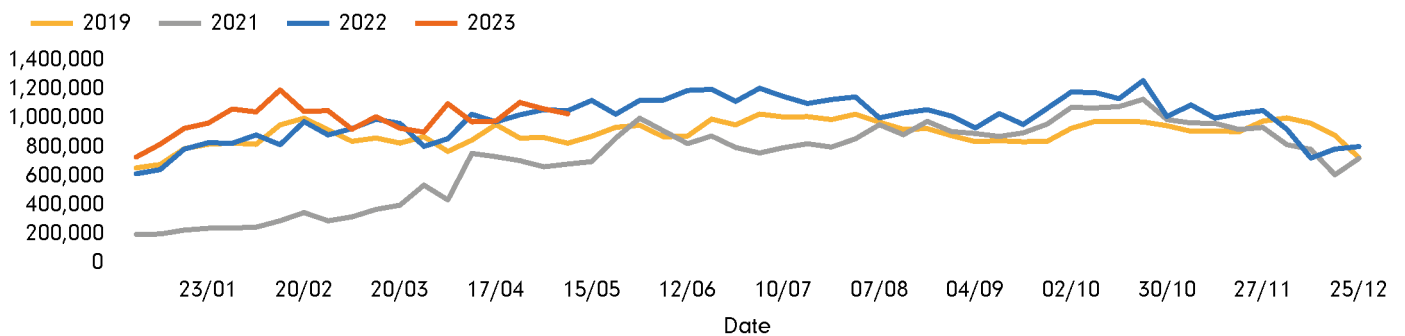


Week on week %	-9.7%	-10.8%	-2.2%	-8.5%	-6.3%	36.2%	-16.2%	
Year on year %	12.7%	-6.0%	16.2%	-5.8%	-19.6%	-12.0%	11.9%	
% of week	14.4%	11.7%	13.3%	13.3%	12.3%	19.2%	15.8%	

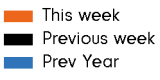










## Footfall by hour



## Footfall by week



## Footfall by location

	This week	% share of total week	Previous week	Previous year	Week on week %	Year on year %	
Bridge Street	63,555	6.2%	67,384	68,535	-5.7%	-7.3%	
Burleigh Street	55,960	5.4%	56,157	54,757	-0.4%	2.2%	
Fitzroy Street at Waitrose	131,387	12.7%	134,113	132,810	-2.0%	-1.1%	
Kings Parade	138,938	13.5%	150,822	149,516	-7.9%	-7.1%	
Market Hill	143,098	13.9%	137,841	144,766	3.8%	-1.2%	
One Station Square	45,079	4.4%	48,704	65,900	-7.4%	-31.6%	
Regent Street	64,362	6.2%	68,621	60,160	-6.2%	7.0%	
Rose Crescent	99,491	9.6%	101,962	99,956	-2.4%	-0.5%	
Sidney Street	237,152	23.0%	246,638	230,448	-3.8%	2.9%	
Silver Street	52,160	5.1%	52,710	45,357	-1.0%	15.0%	

## Reporting dates

This week - 08 May 2023 - 14 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 19, 2023 Vs Week 1, 2022 to Week 19, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 19, 2023 Vs Week 19, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 19 2023 Vs Week 18 2023

# 2019 Comparison for: Cambridge BID

## 2019 comparison for Cambridge BID

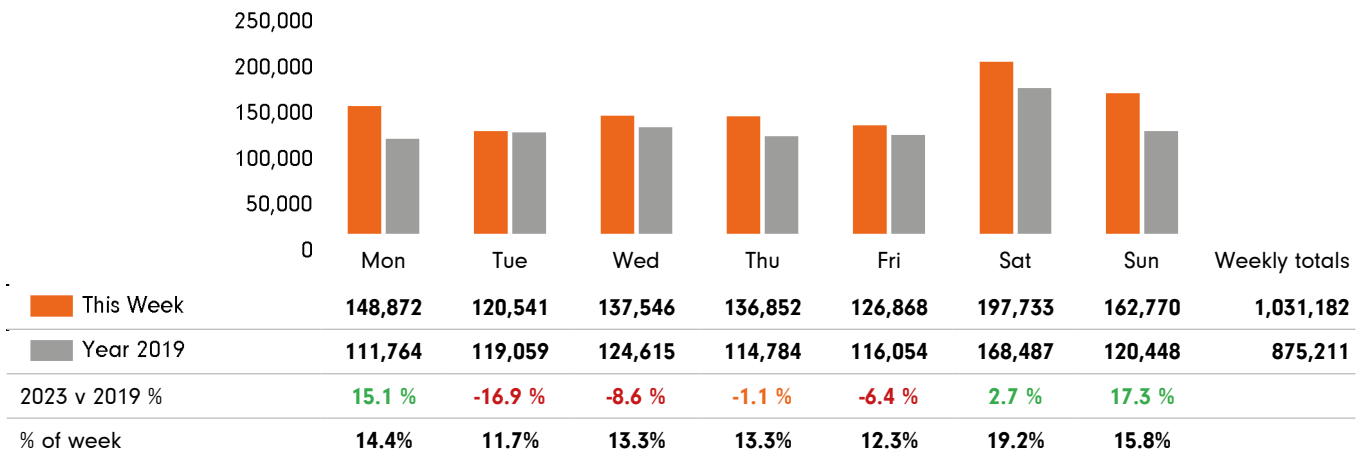
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your 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	-2.0 %	0.3 %
East	-10.5 %	-11.9 %
High Street Index - BDSU(BDSU - Multifunctional)	-16.8 %	-18.2 %
UK	-15.9 %	-19.2 %

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	63,555	76,878	-17.3 %	
Burleigh Street	55,960			
Fitzroy Street at Waitrose	131,387	144,227	-8.9 %	
Kings Parade	138,938	99,545	39.6 %	
Market Hill	143,098	149,192	-4.1 %	
One Station Square	45,079			
Regent Street	64,362	74,467	-13.6 %	
Rose Crescent	99,491	99,093	0.4 %	
Sidney Street	237,152	231,809	2.3 %	
Silver Street	52,160			