

Footfall Report for: Cambridge BID

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2021	2020	2021	2020	2021	2020
Cambridge BID	-16.9%	-42.6%	321.6%	-83.4%	2.5%	14.6%
East	-19.9%	-37.4%	146.9%	-73.4%	0.3%	14.6%
High Street Index - BDSU(BDSU - Multifunctional)	-24.9%	-39.0%	161.7%	-76.9%	1.6%	12.6%
UK	-25.9%	-39.9%	176.3%	-78.3%	5.0%	12.6%

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 24,699,584 which is 39.9% down on the previous year.

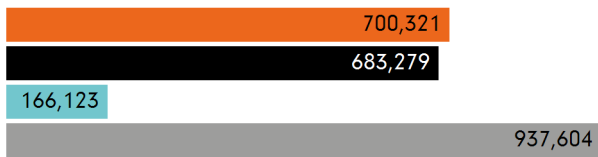
The total number of visitors for the year to date is 8,588,277 which is 16.9% down on the previous year.

The total number of visitors to Cambridge BID in week commencing 17 May 2021 was 700,321.

The busiest day in week commencing 17 May 2021 was Saturday with 148,459 visitors.

The peak hour of the week was 13:00 on Saturday 22 May 2021 with footfall of 16,481.

Footfall by week

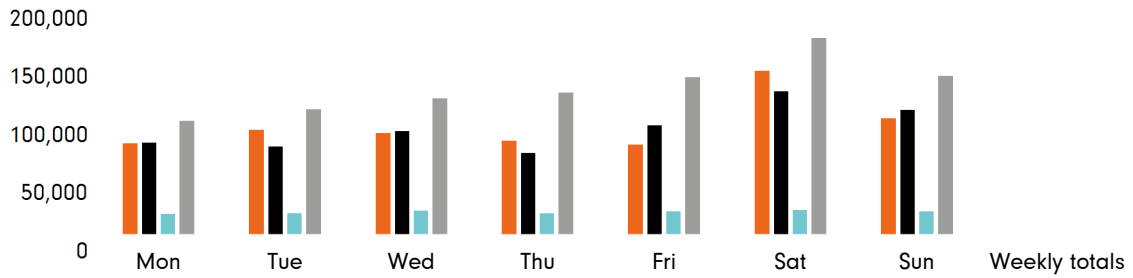


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

Weather

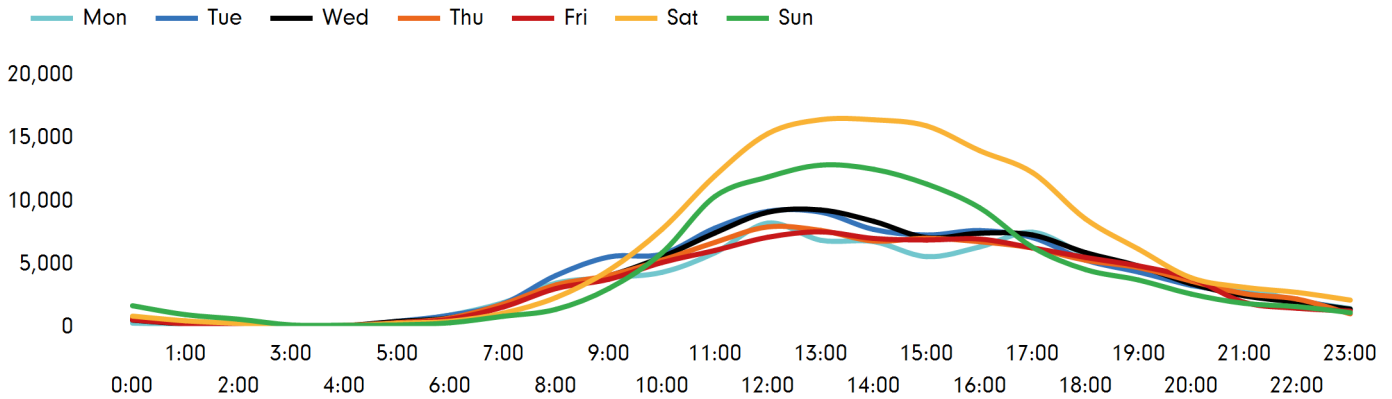
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	15°	16°	16°	14°	12°	13°	13°
Previous week	16°	17°	17°	16°	14°	14°	14°
Previous year	23°	24°	27°	25°	20°	18°	21°

Footfall by day

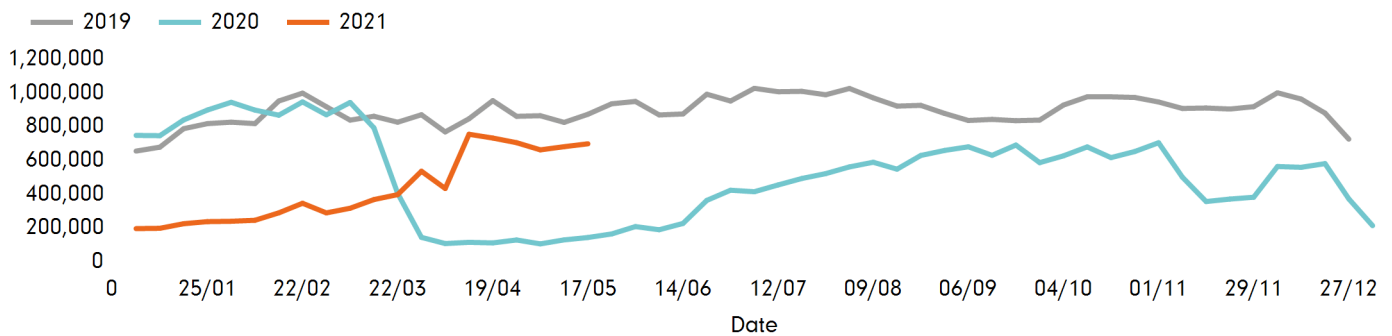


Week on week %	-0.7%	17.7%	-1.4%	14.6%	-16.7%	13.6%	-6.6%	
Year on year %	285.9%	327.9%	279.5%	281.1%	246.3%	481.8%	334.9%	
% of week	12.0%	13.8%	13.4%	12.4%	11.9%	21.2%	15.2%	

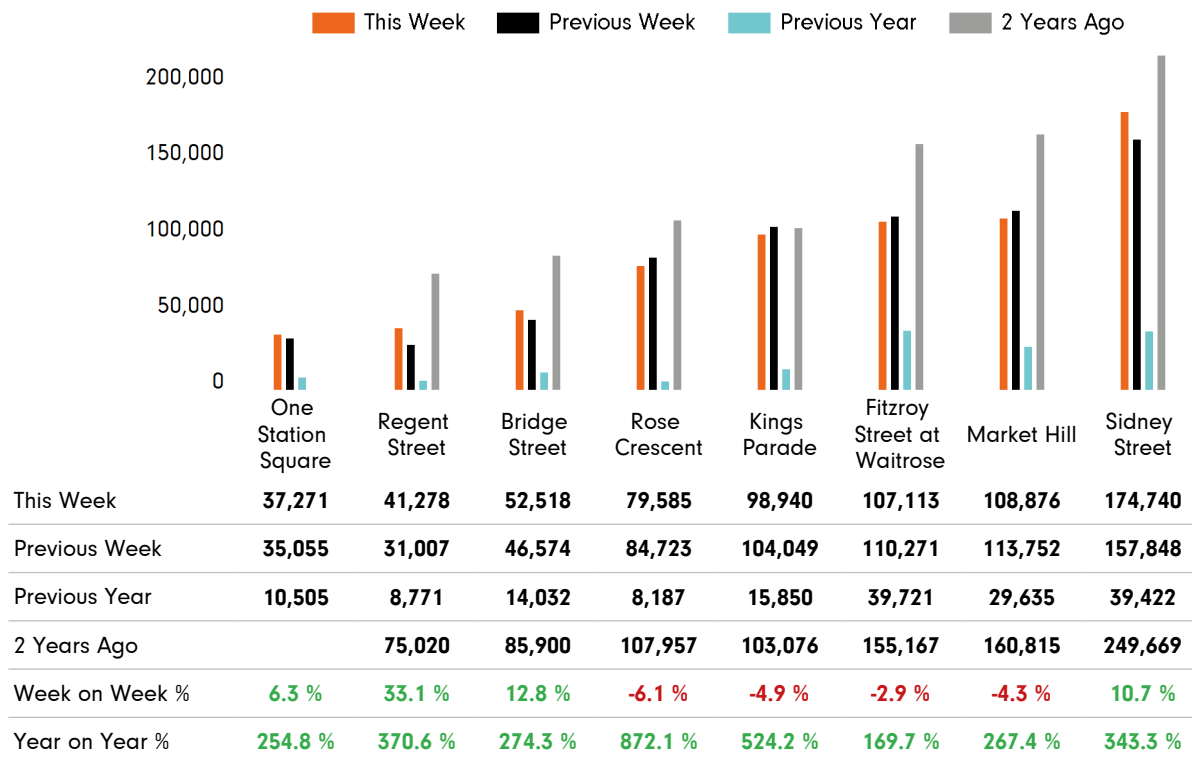
Footfall by hour



Footfall by week



Footfall by location



Footfall by location



- Sidney Street, 25.0 %
- Market Hill, 15.5 %
- Fitzroy Street at Waitrose, 15.3 %
- Kings Parade, 14.1 %
- Rose Crescent, 11.4 %
- Bridge Street, 7.5 %
- Regent Street, 5.9 %
- One Station Square, 5.3 %

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, 2021 to Week 20, 2021 Vs Week 1, 2020 to Week 20, 2020

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 20, 2021 Vs Week 20, 2020

Week on Week % Change is the % change in footfall for this week from the previous week. Week 20 2021 Vs Week 19 2021

2021 versus 2019 comparison follows on subsequent pages

2019 Comparison for: Cambridge BID

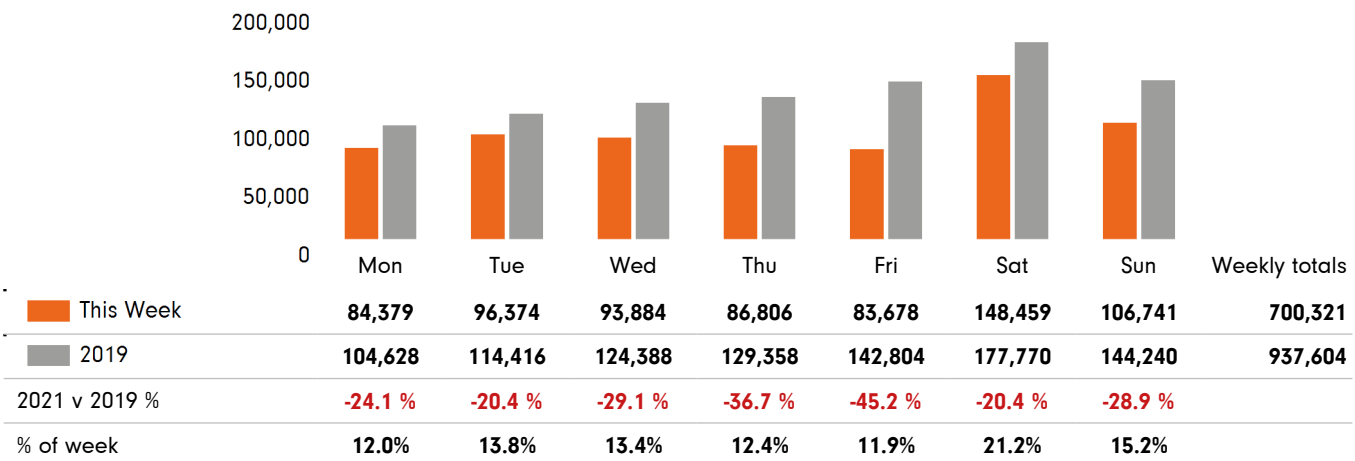
2019 comparison for Cambridge BID

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 2021 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 2021 against the similar time period in 2019

Headlines

	Year to date %	Year on year %
	2021 Vs 2019	2021 Vs 2019
Cambridge BID	-52.7 %	-29.3 %
East	-51.0 %	-36.2 %
High Street Index - BDSU(BDSU - Multifunctional)	-54.7 %	-37.3 %
UK	-54.6 %	-38.4 %

Footfall by day



Footfall by location

