

Footfall Report for: Cambridge BID

Weekly Footfall

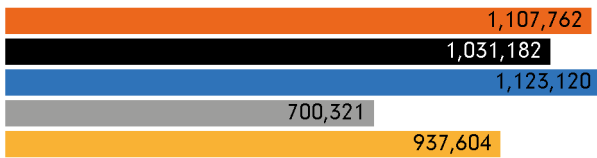
	Year to date %		Year on year %		Week on week %	
	2023	2022	2023	2022	2023	2022
Cambridge BID	10.6%	89.0%	-1.4%	45.3%	7.4%	6.7%
East	8.1%	75.2%	1.0%	38.2%	7.7%	4.6%
High Street Index - BDSU(BDSU - Multifunctional)	5.1%	82.9%	4.0%	33.2%	9.4%	2.1%
UK	7.0%	88.5%	5.8%	33.8%	8.9%	2.7%

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 53,807,936 which is 12.7% up on the previous year.
- The total number of visitors for the year to date is 19,992,527 which is 10.6% up on the previous year.
- The total number of visitors to Cambridge BID in week commencing 15 May 2023 was 1,107,762.
- The busiest day in week commencing 15 May 2023 was Saturday with 227,257 visitors.
- The peak hour of the week was 14:00 on Saturday 20 May 2023 with footfall of 23,526.

Footfall by week

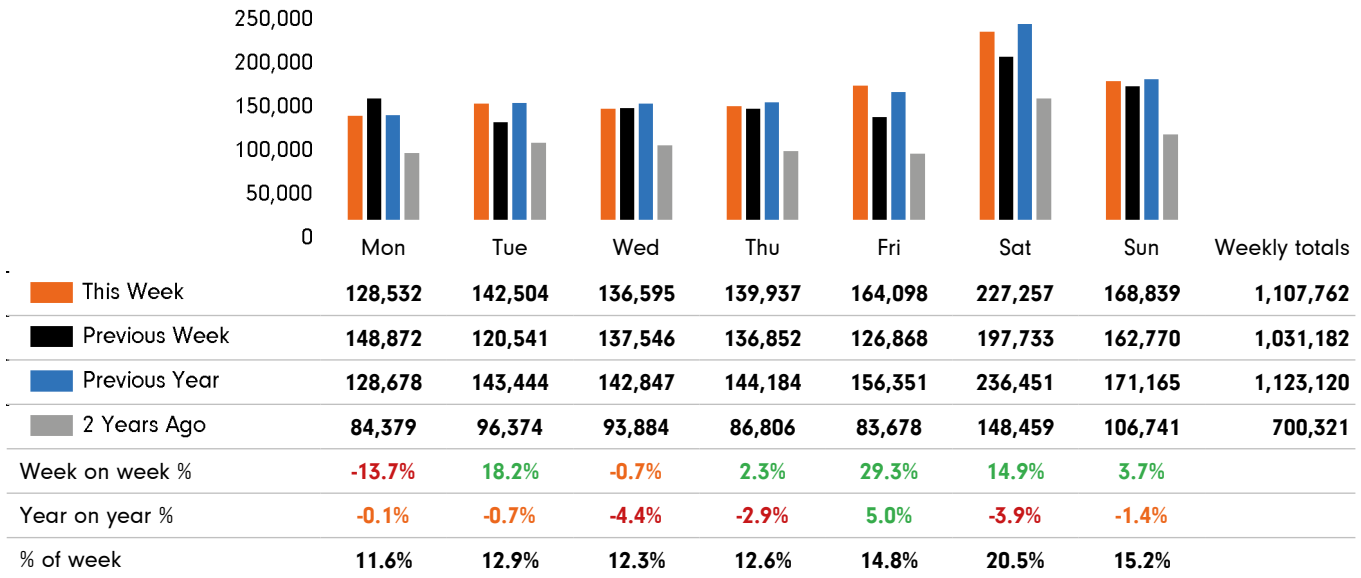


■ This Week
 ■ Previous Year
 ■ 2019
■ Previous Week
 ■ 2 Years Ago

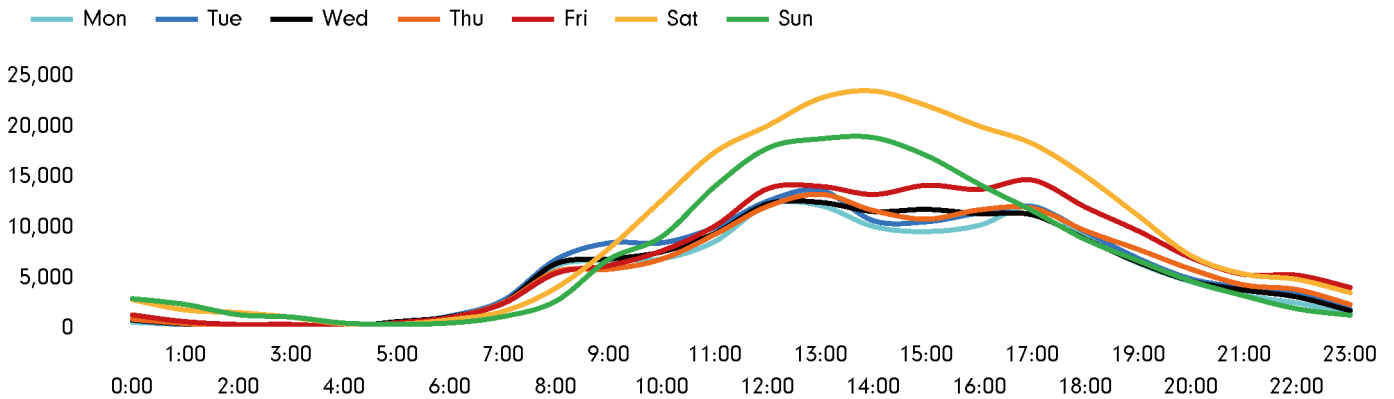
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	20°	14°	16°	17°	19°	16°	19°
Previous week	14°	17°	18°	18°	19°	11°	12°
Previous year	22°	25°	23°	21°	17°	20°	22°

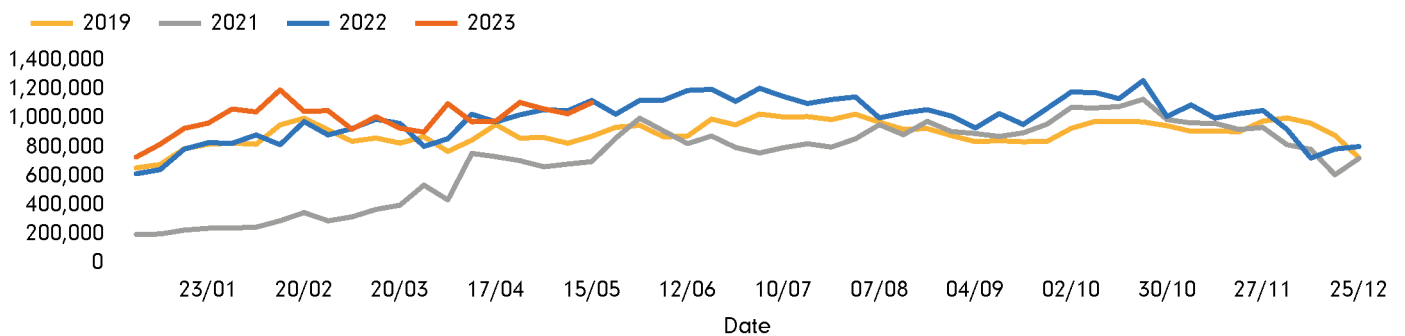
Footfall by day



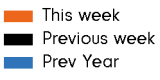
Footfall by hour



Footfall by week



Footfall by location

	This week	% share of total week	Previous week	Previous year	Week on week %	Year on year %	
Bridge Street	70,605	6.4%	63,555	71,300	11.1%	-1.0%	
Burleigh Street	57,806	5.2%	55,960	56,080	3.3%	3.1%	
Fitzroy Street at Waitrose	144,776	13.1%	131,387	141,123	10.2%	2.6%	
Kings Parade	162,894	14.7%	138,938	154,904	17.2%	5.2%	
Market Hill	154,681	14.0%	143,098	157,002	8.1%	-1.5%	
One Station Square	53,079	4.8%	45,079	74,282	17.7%	-28.5%	
Regent Street	69,420	6.3%	64,362	61,746	7.9%	12.4%	
Rose Crescent	99,278	9.0%	99,491	112,810	-0.2%	-12.0%	
Sidney Street	239,751	21.6%	237,152	244,530	1.1%	-2.0%	
Silver Street	55,472	5.0%	52,160	49,343	6.3%	12.4%	

Reporting dates

This week - 15 May 2023 - 21 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 20, 2023 Vs Week 1, 2022 to Week 20, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 20, 2023 Vs Week 20, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 20 2023 Vs Week 19 2023

2019 Comparison for: Cambridge BID

2019 comparison for Cambridge BID

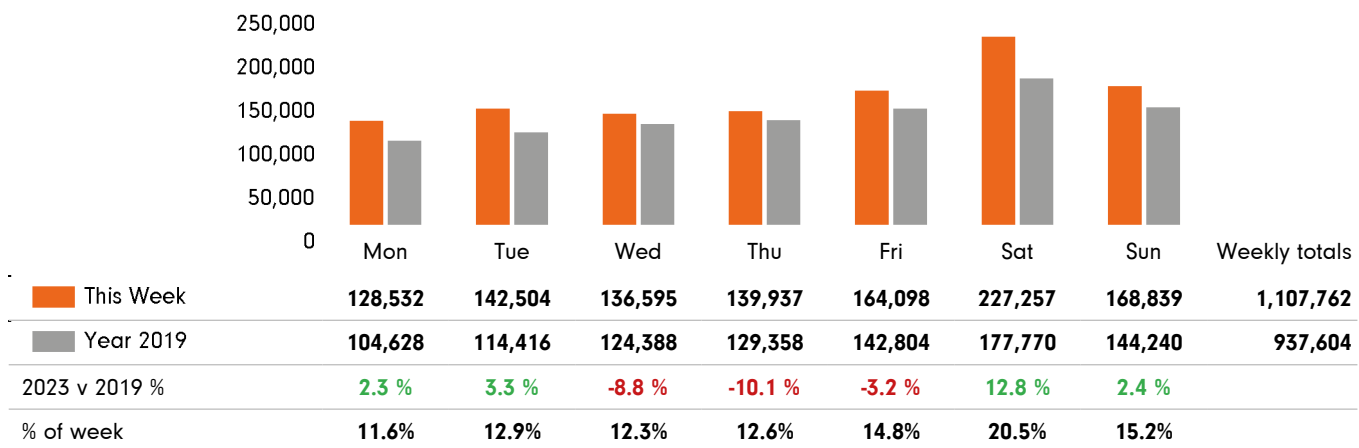
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your 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	-1.9 %	0.4 %
East	-10.5 %	-10.2 %
High Street Index - BDSU(BDSU - Multifunctional)	-16.6 %	-12.2 %
UK	-15.8 %	-13.7 %

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	70,605	85,900	-17.8 %	
Burleigh Street	57,806			
Fitzroy Street at Waitrose	144,776	155,167	-6.7 %	
Kings Parade	162,894	103,076	58.0 %	
Market Hill	154,681	160,815	-3.8 %	
One Station Square	53,079			
Regent Street	69,420	75,020	-7.5 %	
Rose Crescent	99,278	107,957	-8.0 %	
Sidney Street	239,751	249,669	-4.0 %	
Silver Street	55,472			