

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%	81.6%	10.7%	7.6%	2.7%	-8.5%
East	8.3%	70.2%	11.3%	12.4%	4.4%	-5.4%
High Street Index - BDSU (BDSU - Multifunctional)	5.2%	77.7%	7.7%	17.2%	2.8%	-1.4%
UK	7.1%	82.7%	8.6%	18.6%	4.3%	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 53,917,820 which is 12.7% up on the previous year.

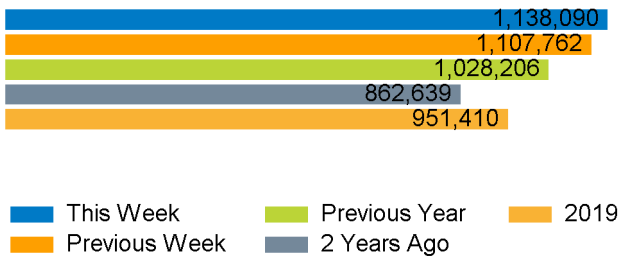
The total number of visitors for the year to date is 21,130,617 which is 10.6% up on the previous year.

The total number of visitors to Cambridge BID in week commencing 22 May 2023 was 1,138,090.

The busiest day in week commencing 22 May 2023 was Saturday with 216,882 visitors.

The peak hour of the week was 14:00 on Saturday 27 May 2023 with footfall of 23,111.

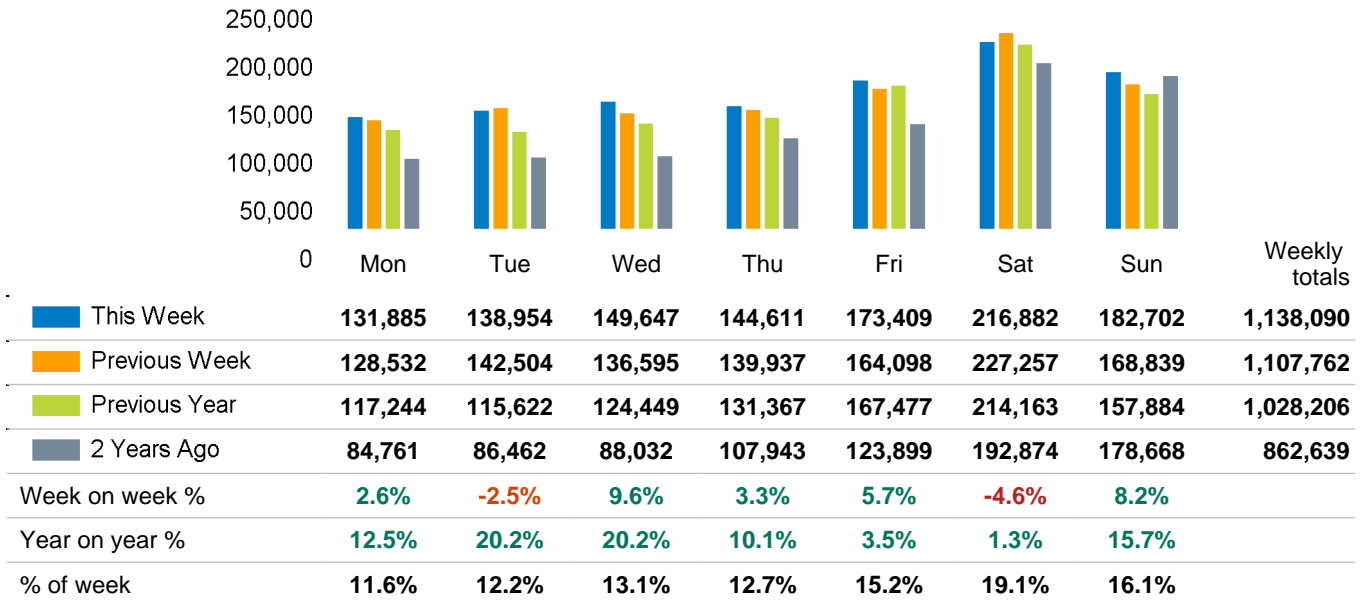
Footfall by week



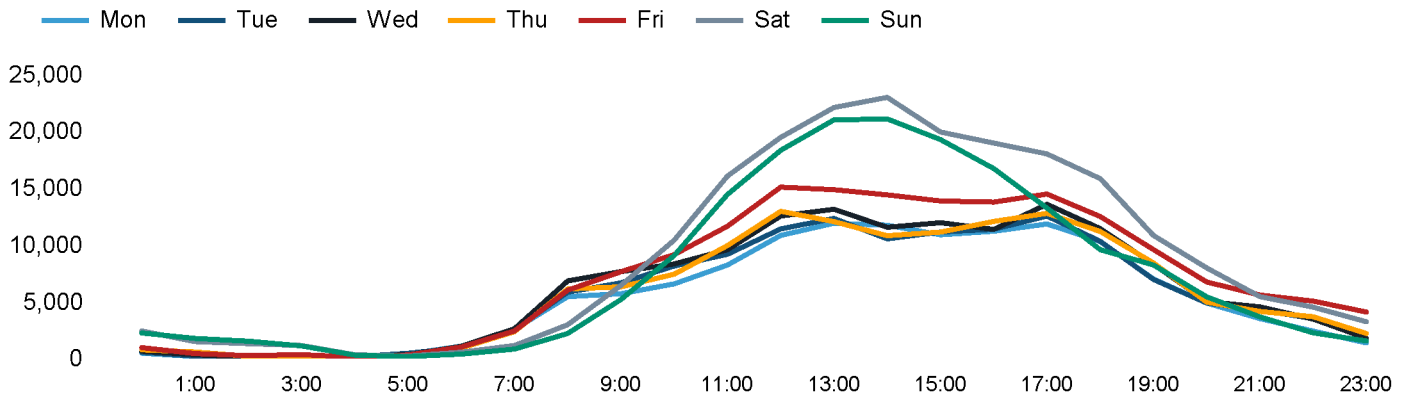
Weather

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

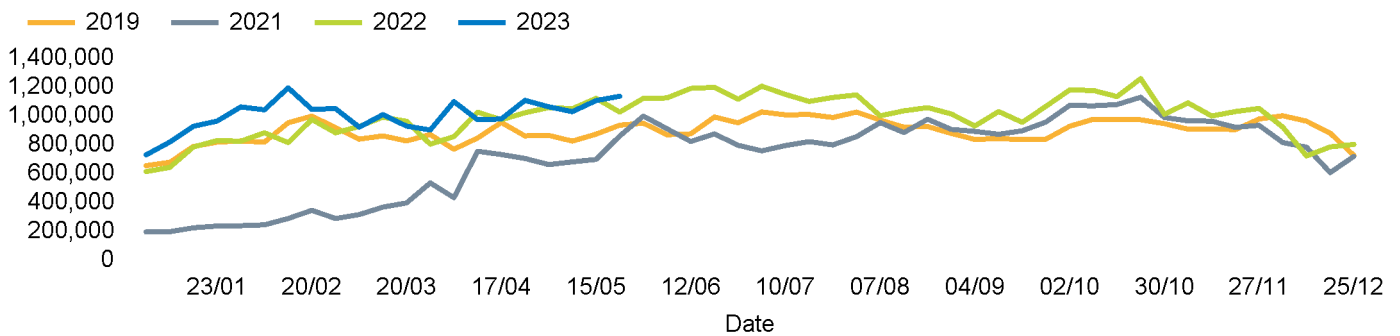
Footfall by day



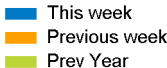










Footfall by hour



Footfall by week



Footfall by location

	This week	% share of total week	Previous week	Previous year	Week on week %	Year on year %	
Bridge Street	79,839	7.0%	70,605	64,764	13.1%	23.3%	
Burleigh Street	59,969	5.3%	57,806	54,840	3.7%	9.4%	
Fitzroy Street at Waitrose	153,423	13.5%	144,776	135,438	6.0%	13.3%	
Kings Parade	160,410	14.1%	162,894	126,034	-1.5%	27.3%	
Market Hill	157,278	13.8%	154,681	144,118	1.7%	9.1%	
One Station Square	57,638	5.1%	53,079	64,866	8.6%	-11.1%	
Regent Street	70,262	6.2%	69,420	58,234	1.2%	20.7%	
Rose Crescent	100,135	8.8%	99,278	104,205	0.9%	-3.9%	
Sidney Street	245,436	21.6%	239,751	230,857	2.4%	6.3%	
Silver Street	53,700	4.7%	55,472	44,850	-3.2%	19.7%	

Reporting dates

This week - 22 May 2023 - 28 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 21, 2023 Vs Week 1, 2022 to Week 21, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 21, 2023 Vs Week 21, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 21 2023 Vs Week 20 2023

2019 Comparison for: Cambridge BID

2019 comparison for Cambridge BID

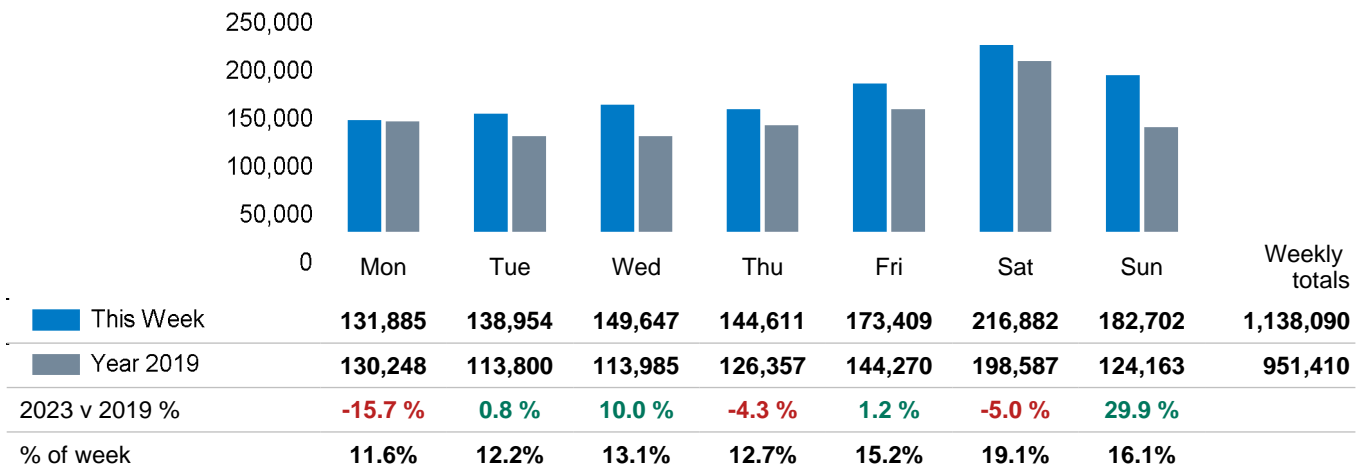
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your 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	-1.7 %	1.6 %
East	-10.3 %	-6.4 %
High Street Index - BDSU (BDSU - Multifunctional)	-16.2 %	-9.0 %
UK	-15.5 %	-10.4 %

Cambridge BID is compared to the high street index.

Footfall by day



Footfall by location

