

Footfall Report for: Cambridge BID

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2023	2022	2023	2022	2023	2022
Cambridge BID	10.3%	74.0%	5.5%	2.4%	4.2%	9.3%
East	8.2%	64.9%	6.7%	6.0%	1.5%	5.9%
High Street Index - BDSU (BDSU - Multifunctional)	5.1%	72.7%	2.4%	13.4%	-1.9%	3.2%
UK	6.9%	76.8%	3.0%	13.3%	-0.6%	4.7%

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 53,979,818 which is 12.8% up on the previous year.

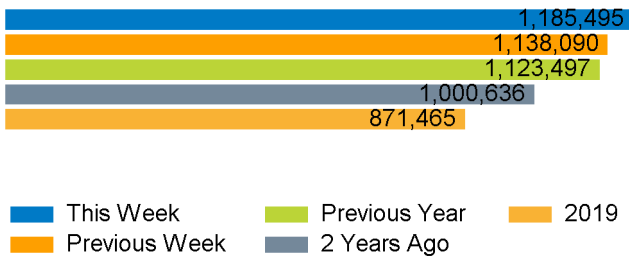
The total number of visitors for the year to date is 22,316,112 which is 10.3% up on the previous year.

The total number of visitors to Cambridge BID in week commencing 29 May 2023 was 1,185,495.

The busiest day in week commencing 29 May 2023 was Saturday with 225,216 visitors.

The peak hour of the week was 14:00 on Saturday 3 June 2023 with footfall of 22,562.

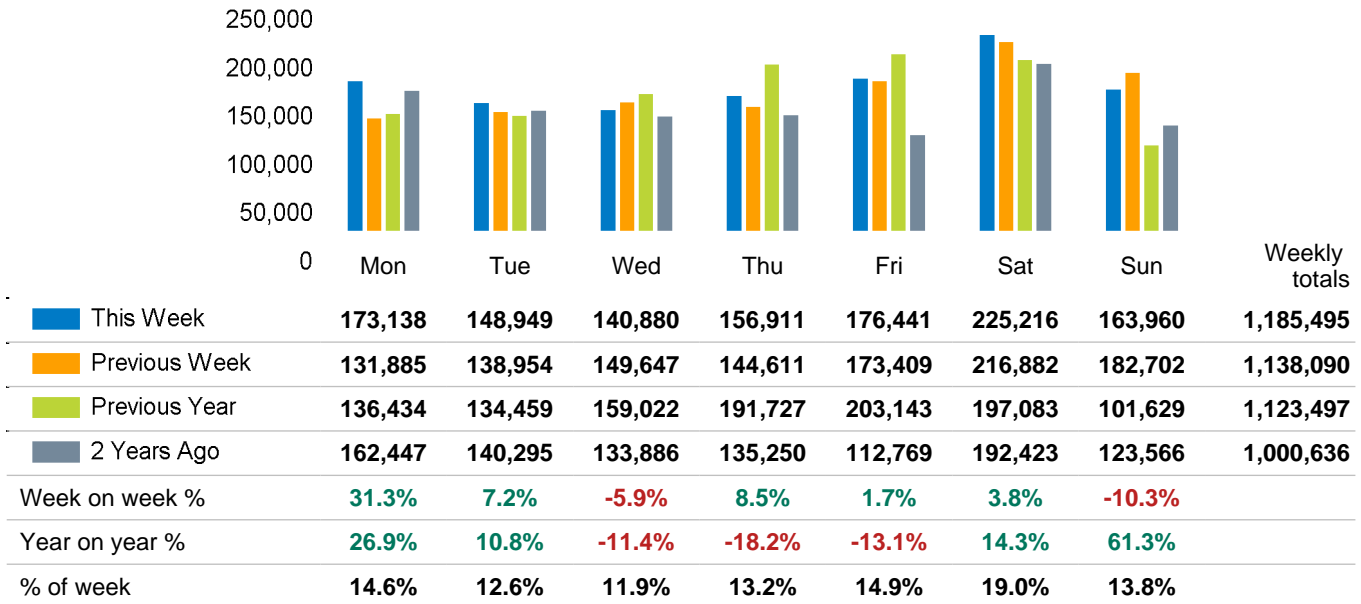
Footfall by week



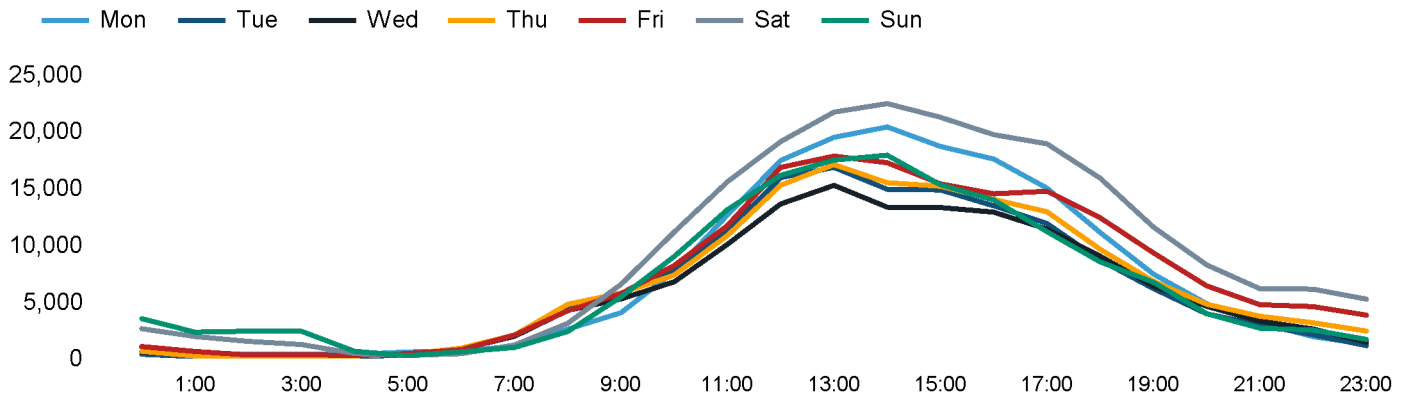
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	22°	17°	14°	15°	17°	17°	21°
Previous week	18°	19°	18°	20°	17°	19°	21°
Previous year	16°	14°	17°	20°	21°	19°	17°

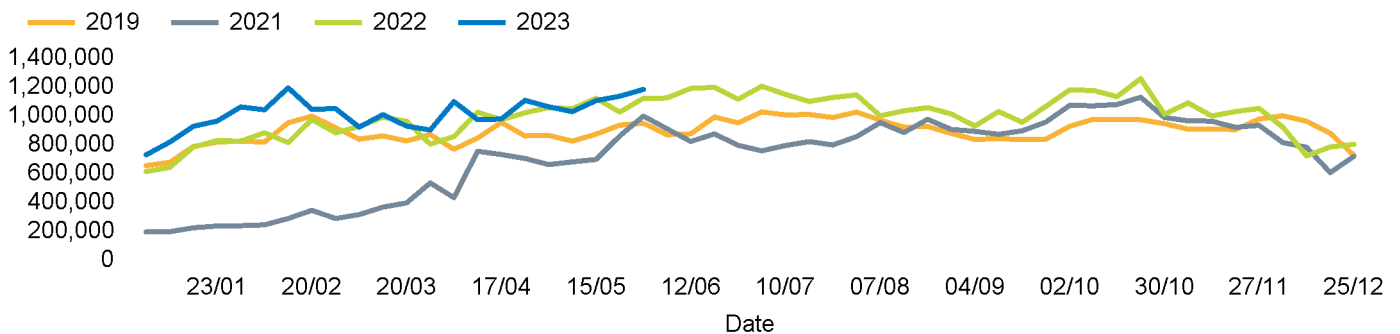
Footfall by day



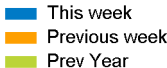










Footfall by hour



Footfall by week



Footfall by location

	This week	% share of total week	Previous week	Previous year	Week on week %	Year on year %	
Bridge Street	78,228	6.6%	79,839	78,416	-2.0%	-0.2%	
Burleigh Street	63,292	5.3%	59,969	53,314	5.5%	18.7%	
Fitzroy Street at Waitrose	179,157	15.1%	153,423	148,896	16.8%	20.3%	
Kings Parade	159,419	13.4%	160,410	151,815	-0.6%	5.0%	
Market Hill	163,531	13.8%	157,278	154,481	4.0%	5.9%	
One Station Square	42,491	3.6%	57,638	65,692	-26.3%	-35.3%	
Regent Street	65,679	5.5%	70,262	62,841	-6.5%	4.5%	
Rose Crescent	123,859	10.4%	100,135	110,116	23.7%	12.5%	
Sidney Street	256,398	21.6%	245,436	252,065	4.5%	1.7%	
Silver Street	53,441	4.5%	53,700	45,861	-0.5%	16.5%	

Reporting dates

This week - 29 May 2023 - 04 June 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 22, 2023 Vs Week 1, 2022 to Week 22, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 22, 2023 Vs Week 22, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 22 2023 Vs Week 21 2023

2019 Comparison for: Cambridge BID

2019 comparison for Cambridge BID

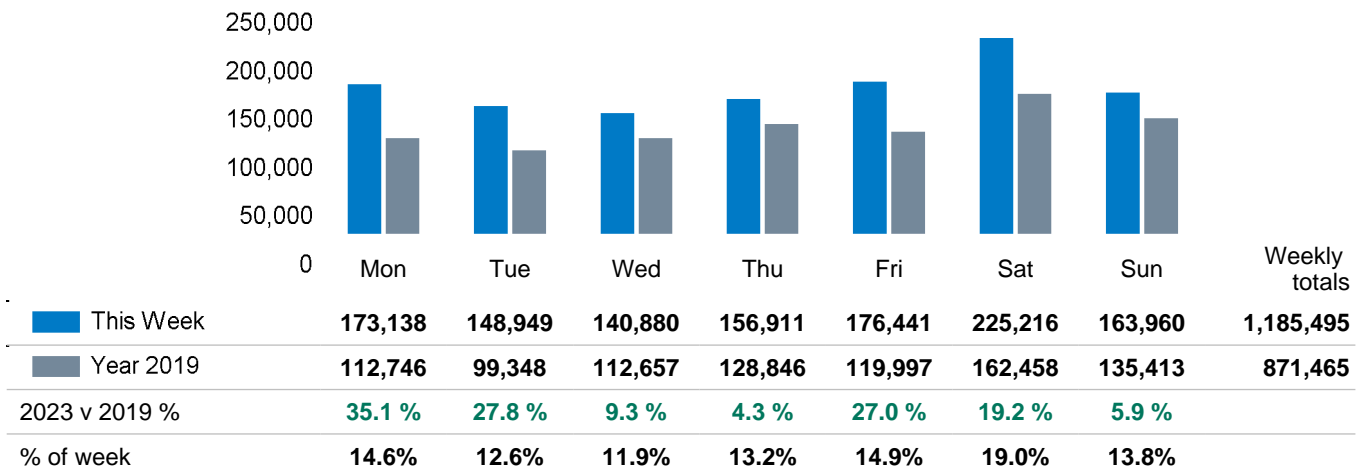
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your current performance in 2022 against the similar time period in 2019

Headlines

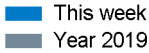









	Year to date % 2023 Vs 2019	Year on year % 2023 Vs 2019
Cambridge BID	-0.8 %	17.8 %
East	-9.6 %	4.6 %
High Street Index - BDSU (BDSU - Multifunctional)	-15.8 %	-7.5 %
UK	-15.0 %	-5.7 %

Cambridge BID is compared to the high street index.

Footfall by day



Footfall by location

	This week	2019	2023 - 2019 %	
Bridge Street	78,228	77,749	0.6 %	
Burleigh Street	63,292			
Fitzroy Street at Waitrose	179,157	145,270	23.3 %	
Kings Parade	159,419	94,951	67.9 %	
Market Hill	163,531	148,881	9.8 %	
One Station Square	42,491			
Regent Street	65,679	62,108	5.7 %	
Rose Crescent	123,859	101,250	22.3 %	
Sidney Street	256,398	241,256	6.3 %	
Silver Street	53,441			