

Footfall Report for: Cambridge BID

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2023	2022	2023	2022	2023	2022
Cambridge BID	9.9%	69.0%	2.7%	12.0%	-2.4%	0.2%
East	8.0%	61.1%	3.5%	11.5%	-4.4%	-2.1%
High Street Index - BDSU (BDSU - Multifunctional)	5.0%	68.5%	3.3%	13.3%	-1.6%	-3.2%
UK	6.8%	72.3%	5.4%	14.6%	-3.5%	-5.5%

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 54,010,674 which is 12.5% up on the previous year.

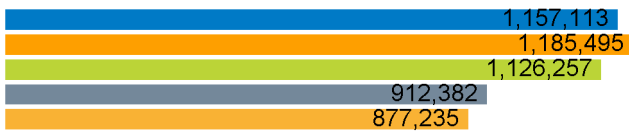
The total number of visitors for the year to date is 23,473,225 which is 9.9% up on the previous year.

The total number of visitors to Cambridge BID in week commencing 5 June 2023 was 1,157,113.

The busiest day in week commencing 5 June 2023 was Saturday with 234,290 visitors.

The peak hour of the week was 14:00 on Saturday 10 June 2023 with footfall of 23,190.

Footfall by week

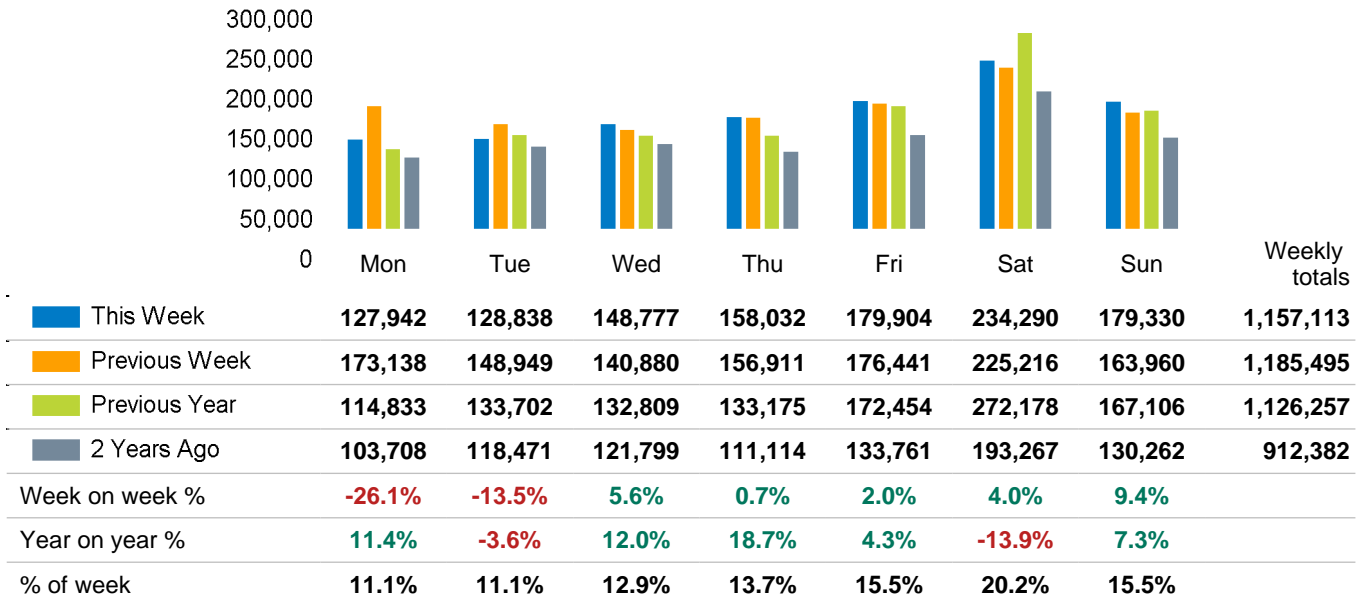


■ This Week ■ Previous Year ■ 2019
■ Previous Week ■ 2 Years Ago

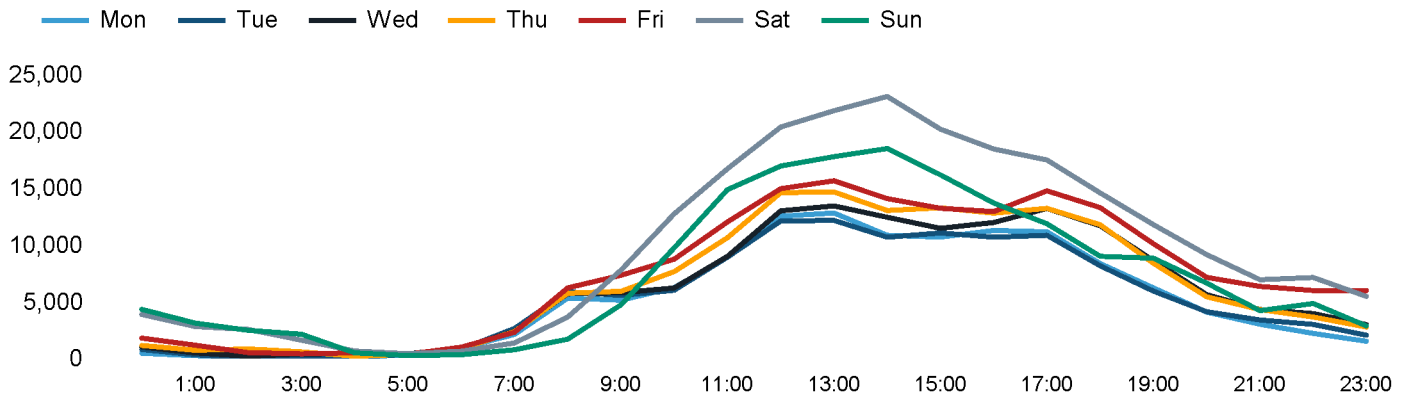
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	21°	17°	15°	20°	24°	28°	30°
Previous week	22°	17°	14°	15°	17°	17°	21°
Previous year	16°	20°	19°	20°	23°	23°	21°

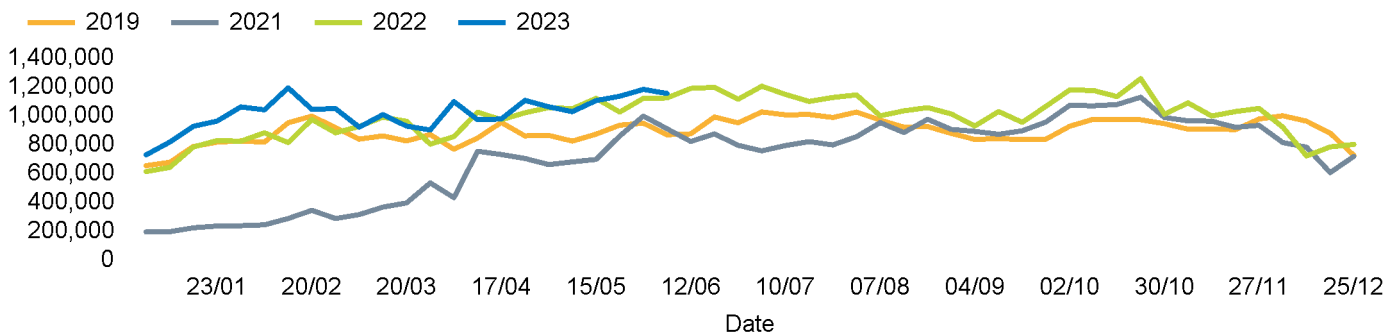
Footfall by day



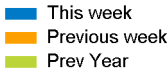










Footfall by hour



Footfall by week



Footfall by location

	This week	% share of total week	Previous week	Previous year	Week on week %	Year on year %	
Bridge Street	73,630	6.4%	78,228	72,529	-5.9%	1.5%	
Burleigh Street	58,504	5.1%	63,292	58,675	-7.6%	-0.3%	
Fitzroy Street at Waitrose	147,975	12.8%	179,157	149,304	-17.4%	-0.9%	
Kings Parade	162,344	14.0%	159,419	147,061	1.8%	10.4%	
Market Hill	157,173	13.6%	163,531	160,447	-3.9%	-2.0%	
One Station Square	61,645	5.3%	42,491	74,802	45.1%	-17.6%	
Regent Street	75,429	6.5%	65,679	60,579	14.8%	24.5%	
Rose Crescent	121,313	10.5%	123,859	114,543	-2.1%	5.9%	
Sidney Street	246,110	21.3%	256,398	242,188	-4.0%	1.6%	
Silver Street	52,990	4.6%	53,441	46,129	-0.8%	14.9%	

Reporting dates

This week - 05 June 2023 - 11 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 23, 2023 Vs Week 1, 2022 to Week 23, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 23, 2023 Vs Week 23, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 23 2023 Vs Week 22 2023

2019 Comparison for: Cambridge BID

2019 comparison for Cambridge BID

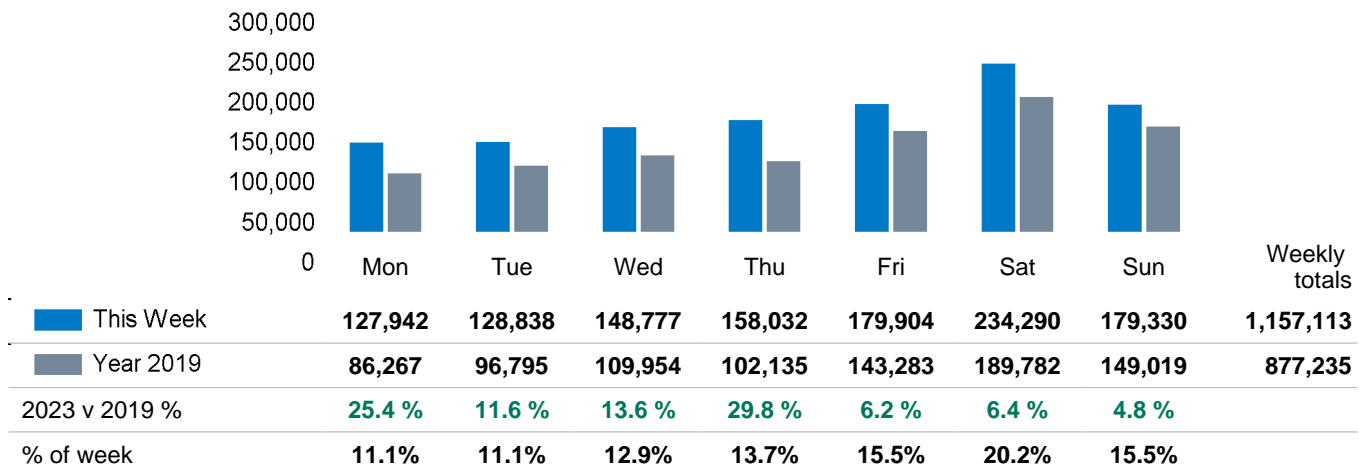
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your 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	-0.2 %	12.2 %
East	-9.1 %	2.3 %
High Street Index - BDSU (BDSU - Multifunctional)	-15.5 %	-7.7 %
UK	-14.6 %	-5.9 %

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	73,630	78,102	-5.7 %	
Burleigh Street	58,504			
Fitzroy Street at Waitrose	147,975	134,062	10.4 %	
Kings Parade	162,344	102,129	59.0 %	
Market Hill	157,173	144,532	8.7 %	
One Station Square	61,645			
Regent Street	75,429	70,182	7.5 %	
Rose Crescent	121,313	97,544	24.4 %	
Sidney Street	246,110	250,684	-1.8 %	
Silver Street	52,990			