

Footfall Report for: Cambridge BID

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2023	2022	2023	2022	2023	2022
Cambridge BID	9.5%	66.5%	2.5%	31.5%	5.6%	5.9%
East	7.9%	59.1%	5.2%	27.9%	4.8%	2.9%
High Street Index - BDSU (BDSU - Multifunctional)	5.0%	65.8%	4.6%	23.9%	3.6%	2.3%
UK	6.7%	69.2%	5.2%	24.6%	2.7%	2.4%

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 54,040,630 which is 12% up on the previous year.

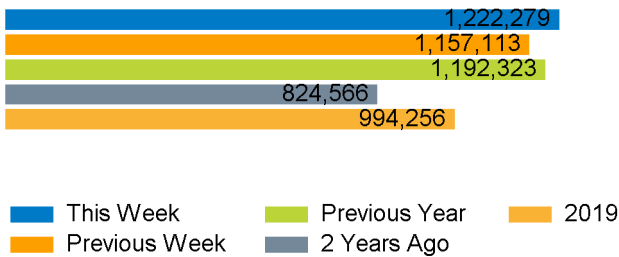
The total number of visitors for the year to date is 24,695,504 which is 9.5% up on the previous year.

The total number of visitors to Cambridge BID in week commencing 12 June 2023 was 1,222,279.

The busiest day in week commencing 12 June 2023 was Saturday with 246,297 visitors.

The peak hour of the week was 14:00 on Saturday 17 June 2023 with footfall of 25,097.

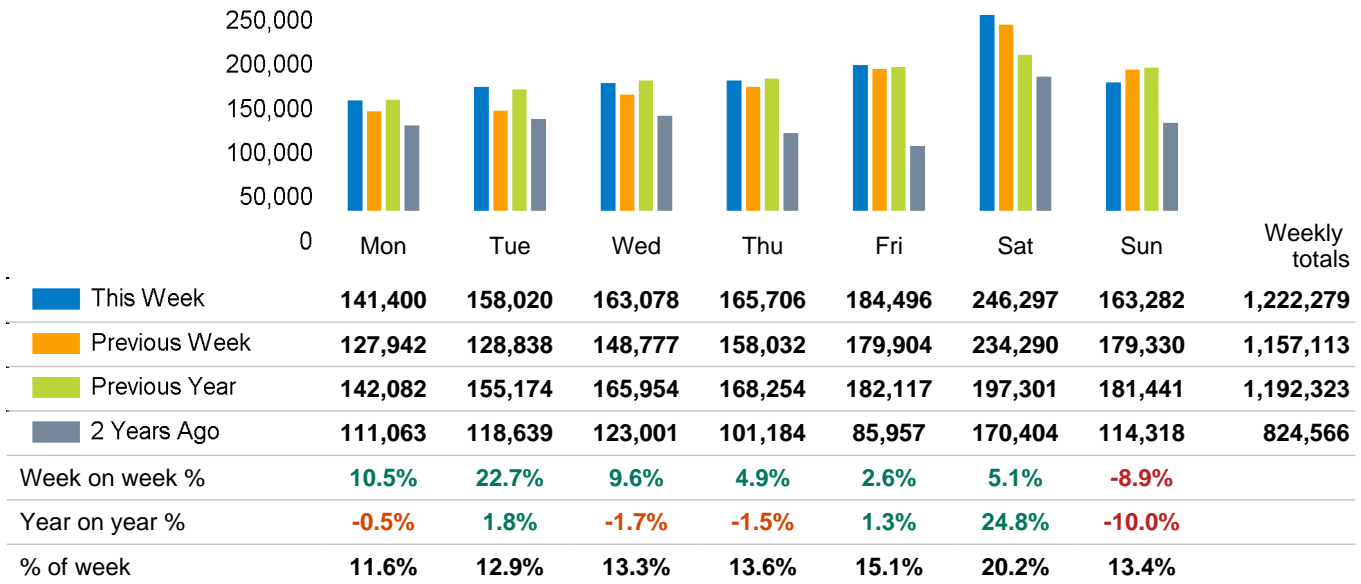
Footfall by week



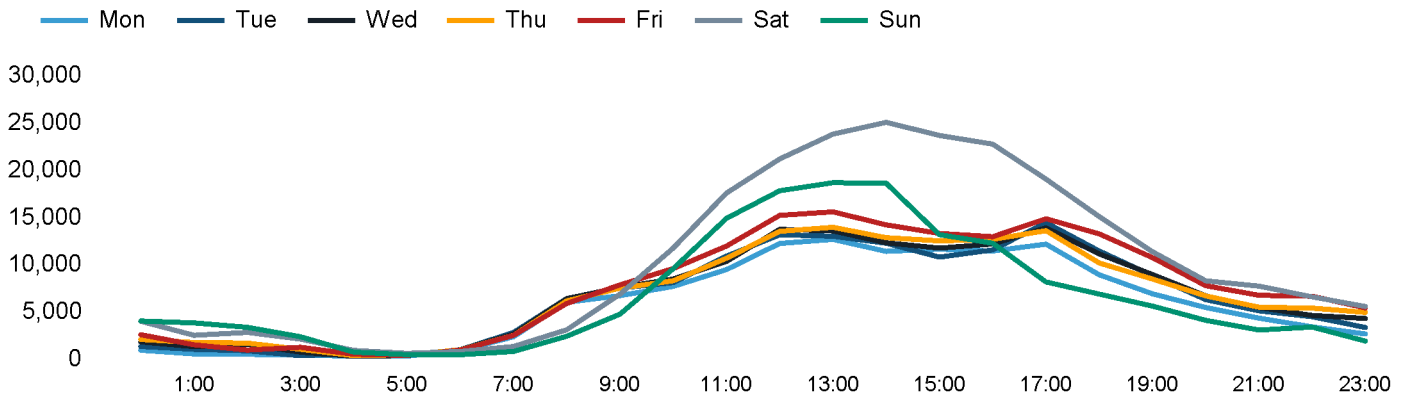
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	29°	29°	27°	26°	27°	27°	25°
Previous week	21°	17°	15°	20°	24°	28°	30°
Previous year	20°	23°	26°	27°	33°	19°	19°

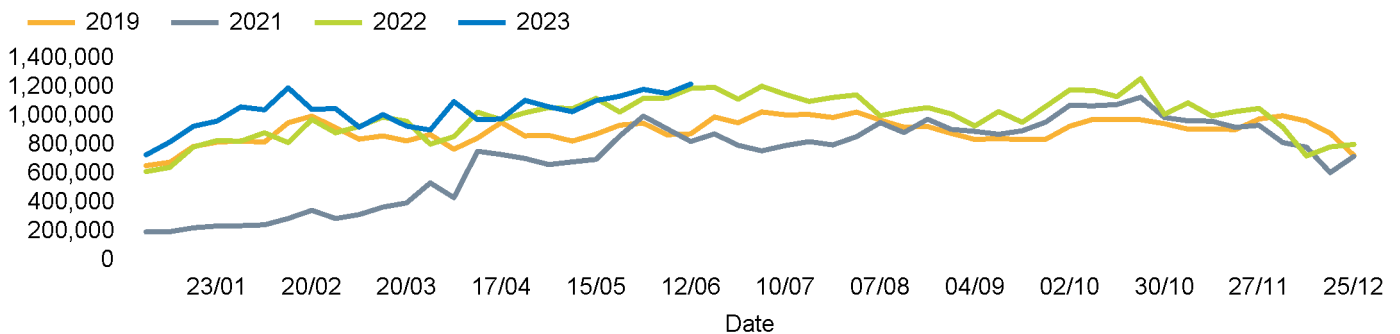
Footfall by day



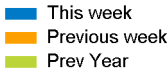










Footfall by hour



Footfall by week



Footfall by location

	This week	% share of total week	Previous week	Previous year	Week on week %	Year on year %	
Bridge Street	81,390	6.7%	73,630	78,231	10.5%	4.0%	
Burleigh Street	60,496	4.9%	58,504	57,543	3.4%	5.1%	
Fitzroy Street at Waitrose	150,218	12.3%	147,975	144,705	1.5%	3.8%	
Kings Parade	168,710	13.8%	162,344	159,083	3.9%	6.1%	
Market Hill	168,542	13.8%	157,173	167,642	7.2%	0.5%	
One Station Square	60,842	5.0%	61,645	76,099	-1.3%	-20.0%	
Regent Street	82,095	6.7%	75,429	71,383	8.8%	15.0%	
Rose Crescent	128,383	10.5%	121,313	125,324	5.8%	2.4%	
Sidney Street	265,168	21.7%	246,110	261,844	7.7%	1.3%	
Silver Street	56,435	4.6%	52,990	50,469	6.5%	11.8%	

Reporting dates

This week - 12 June 2023 - 18 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 24, 2023 Vs Week 1, 2022 to Week 24, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 24, 2023 Vs Week 24, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 24 2023 Vs Week 23 2023

2019 Comparison for: Cambridge BID

2019 comparison for Cambridge BID

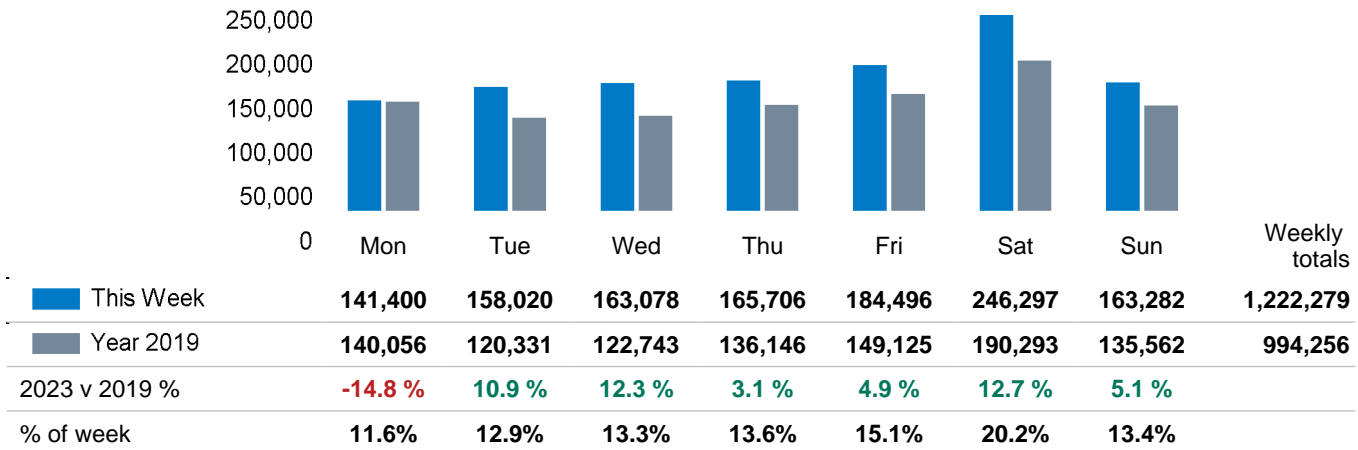
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your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

Headlines

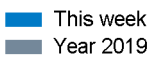









	Year to date % 2023 Vs 2019	Year on year % 2023 Vs 2019
Cambridge BID	0.0 %	5.1 %
East	-8.8 %	-2.9 %
High Street Index - BDSU (BDSU - Multifunctional)	-15.2 %	-9.8 %
UK	-14.4 %	-10.6 %

Cambridge BID is compared to the high street index.

Footfall by day



Footfall by location

	This week	2019	2023 - 2019 %	
Bridge Street	81,390	87,474	-7.0 %	
Burleigh Street	60,496			
Fitzroy Street at Waitrose	150,218	158,974	-5.5 %	
Kings Parade	168,710	118,295	42.6 %	
Market Hill	168,542	165,080	2.1 %	
One Station Square	60,842			
Regent Street	82,095	79,377	3.4 %	
Rose Crescent	128,383	116,820	9.9 %	
Sidney Street	265,168	268,236	-1.1 %	
Silver Street	56,435			