

Footfall Report for: Cambridge BID

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2023	2022	2023	2022	2023	2022
Cambridge BID	9.2%	63.6%	4.4%	24.1%	2.5%	0.6%
East	7.6%	57.0%	1.8%	23.9%	-0.1%	3.2%
High Street Index - BDSU (BDSU - Multifunctional)	5.0%	63.1%	4.4%	20.2%	-1.7%	-1.8%
UK	6.7%	66.1%	7.1%	19.5%	-0.8%	-2.6%

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 54,093,680 which is 11.6% up on the previous year.

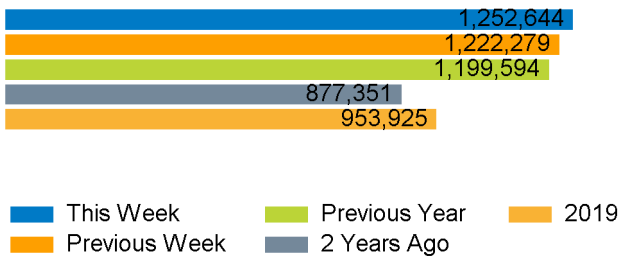
The total number of visitors for the year to date is 25,948,148 which is 9.2% up on the previous year.

The total number of visitors to Cambridge BID in week commencing 19 June 2023 was 1,252,644.

The busiest day in week commencing 19 June 2023 was Saturday with 231,735 visitors.

The peak hour of the week was 14:00 on Saturday 24 June 2023 with footfall of 23,184.

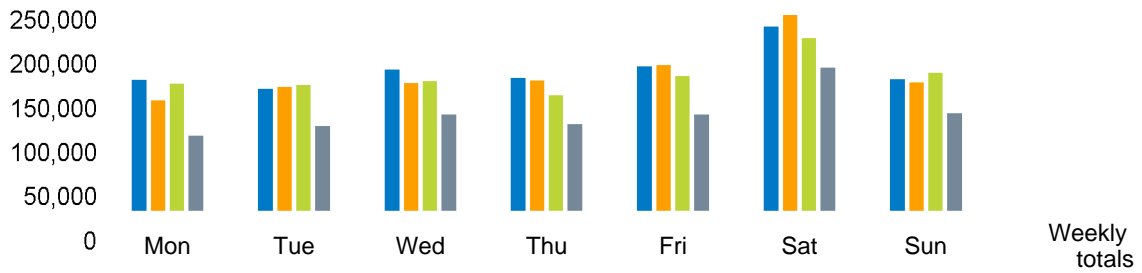
Footfall by week



Weather

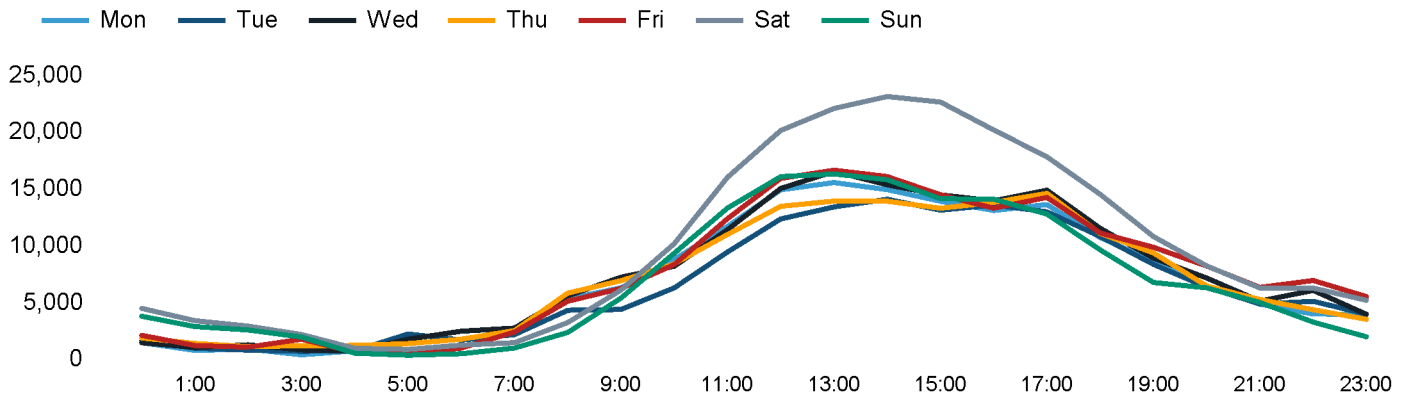
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	26°	25°	25°	26°	27°	26°	28°
Previous week	29°	29°	27°	26°	27°	27°	25°
Previous year	20°	25°	27°	26°	25°	21°	22°

Footfall by day

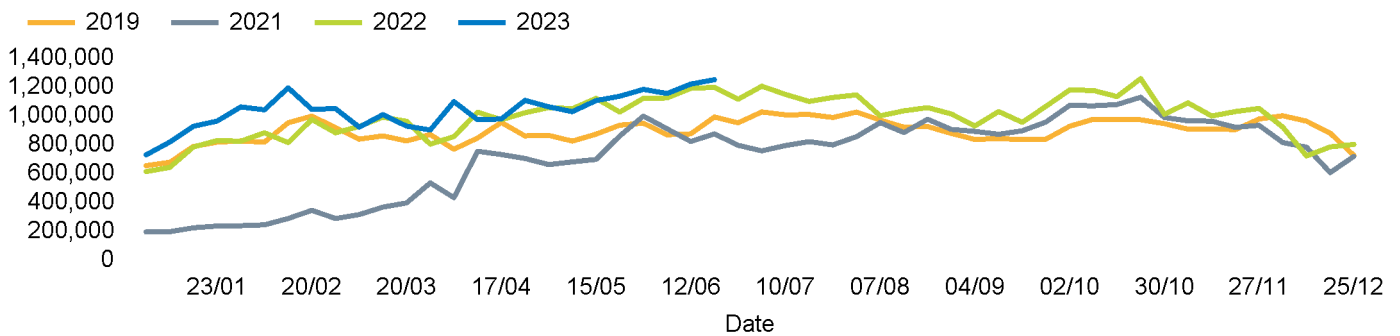


Week on week %	17.8%	-1.4%	9.8%	2.0%	-0.9%	-5.9%	2.6%	
Year on year %	2.8%	-3.0%	8.5%	14.7%	6.8%	6.3%	-4.4%	
% of week	13.3%	12.4%	14.3%	13.5%	14.6%	18.5%	13.4%	

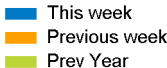










Footfall by hour



Footfall by week



Footfall by location

	This week	% share of total week	Previous week	Previous year	Week on week %	Year on year %	
Bridge Street	79,764	6.4%	81,390	80,218	-2.0%	-0.6%	
Burleigh Street	62,611	5.0%	60,496	58,076	3.5%	7.8%	
Fitzroy Street at Waitrose	155,798	12.4%	150,218	154,630	3.7%	0.8%	
Kings Parade	183,851	14.7%	168,710	169,207	9.0%	8.7%	
Market Hill	172,361	13.8%	168,542	169,818	2.3%	1.5%	
One Station Square	61,921	4.9%	60,842	58,676	1.8%	5.5%	
Regent Street	79,402	6.3%	82,095	67,905	-3.3%	16.9%	
Rose Crescent	130,862	10.4%	128,383	127,550	1.9%	2.6%	
Sidney Street	264,837	21.1%	265,168	261,078	-0.1%	1.4%	
Silver Street	61,237	4.9%	56,435	52,436	8.5%	16.8%	

Reporting dates

This week - 19 June 2023 - 25 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 25, 2023 Vs Week 1, 2022 to Week 25, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 25, 2023 Vs Week 25, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 25 2023 Vs Week 24 2023

2019 Comparison for: Cambridge BID

2019 comparison for Cambridge BID

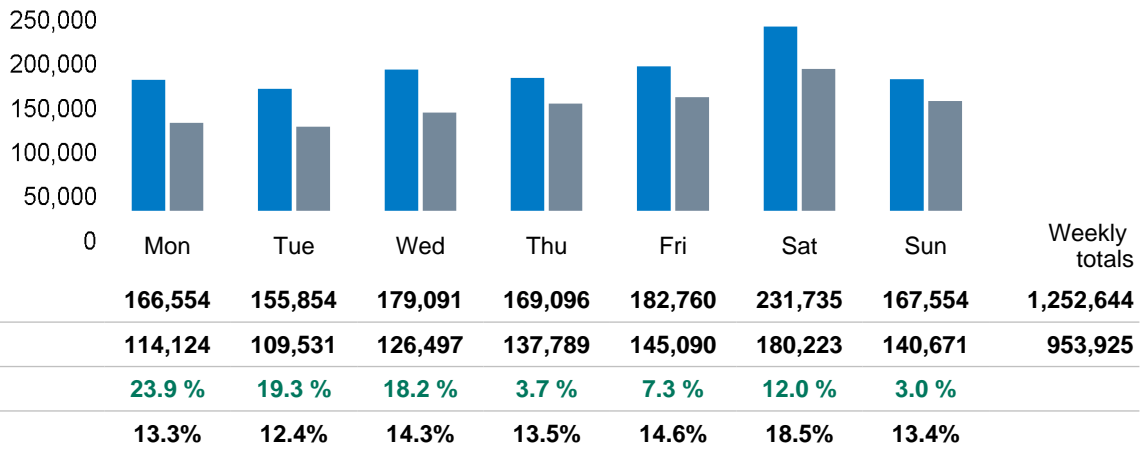
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your 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	0.6 %	11.8 %
East	-8.6 %	-4.0 %
High Street Index - BDSU (BDSU - Multifunctional)	-15.1 %	-13.1 %
UK	-14.4 %	-14.1 %

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	79,764	83,984	-5.0 %	
Burleigh Street	62,611			
Fitzroy Street at Waitrose	155,798	155,046	0.5 %	
Kings Parade	183,851	123,683	48.6 %	
Market Hill	172,361	153,775	12.1 %	
One Station Square	61,921			
Regent Street	79,402	83,189	-4.6 %	
Rose Crescent	130,862	109,278	19.8 %	
Sidney Street	264,837	244,970	8.1 %	
Silver Street	61,237			