

Footfall Report for: Cambridge BID

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2023	2022	2023	2022	2023	2022
Cambridge BID	9.0%	61.5%	4.2%	27.2%	-7.1%	-6.9%
East	7.3%	55.5%	1.5%	27.6%	-3.5%	-2.7%
High Street Index - BDSU (BDSU - Multifunctional)	4.9%	61.0%	2.1%	24.7%	-0.8%	1.8%
UK	6.6%	63.8%	4.3%	26.0%	0.8%	3.6%

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 54,140,796 which is 11.1% up on the previous year.

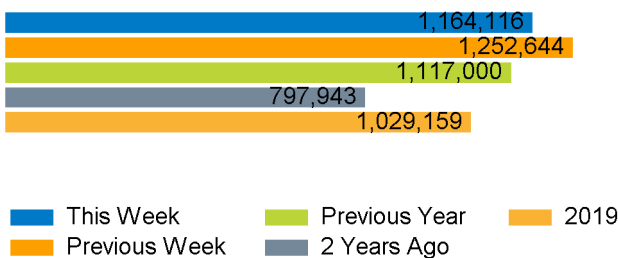
The total number of visitors for the year to date is 27,112,264 which is 9% up on the previous year.

The total number of visitors to Cambridge BID in week commencing 26 June 2023 was 1,164,116.

The busiest day in week commencing 26 June 2023 was Saturday with 223,252 visitors.

The peak hour of the week was 14:00 on Saturday 1 July 2023 with footfall of 24,127.

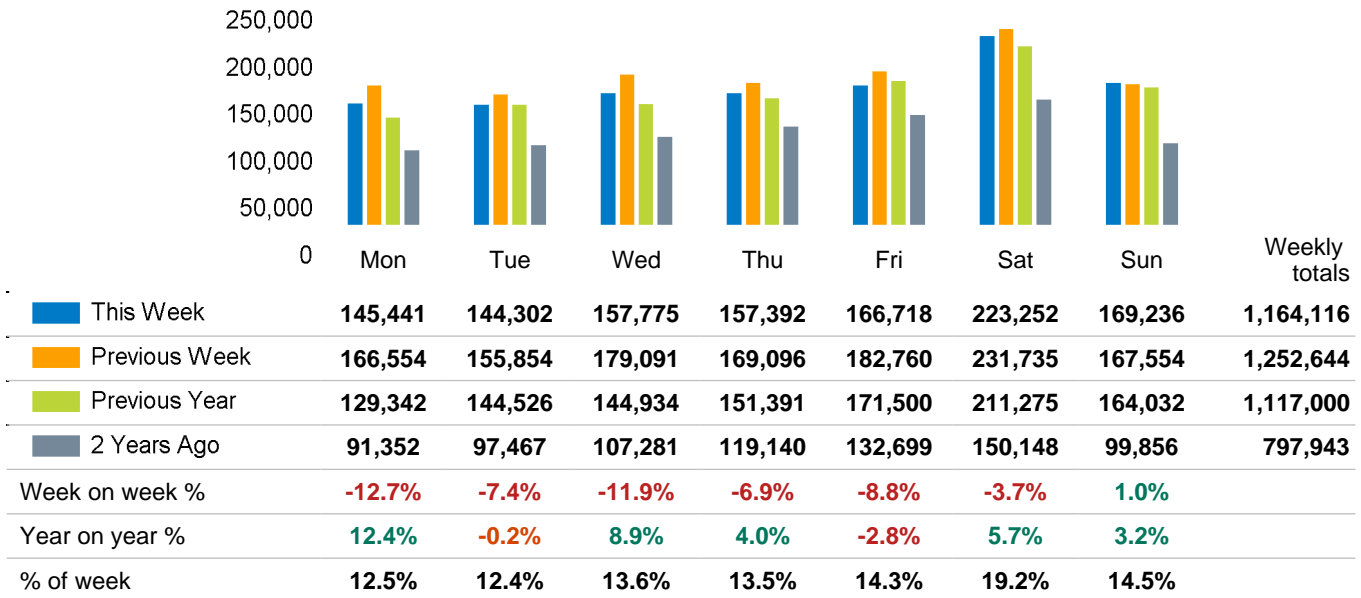
Footfall by week



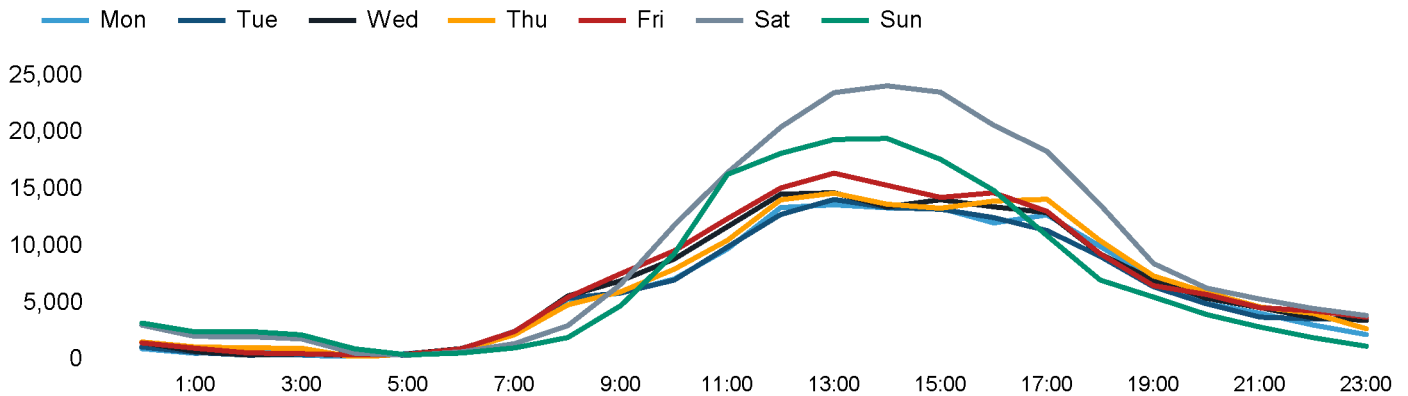
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week							
	32°	24°	25°	23°	21°	22°	22°
Previous week							
	26°	25°	25°	26°	27°	26°	28°
Previous year							
	20°	23°	23°	20°	22°	20°	21°

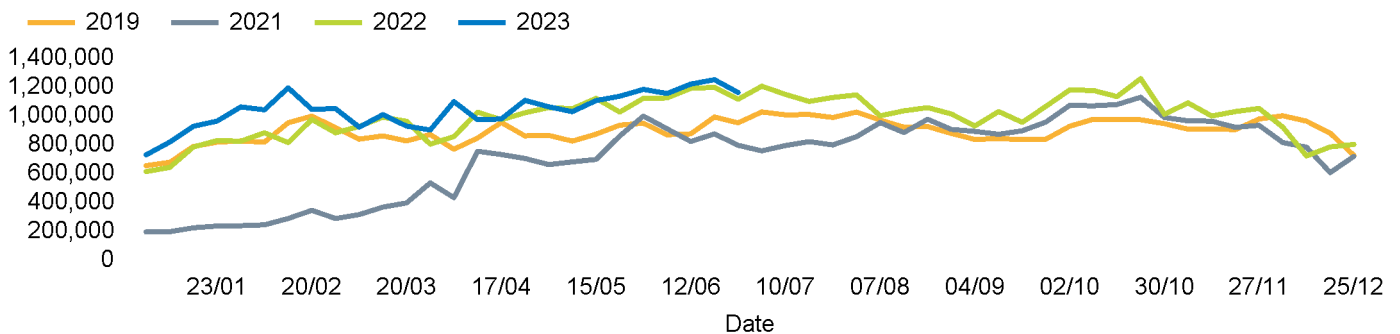
Footfall by day



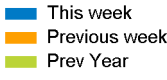










Footfall by hour



Footfall by week



Footfall by location

	This week	% share of total week	Previous week	Previous year	Week on week %	Year on year %	
Bridge Street	71,949	6.2%	79,764	68,059	-9.8%	5.7%	
Burleigh Street	59,468	5.1%	62,611	58,212	-5.0%	2.2%	
Fitzroy Street at Waitrose	143,459	12.3%	155,798	142,005	-7.9%	1.0%	
Kings Parade	189,085	16.2%	183,851	164,593	2.8%	14.9%	
Market Hill	152,939	13.1%	172,361	145,923	-11.3%	4.8%	
One Station Square	56,392	4.8%	61,921	71,662	-8.9%	-21.3%	
Regent Street	73,834	6.3%	79,402	65,837	-7.0%	12.1%	
Rose Crescent	113,828	9.8%	130,862	111,087	-13.0%	2.5%	
Sidney Street	252,837	21.7%	264,837	245,916	-4.5%	2.8%	
Silver Street	50,325	4.3%	61,237	43,706	-17.8%	15.1%	

Reporting dates

This week - 26 June 2023 - 02 July 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 26, 2023 Vs Week 1, 2022 to Week 26, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 26, 2023 Vs Week 26, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 26 2023 Vs Week 25 2023

2019 Comparison for: Cambridge BID

2019 comparison for Cambridge BID

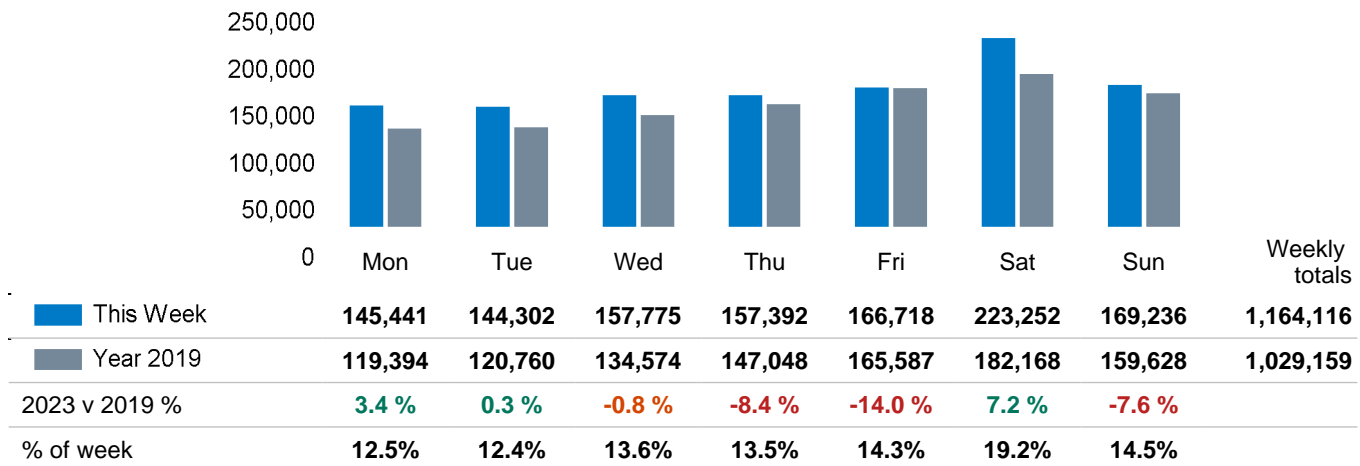
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your 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	0.4 %	-3.0 %
East	-8.8 %	-11.6 %
High Street Index - BDSU (BDSU - Multifunctional)	-15.2 %	-16.7 %
UK	-14.3 %	-16.1 %

Cambridge BID is compared to the high street index.

Footfall by day



Footfall by location

