

Footfall Report for: Cambridge BID

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2023	2022	2023	2022	2023	2022
Cambridge BID	8.6%	60.6%	1.0%	43.9%	4.7%	8.1%
East	7.0%	54.2%	0.3%	30.5%	2.2%	3.3%
High Street Index - BDSU (BDSU - Multifunctional)	4.7%	59.2%	0.5%	25.6%	-0.3%	1.2%
UK	6.4%	61.7%	1.5%	27.4%	-0.5%	1.8%

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 54,152,380 which is 10.4% up on the previous year.

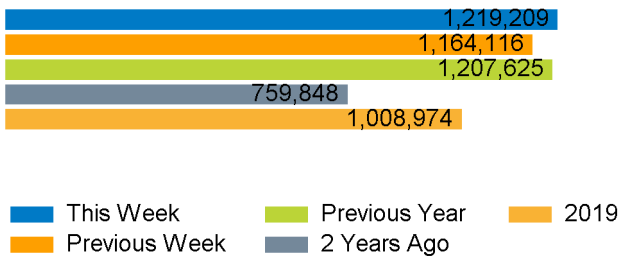
The total number of visitors for the year to date is 28,331,473 which is 8.6% up on the previous year.

The total number of visitors to Cambridge BID in week commencing 3 July 2023 was 1,219,209.

The busiest day in week commencing 3 July 2023 was Friday with 217,920 visitors.

The peak hour of the week was 14:00 on Saturday 8 July 2023 with footfall of 23,279.

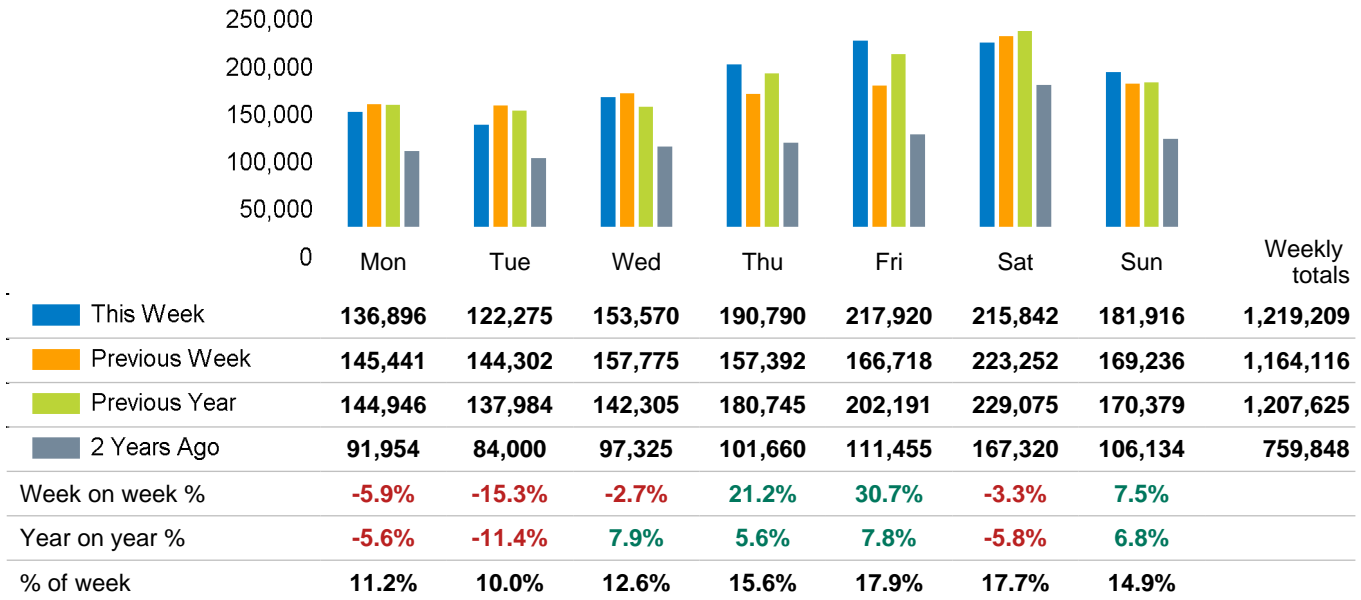
Footfall by week



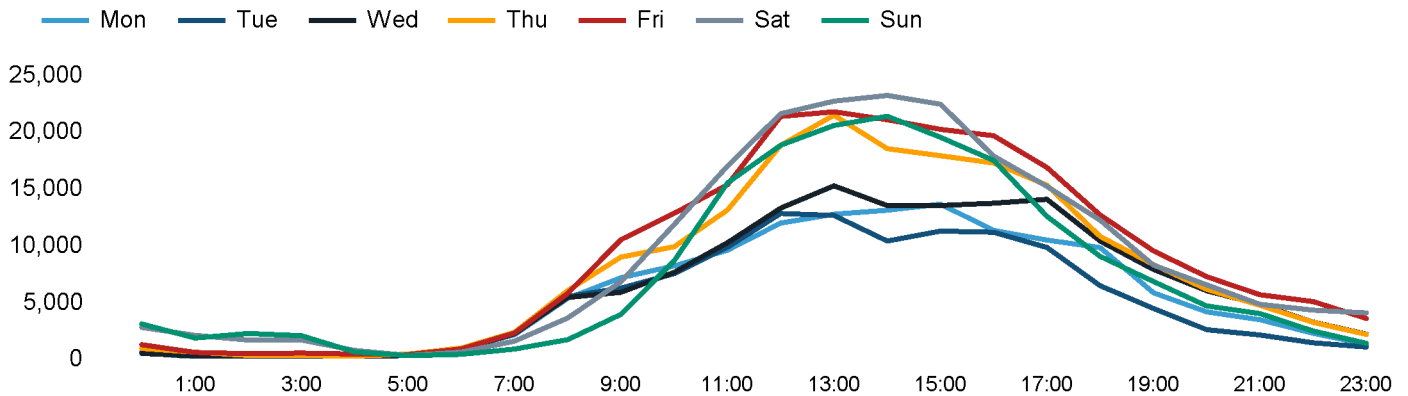
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	20°	19°	20°	23°	29°	29°	26°
Previous week	32°	24°	25°	23°	21°	22°	22°
Previous year	21°	22°	24°	23°	27°	25°	29°

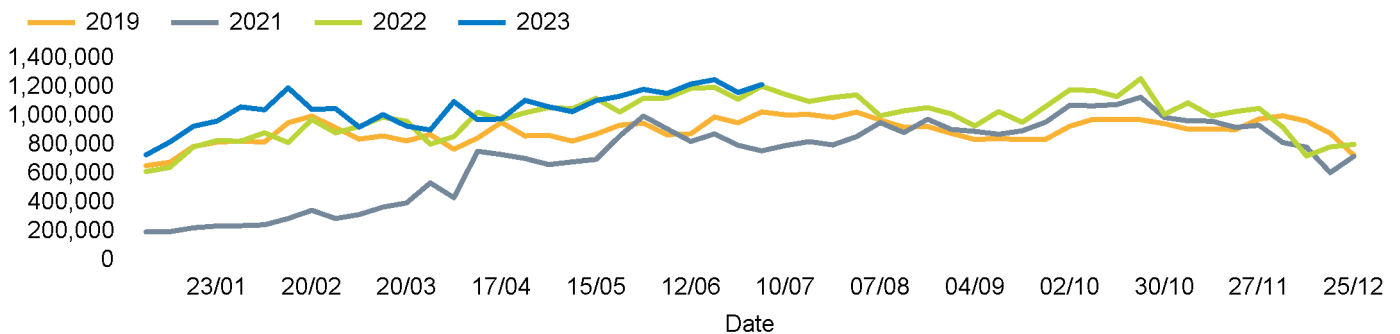
Footfall by day



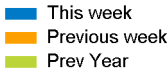










Footfall by hour



Footfall by week



Footfall by location

	This week	% share of total week	Previous week	Previous year	Week on week %	Year on year %	
Bridge Street	77,229	6.3%	71,949	80,321	7.3%	-3.8%	
Burleigh Street	58,361	4.8%	59,468	57,619	-1.9%	1.3%	
Fitzroy Street at Waitrose	142,238	11.7%	143,459	145,965	-0.9%	-2.6%	
Kings Parade	191,940	15.7%	189,085	177,176	1.5%	8.3%	
Market Hill	161,265	13.2%	152,939	160,604	5.4%	0.4%	
One Station Square	64,855	5.3%	56,392	89,654	15.0%	-27.7%	
Regent Street	81,698	6.7%	73,834	72,455	10.7%	12.8%	
Rose Crescent	122,346	10.0%	113,828	123,548	7.5%	-1.0%	
Sidney Street	250,399	20.5%	252,837	243,869	-1.0%	2.7%	
Silver Street	68,878	5.6%	50,325	56,414	36.9%	22.1%	

Reporting dates

This week - 03 July 2023 - 09 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 27, 2023 Vs Week 1, 2022 to Week 27, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 27, 2023 Vs Week 27, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 27 2023 Vs Week 26 2023

2019 Comparison for: Cambridge BID

2019 comparison for Cambridge BID

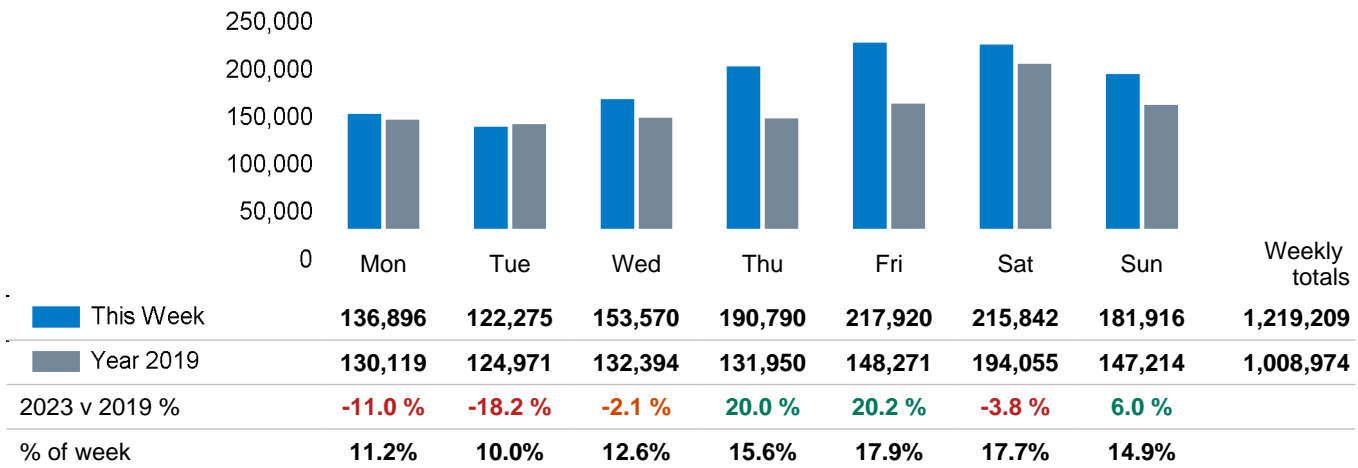
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your 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	0.5 %	1.8 %
East	-8.6 %	-4.9 %
High Street Index - BDSU (BDSU - Multifunctional)	-15.1 %	-13.5 %
UK	-14.0 %	-14.5 %

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	77,229	89,722	-13.9 %	
Burleigh Street	58,361			
Fitzroy Street at Waitrose	142,238	156,749	-9.3 %	
Kings Parade	191,940	125,226	53.3 %	
Market Hill	161,265	161,099	0.1 %	
One Station Square	64,855			
Regent Street	81,698	81,922	-0.3 %	
Rose Crescent	122,346	118,496	3.2 %	
Sidney Street	250,399	275,760	-9.2 %	
Silver Street	68,878			