

Footfall Report for: Cambridge BID

Weekly Footfall Counts

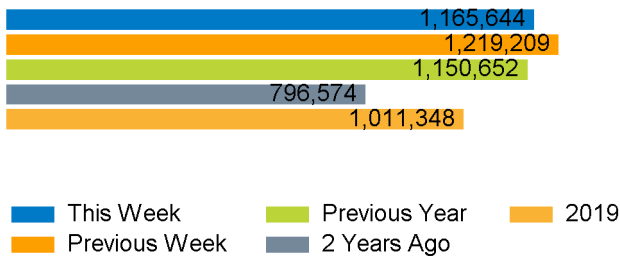
	Year to date %		Year on year %		Week on week %	
	2023	2022	2023	2022	2023	2022
Cambridge BID	8.3%	59.2%	1.3%	32.8%	-4.4%	-4.7%
East	6.7%	52.6%	-0.9%	22.4%	-4.8%	-2.9%
High Street Index - BDSU (BDSU - Multifunctional)	4.5%	57.4%	-0.8%	22.1%	-4.0%	-1.8%
UK	6.1%	59.7%	-1.0%	24.6%	-3.3%	-0.2%

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 54,167,372 which is 9.8% up on the previous year.
- The total number of visitors for the year to date is 29,497,117 which is 8.3% up on the previous year.
- The total number of visitors to Cambridge BID in week commencing 10 July 2023 was 1,165,644.
- The busiest day in week commencing 10 July 2023 was Saturday with 232,528 visitors.
- The peak hour of the week was 14:00 on Saturday 15 July 2023 with footfall of 25,206.

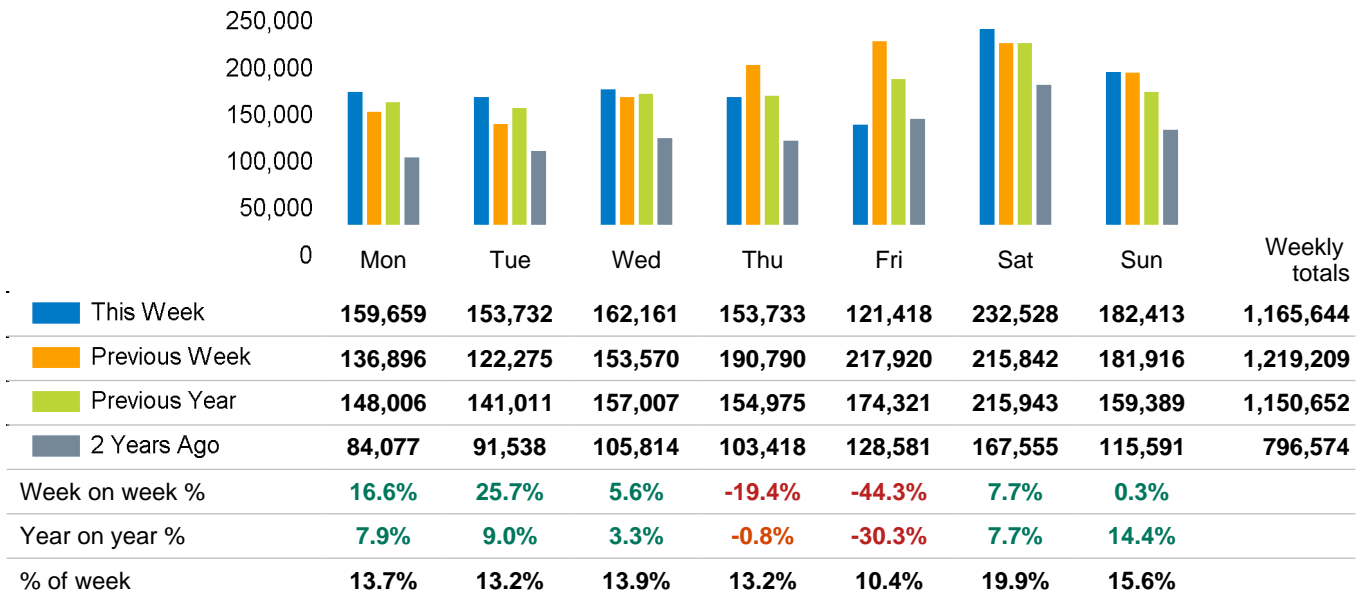
Footfall Counts by week



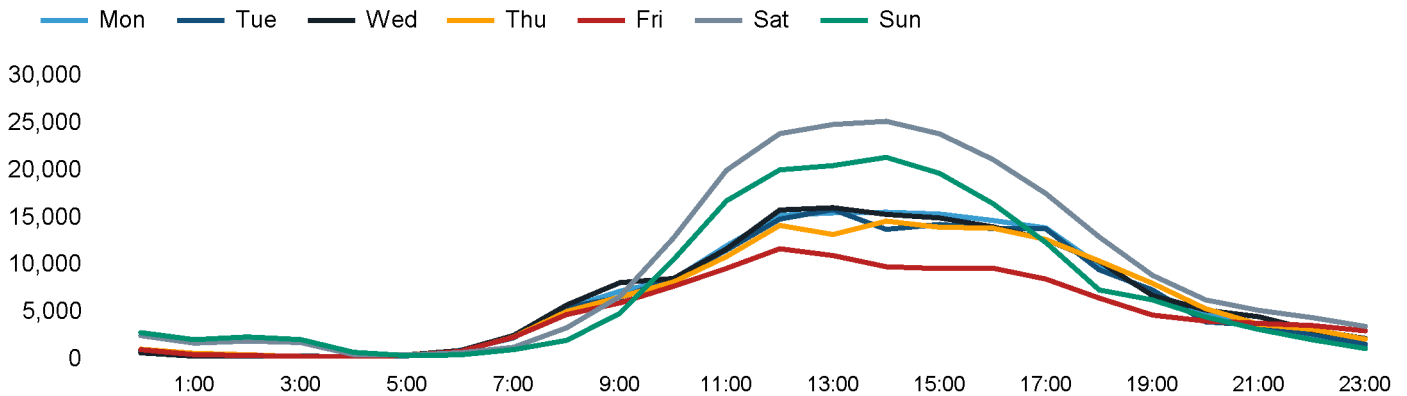
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week							
	25°	25°	23°	23°	23°	22°	22°
Previous week							
	20°	19°	20°	23°	29°	29°	26°
Previous year							
	31°	31°	27°	23°	25°	27°	32°

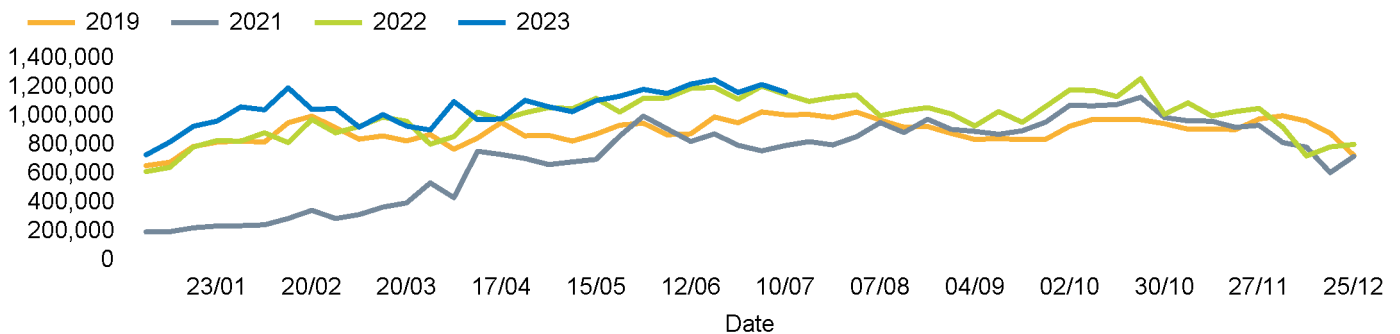
Footfall Counts by day



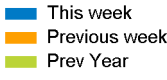
Footfall Counts by hour



Footfall Counts by week



Footfall Counts by location

	This week	% share of total week	Previous week	Previous year	Week on week %	Year on year %	
Bridge Street	77,042	6.6%	77,229	76,893	-0.2%	0.2%	
Burleigh Street	56,985	4.9%	58,361	58,746	-2.4%	-3.0%	
Fitzroy Street at Waitrose	139,422	12.0%	142,238	141,570	-2.0%	-1.5%	
Kings Parade	179,434	15.4%	191,940	162,550	-6.5%	10.4%	
Market Hill	160,211	13.7%	161,265	159,432	-0.7%	0.5%	
One Station Square	53,851	4.6%	64,855	71,298	-17.0%	-24.5%	
Regent Street	76,758	6.6%	81,698	67,930	-6.0%	13.0%	
Rose Crescent	120,986	10.4%	122,346	127,858	-1.1%	-5.4%	
Sidney Street	244,904	21.0%	250,399	250,343	-2.2%	-2.2%	
Silver Street	56,051	4.8%	68,878	34,032	-18.6%	64.7%	

Reporting dates

This week - 10 July 2023 - 16 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 28, 2023 Vs Week 1, 2022 to Week 28, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 28, 2023 Vs Week 28, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 28 2023 Vs Week 27 2023

2019 Comparison for: Cambridge BID

2019 comparison for Cambridge BID

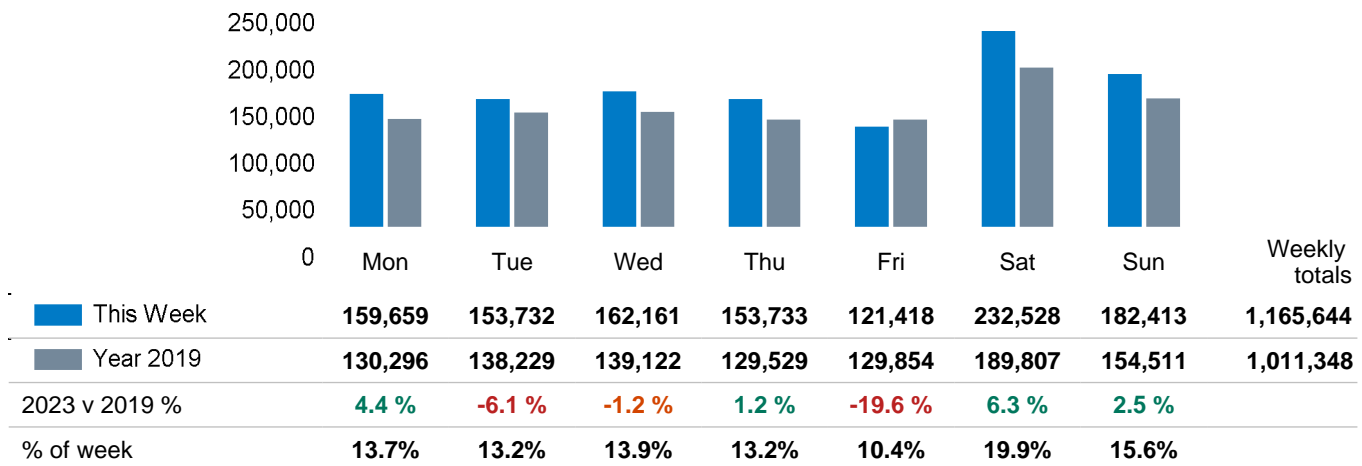
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your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

Headlines

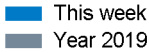









	Year to date % 2023 Vs 2019	Year on year % 2023 Vs 2019
Cambridge BID	0.4 %	-1.2 %
East	-7.9 %	-11.2 %
High Street Index - BDSU (BDSU - Multifunctional)	-15.1 %	-17.5 %
UK	-14.3 %	-16.4 %

Cambridge BID is compared to the high street index.

Footfall Counts by day



Footfall Counts by location

	This week	2019	2023 - 2019 %	
Bridge Street	77,042	92,922	-17.1 %	
Burleigh Street	56,985			
Fitzroy Street at Waitrose	139,422	156,767	-11.1 %	
Kings Parade	179,434	133,128	34.8 %	
Market Hill	160,211	163,061	-1.7 %	
One Station Square	53,851			
Regent Street	76,758	81,296	-5.6 %	
Rose Crescent	120,986	118,423	2.2 %	
Sidney Street	244,904	265,751	-7.8 %	
Silver Street	56,051			