

Footfall Report for: Cambridge BID

Weekly Footfall Counts

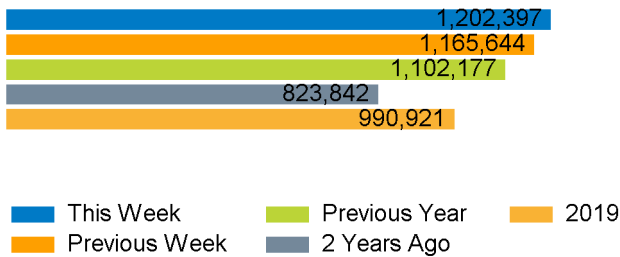
	Year to date %		Year on year %		Week on week %	
	2023	2022	2023	2022	2023	2022
Cambridge BID	8.4%	57.4%	9.1%	22.9%	3.2%	-4.2%
East	6.6%	50.6%	3.7%	14.3%	1.6%	-2.4%
High Street Index - BDSU (BDSU - Multifunctional)	4.4%	55.2%	3.3%	13.4%	0.1%	-3.6%
UK	6.0%	57.3%	2.7%	15.3%	-1.0%	-4.9%

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 54,267,592 which is 9.5% up on the previous year.
- The total number of visitors for the year to date is 30,699,514 which is 8.4% up on the previous year.
- The total number of visitors to Cambridge BID in week commencing 17 July 2023 was 1,202,397.
- The busiest day in week commencing 17 July 2023 was Saturday with 194,978 visitors.
- The peak hour of the week was 13:00 on Saturday 22 July 2023 with footfall of 22,084.

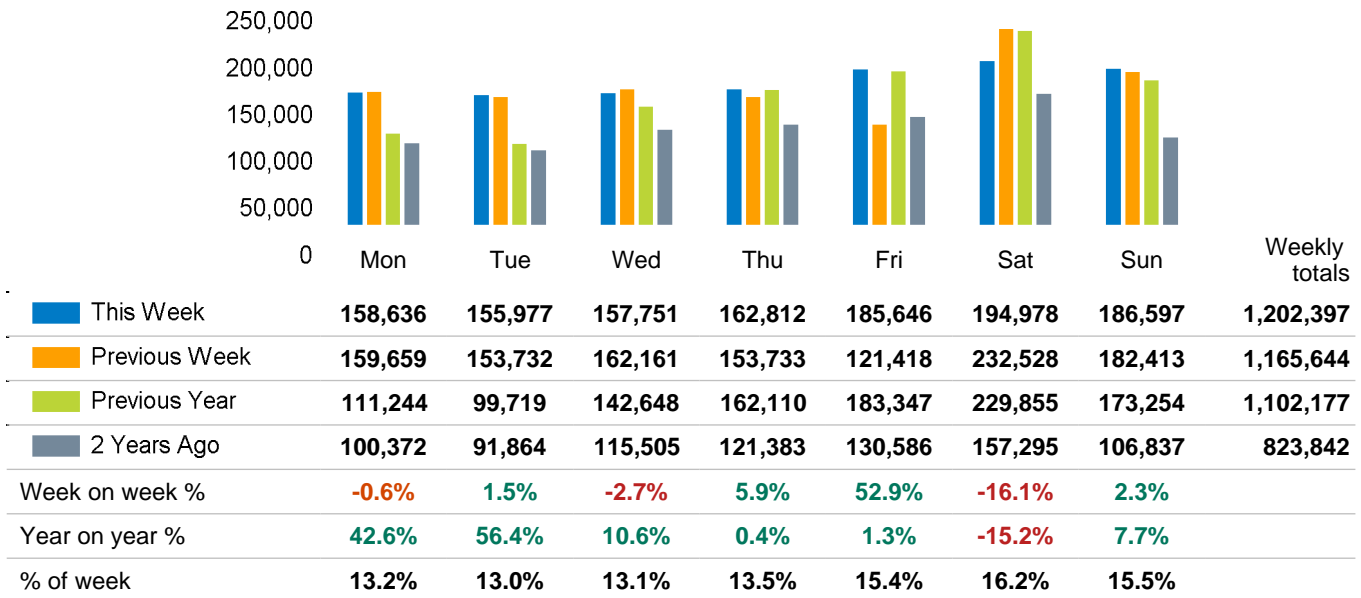
Footfall Counts by week



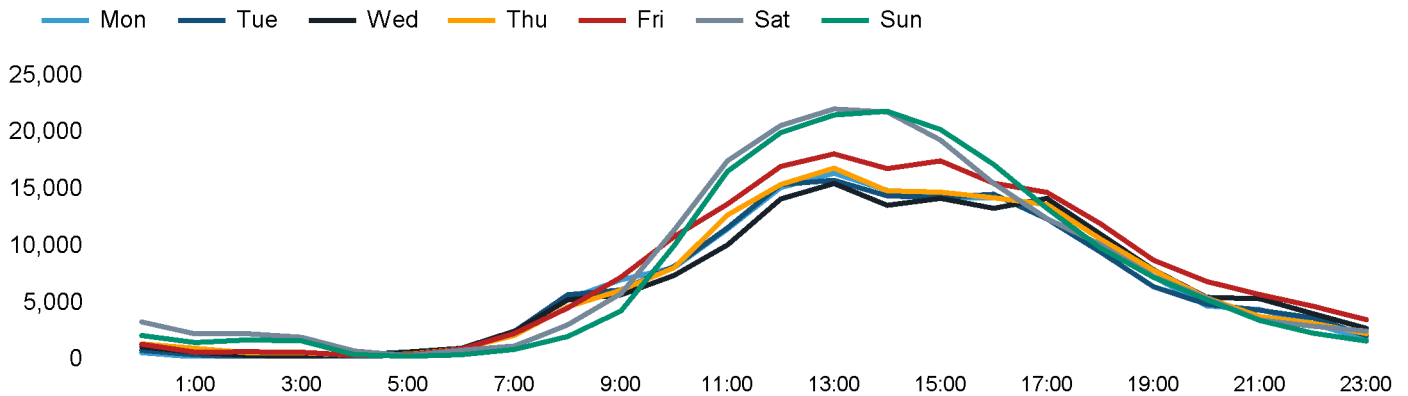
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	23°	23°	23°	22°	22°	19°	24°
Previous week	25°	25°	23°	23°	23°	22°	22°
Previous year	38°	40°	28°	23°	21°	26°	30°

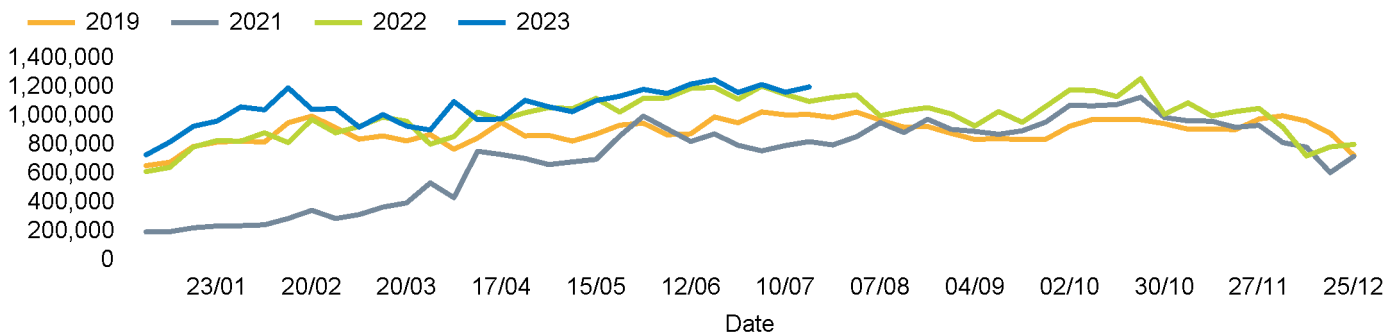
Footfall Counts by day



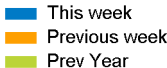










Footfall Counts by hour



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	79,238	6.6%	77,042	72,262	2.9%	9.7%	
Burleigh Street	54,878	4.6%	56,985	54,419	-3.7%	0.8%	
Fitzroy Street at Waitrose	134,805	11.2%	139,422	131,990	-3.3%	2.1%	
Kings Parade	201,309	16.7%	179,434	162,363	12.2%	24.0%	
Market Hill	163,183	13.6%	160,211	152,378	1.9%	7.1%	
One Station Square	46,914	3.9%	53,851	58,912	-12.9%	-20.4%	
Regent Street	78,605	6.5%	76,758	68,922	2.4%	14.0%	
Rose Crescent	124,490	10.4%	120,986	131,362	2.9%	-5.2%	
Sidney Street	256,089	21.3%	244,904	234,236	4.6%	9.3%	
Silver Street	62,886	5.2%	56,051	35,333	12.2%	78.0%	

Reporting dates

This week - 17 July 2023 - 23 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 29, 2023 Vs Week 1, 2022 to Week 29, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 29, 2023 Vs Week 29, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 29 2023 Vs Week 28 2023

2019 Comparison for: Cambridge BID

2019 comparison for Cambridge BID

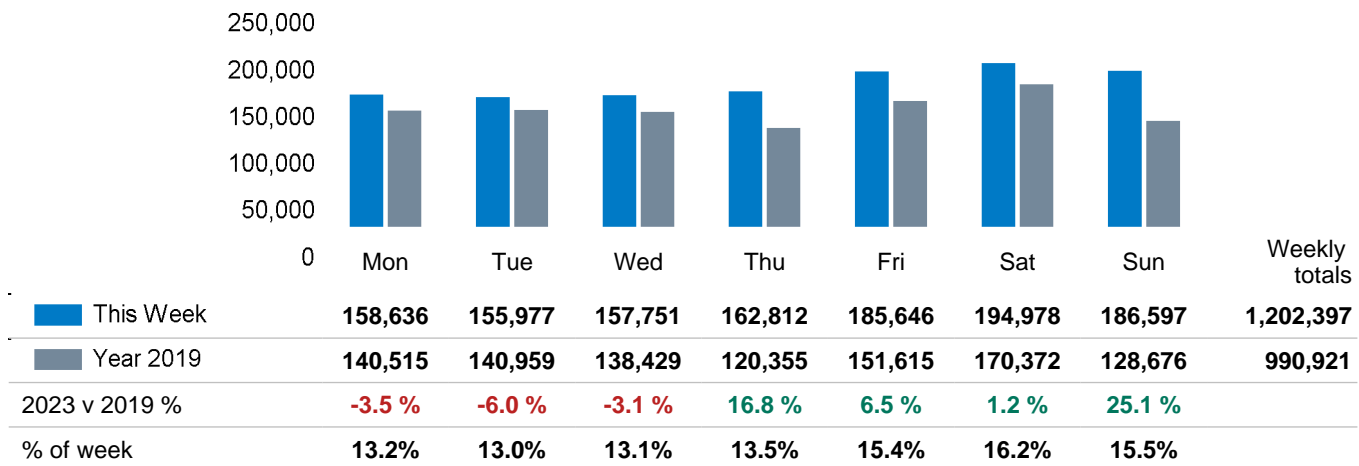
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your 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 %	4.7 %
East	-7.8 %	-7.4 %
High Street Index - BDSU (BDSU - Multifunctional)	-15.1 %	-16.0 %
UK	-14.4 %	-17.1 %

Cambridge BID is compared to the high street index.

Footfall Counts by day



Footfall Counts by location

	This week	2019	2023 - 2019 %	 This week  Year 2019
Bridge Street	79,238	89,879	-11.8 %	
Burleigh Street	54,878			
Fitzroy Street at Waitrose	134,805	154,276	-12.6 %	
Kings Parade	201,309	127,284	58.2 %	
Market Hill	163,183	159,720	2.2 %	
One Station Square	46,914			
Regent Street	78,605	87,116	-9.8 %	
Rose Crescent	124,490	119,755	4.0 %	
Sidney Street	256,089	252,891	1.3 %	
Silver Street	62,886			