

Footfall Report for: Cambridge BID

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2021	2020	2021	2020	2021	2020
Cambridge BID	-75.0 %	1.7 %	-76.3 %	-2.8 %	1.0 %	12.5 %
East	-68.8 %	-3.1 %	-69.9 %	-3.9 %	-5.0 %	2.8 %
High Street Index - BDSU(BDSU - Multifunctional)	-70.9 %	-1.8 %	-71.8 %	-2.5 %	-5.2 %	2.5 %
UK	-72.4 %	-2.5 %	-73.8 %	-3.4 %	-7.3 %	2.0 %

Increase in footfall totals is due to the installation of additional counters in Cambridge. 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 change in footfall for Cambridge BID over the last 52 weeks is 49.1% down on the previous year.

Footfall for the year to date is 75% down on the previous year.

The number of visitors counted for week commencing 11 January 2021 was 199,672.

The busiest day in week commencing 11 January 2021 was Sunday with 35,181 visitors.






















The peak hour of the week was 13:00 on Sunday 17 January 2021 with footfall of 4,786

Footfall by week

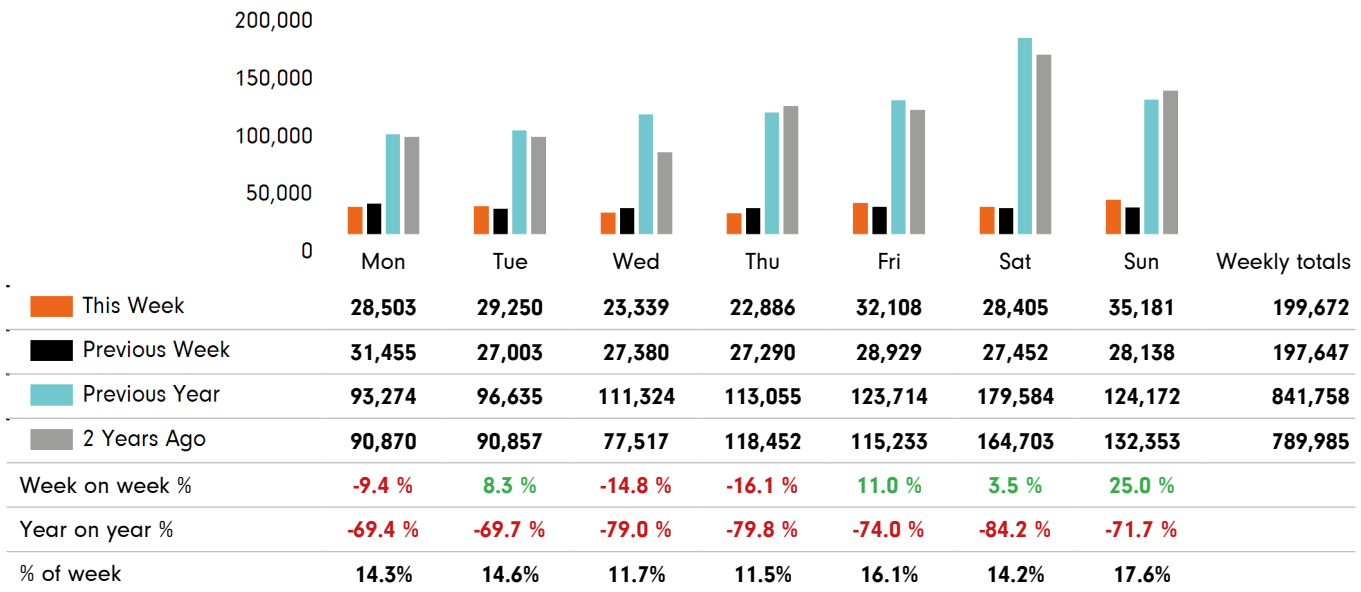


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

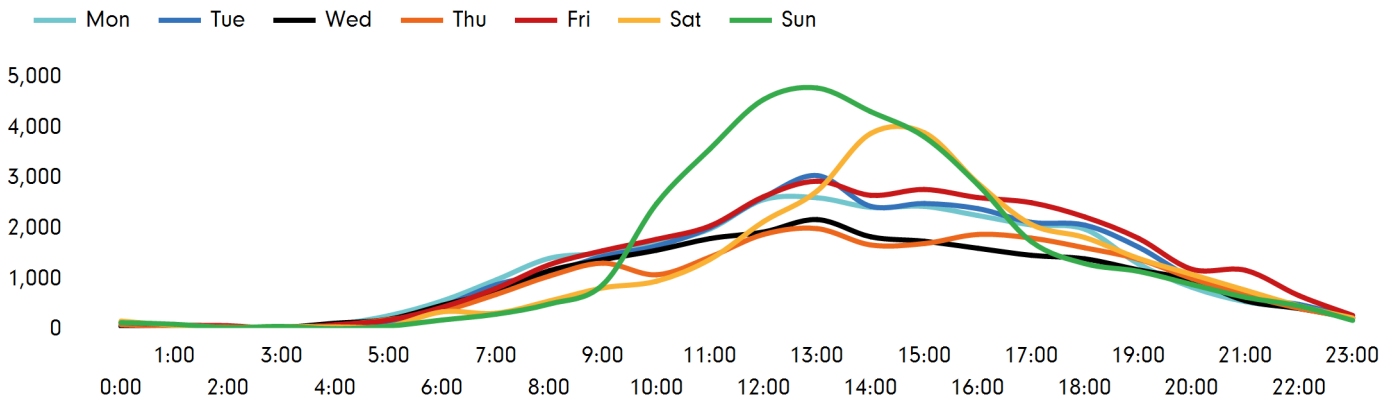
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	 7°	 7°	 3°	 4°	 2°	 7°	 7°
Previous week	 5°	 4°	 4°	 1°	 2°	 1°	 4°
Previous year	 10°	 14°	 9°	 12°	 10°	 7°	 7°

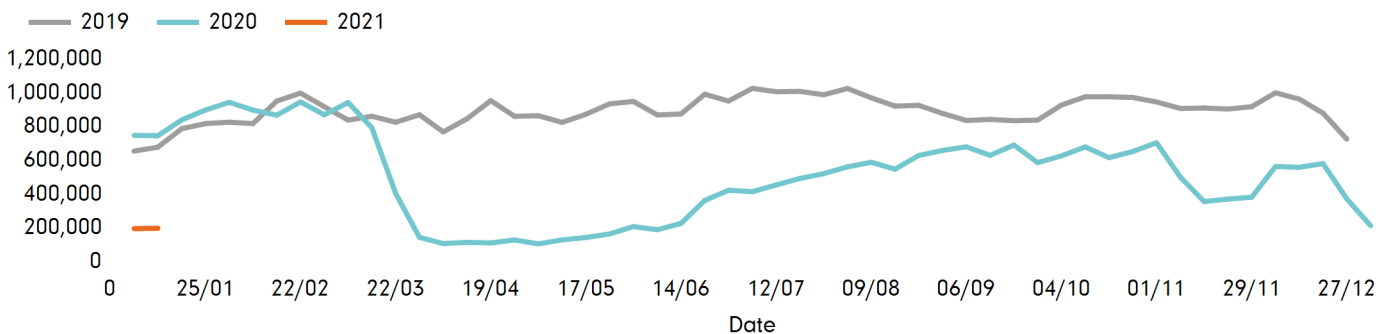
Footfall by day



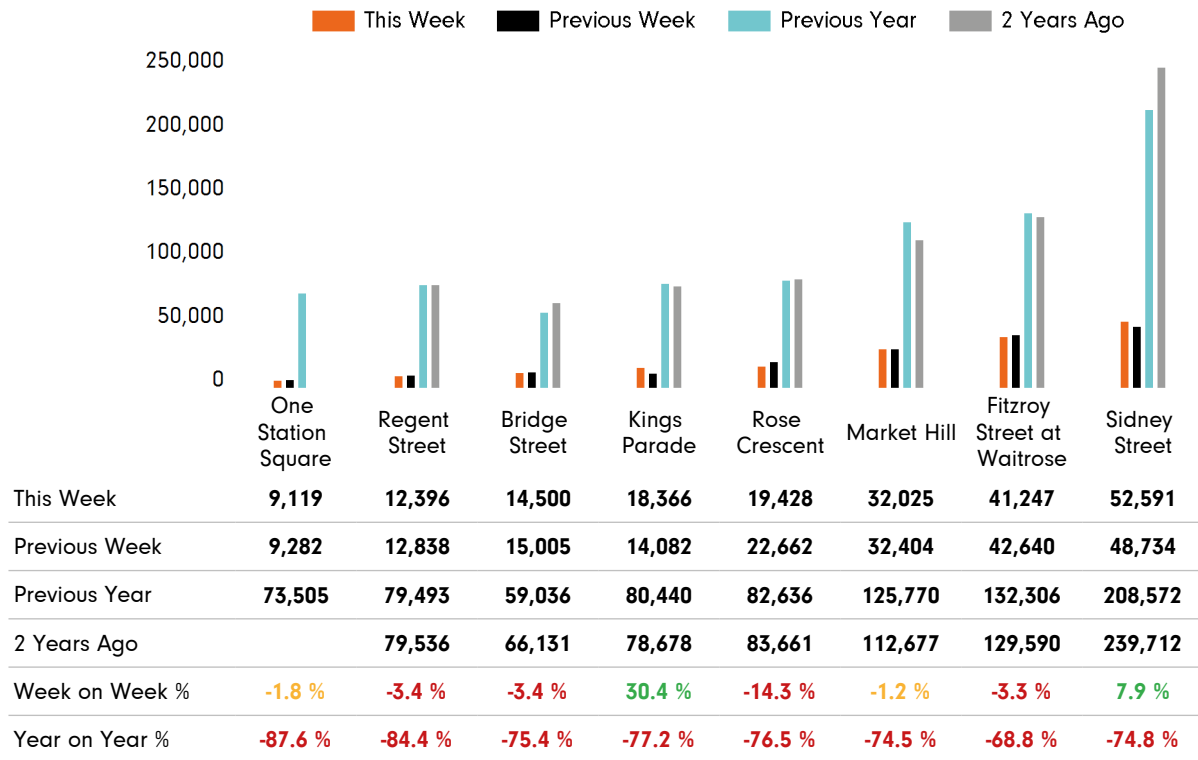
Footfall by hour



Footfall by week



Footfall by location



Footfall by location



Sidney Street, 26.3 %
Fitzroy Street at Waitrose, 20.7 %
Market Hill, 16.0 %
Rose Crescent, 9.7 %
Kings Parade, 9.2 %
Bridge Street, 7.3 %
Regent Street, 6.2 %
One Station Square, 4.6 %

Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week1, 2021 to Week 2, 2021 Vs Week 1, 2020 to Week 2, 2020

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week2, 2021 Vs Week 2, 2020

Week on Week % Change is the % change in footfall for this week from the previous week. Week2 2021 Vs Week 1 2021