

Footfall Report for: Cambridge BID

Weekly Footfall Counts

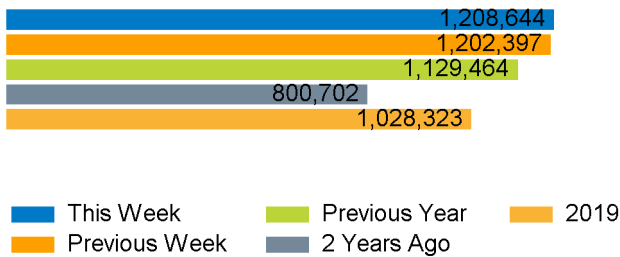
	Year to date %		Year on year %		Week on week %	
	2023	2022	2023	2022	2023	2022
Cambridge BID	8.3%	56.1%	7.0%	30.0%	0.5%	2.5%
East	6.4%	49.2%	2.7%	22.5%	4.2%	4.8%
High Street Index - BDSU (BDSU - Multifunctional)	4.3%	53.6%	0.6%	21.9%	3.6%	6.2%
UK	5.7%	55.5%	0.0%	21.8%	4.7%	7.7%

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 54,346,772 which is 9.2% up on the previous year.
- The total number of visitors for the year to date is 31,908,158 which is 8.3% up on the previous year.
- The total number of visitors to Cambridge BID in week commencing 24 July 2023 was 1,208,644.
- The busiest day in week commencing 24 July 2023 was Saturday with 225,138 visitors.
- The peak hour of the week was 14:00 on Saturday 29 July 2023 with footfall of 24,828.

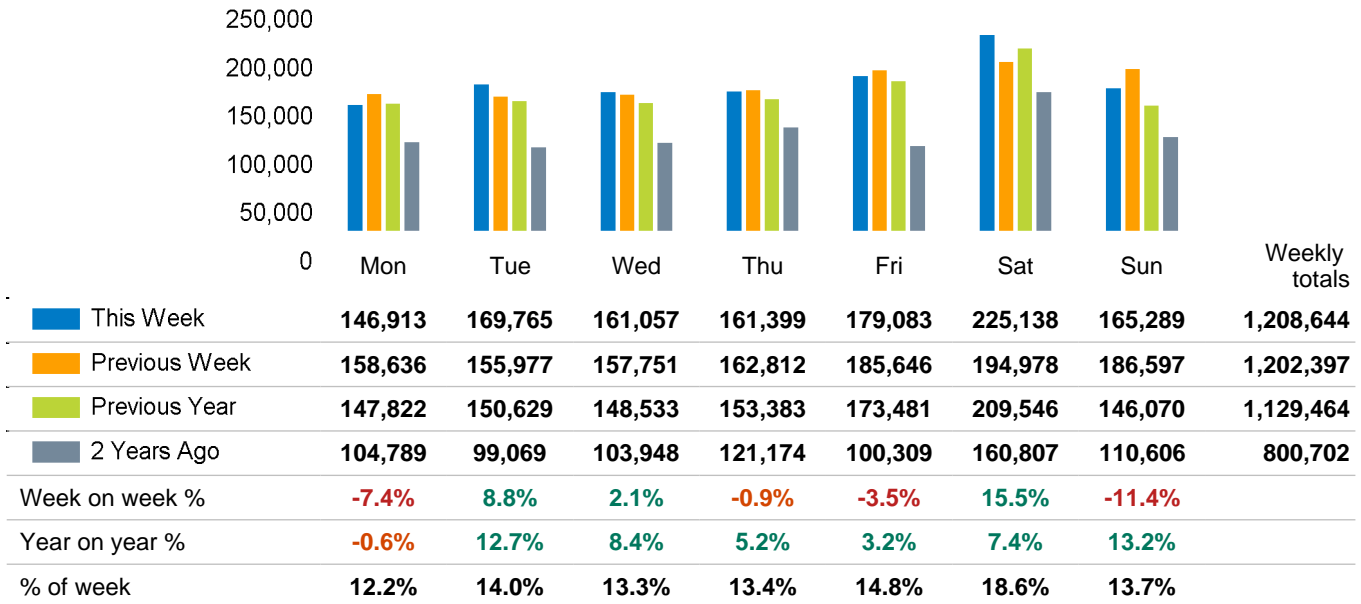
Footfall Counts by week



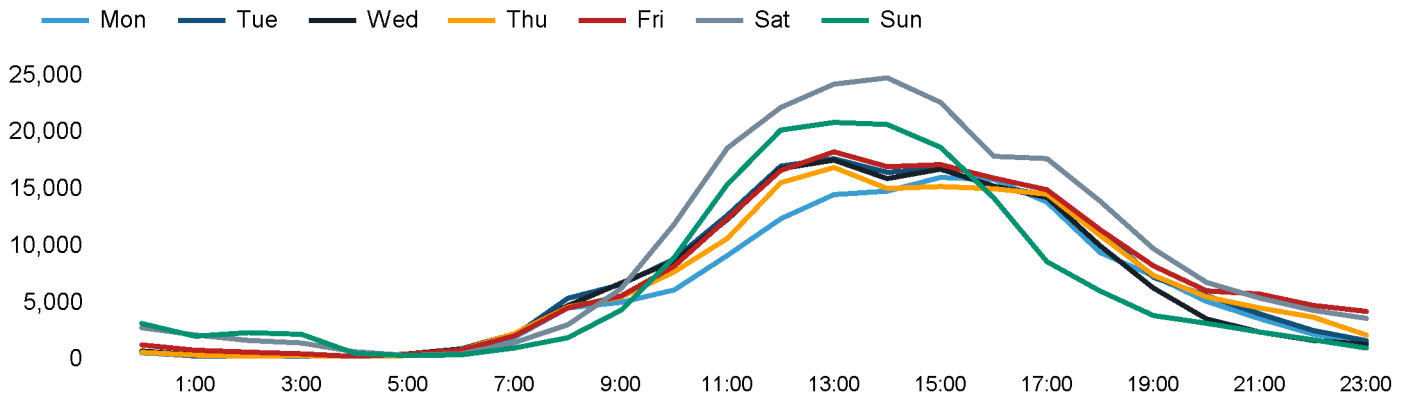
Weather

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

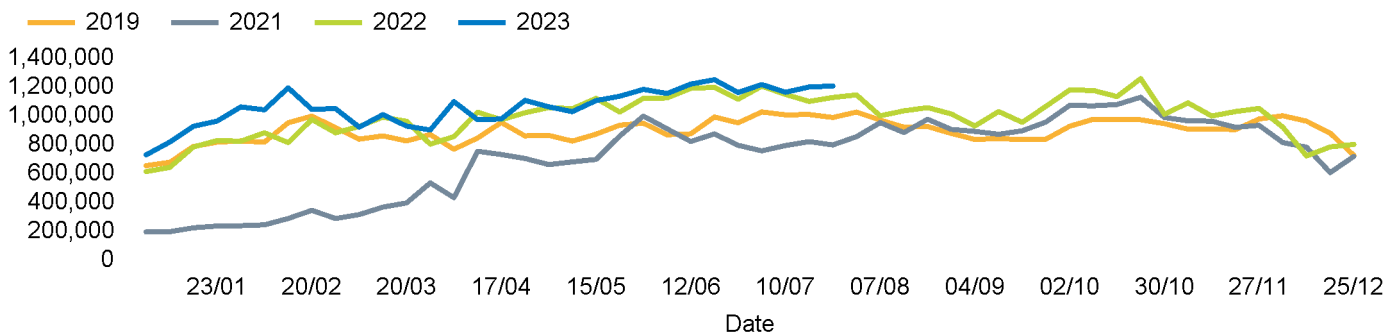
Footfall Counts by day



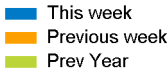










Footfall Counts by hour



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	80,454	6.7%	79,238	75,950	1.5%	5.9%	
Burleigh Street	55,696	4.6%	54,878	55,353	1.5%	0.6%	
Fitzroy Street at Waitrose	141,775	11.7%	134,805	149,039	5.2%	-4.9%	
Kings Parade	187,662	15.5%	201,309	157,532	-6.8%	19.1%	
Market Hill	167,373	13.8%	163,183	155,494	2.6%	7.6%	
One Station Square	49,538	4.1%	46,914	57,160	5.6%	-13.3%	
Regent Street	78,237	6.5%	78,605	64,801	-0.5%	20.7%	
Rose Crescent	131,294	10.9%	124,490	127,855	5.5%	2.7%	
Sidney Street	256,267	21.2%	256,089	253,001	0.1%	1.3%	
Silver Street	60,348	5.0%	62,886	33,279	-4.0%	81.3%	

Reporting dates

This week - 24 July 2023 - 30 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 30, 2023 Vs Week 1, 2022 to Week 30, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 30, 2023 Vs Week 30, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 30 2023 Vs Week 29 2023



2019 Comparison for: Cambridge BID

2019 comparison for Cambridge BID

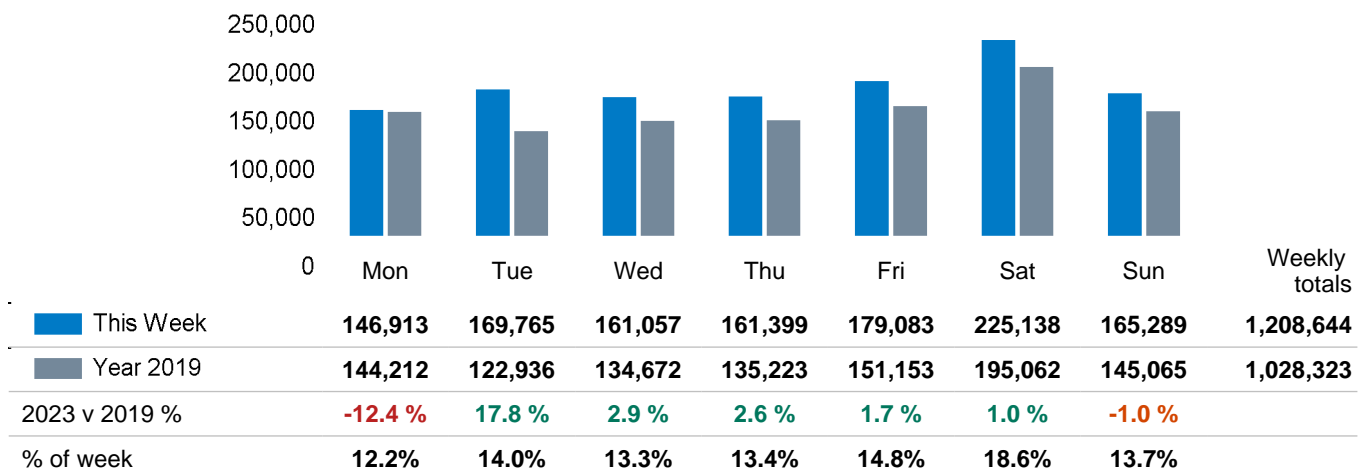
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your 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	0.6 %	1.4 %
East	-7.8 %	-7.2 %
High Street Index - BDSU (BDSU - Multifunctional)	-15.1 %	-15.1 %
UK	-14.5 %	-15.4 %

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	80,454	94,880	-15.2 %	
Burleigh Street	55,696			
Fitzroy Street at Waitrose	141,775	161,508	-12.2 %	
Kings Parade	187,662	131,000	43.3 %	
Market Hill	167,373	163,036	2.7 %	
One Station Square	49,538			
Regent Street	78,237	83,609	-6.4 %	
Rose Crescent	131,294	123,948	5.9 %	
Sidney Street	256,267	270,342	-5.2 %	
Silver Street	60,348			