

# Footfall Report for: Cambridge BID

## Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2022	2021	2022	2021	2022	2021
Cambridge BID	54.9%	20.6%	29.9%	37.8%	1.6%	1.7%
East	47.7%	5.1%	18.8%	20.5%	1.0%	3.7%
High Street Index - BDSU(BDSU - Multifunctional)	52.2%	0.7%	20.7%	18.3%	-0.9%	0.0%
UK	53.8%	2.7%	23.1%	23.4%	2.2%	1.0%

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

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 2021 versus 2019 in order to provide a comparison to the last normal trading year. This comparison is provided on the final pages of this report.

## Headlines

The total number of visitors to Cambridge BID for the last 52 weeks is 45,248,548 which is 53.4% up on the previous year.

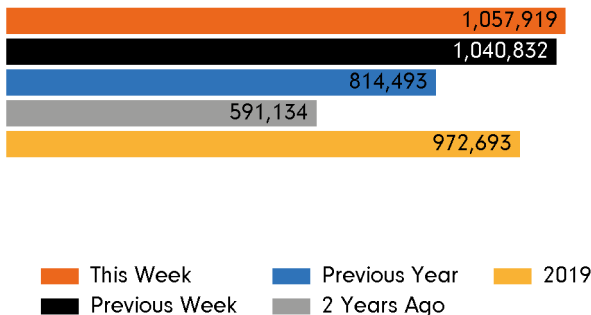
The total number of visitors for the year to date is 27,659,577 which is 54.9% up on the previous year.

The total number of visitors to Cambridge BID in week commencing 1 August 2022 was 1,057,919.

The busiest day in week commencing 1 August 2022 was Saturday with 213,572 visitors.

The peak hour of the week was 14:00 on Saturday 6 August 2022 with footfall of 21,907.

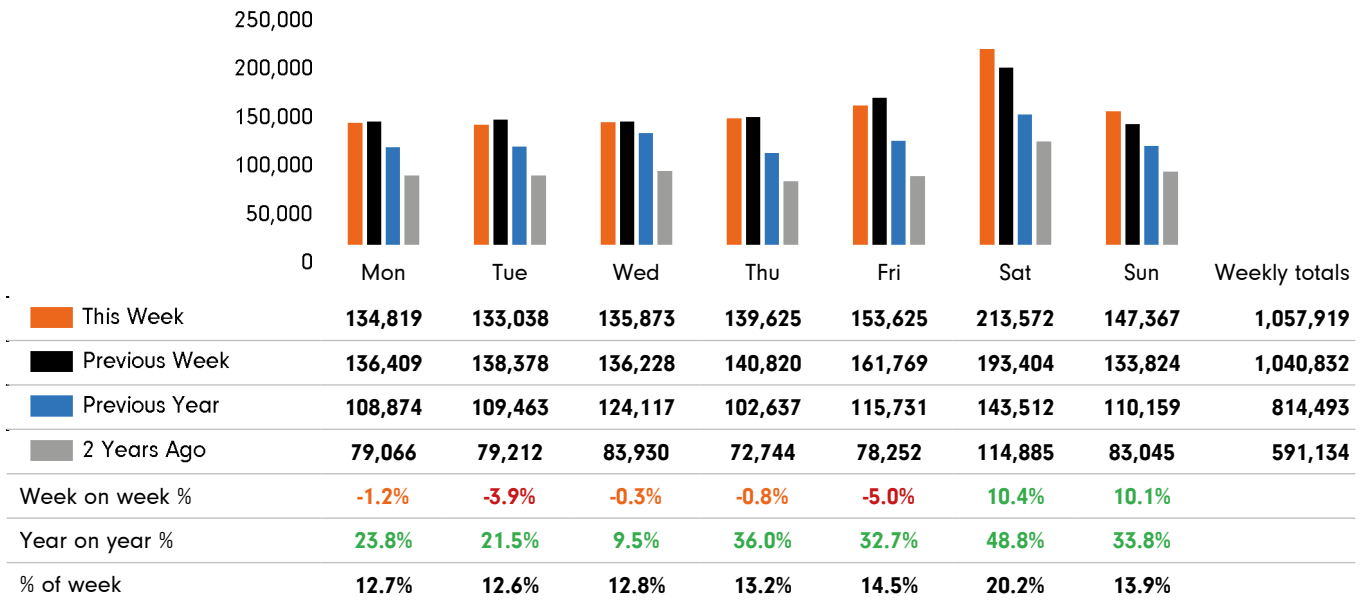
## Footfall by week



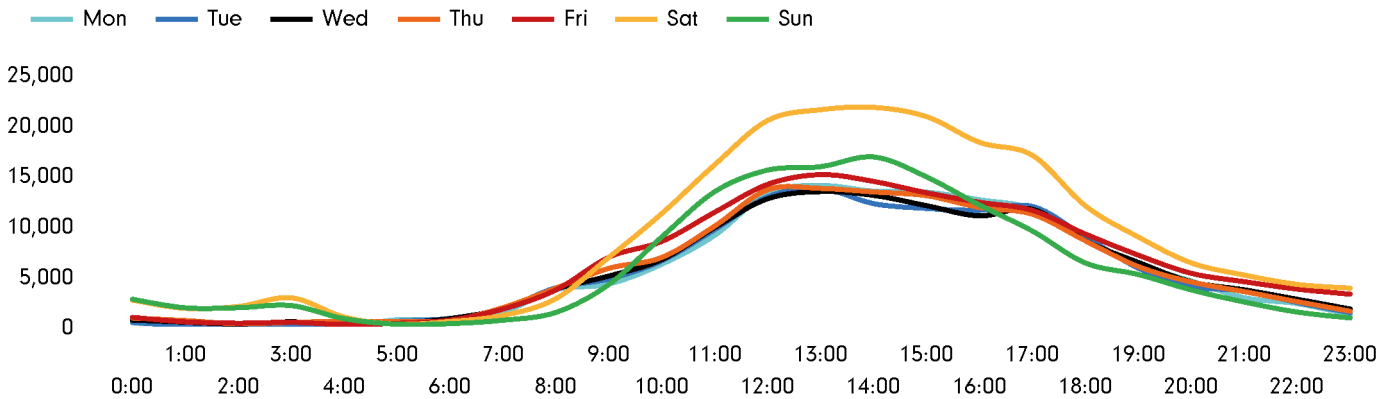
## Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	26°	29°	28°	24°	23°	24°	27°
Previous week	24°	21°	22°	23°	26°	26°	25°
Previous year	21°	20°	23°	22°	22°	20°	20°

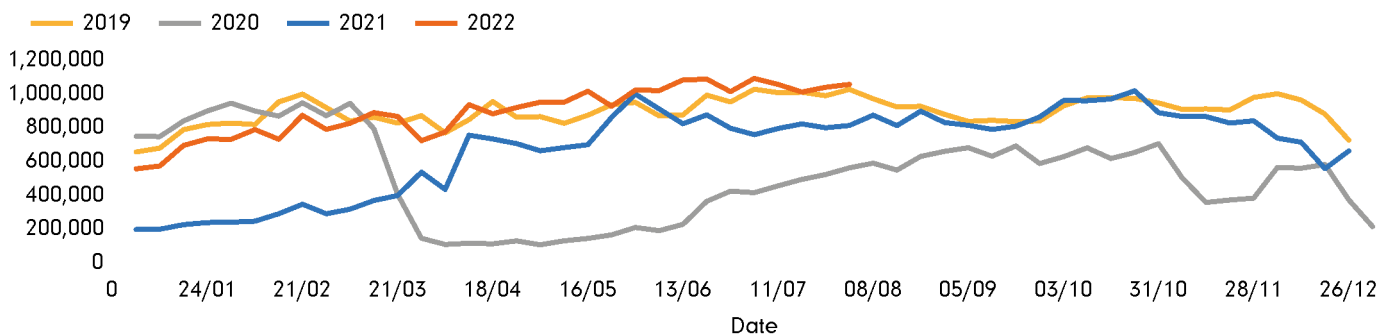
## Footfall by day



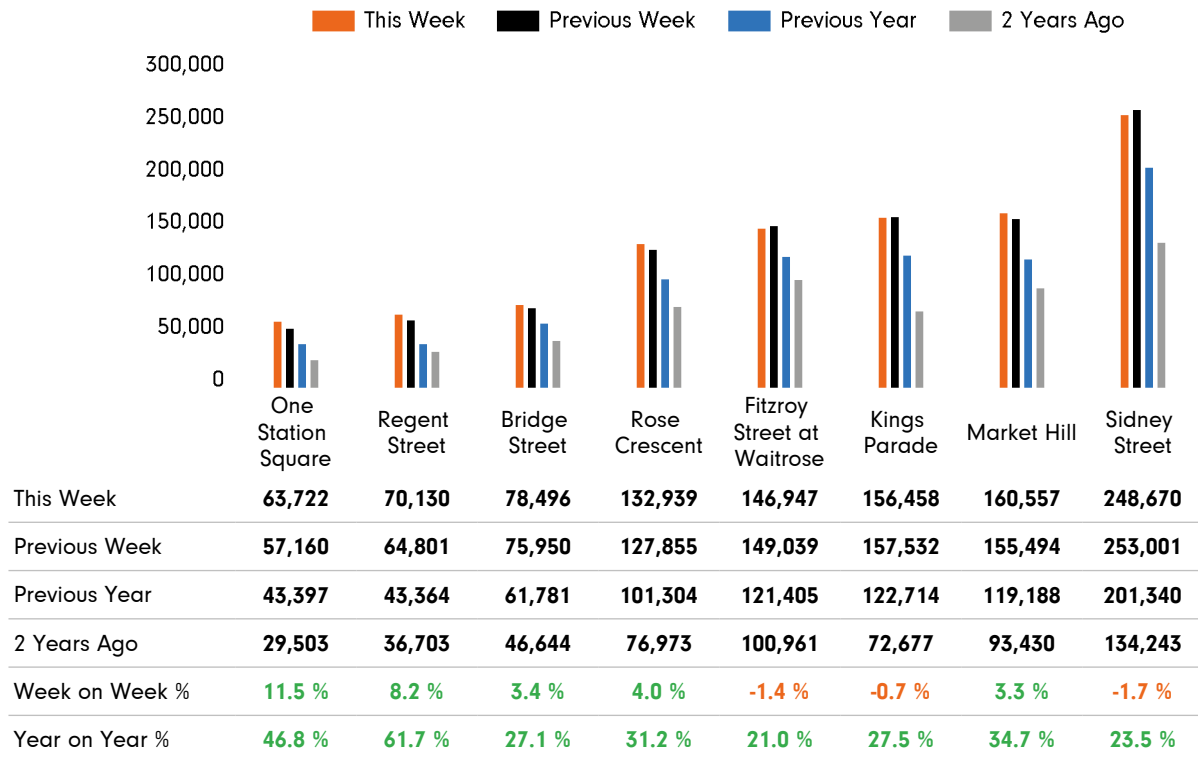
## Footfall by hour



## Footfall by week



## Footfall by location



## Footfall by location



Sidney Street, 23.5 %
Market Hill, 15.2 %
Kings Parade, 14.8 %
Fitzroy Street at Waitrose, 13.9 %
Rose Crescent, 12.6 %
Bridge Street, 7.4 %
Regent Street, 6.6 %
One Station Square, 6.0 %

### Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week 1, 2022 to Week 31, 2022 Vs Week 1, 2021 to Week 31, 2021

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 31, 2022 Vs Week 31, 2021

Week on Week % Change is the % change in footfall for this week from the previous week. Week 31 2022 Vs Week 30 2022

# 2019 Comparison for: Cambridge BID

## 2019 comparison for Cambridge BID

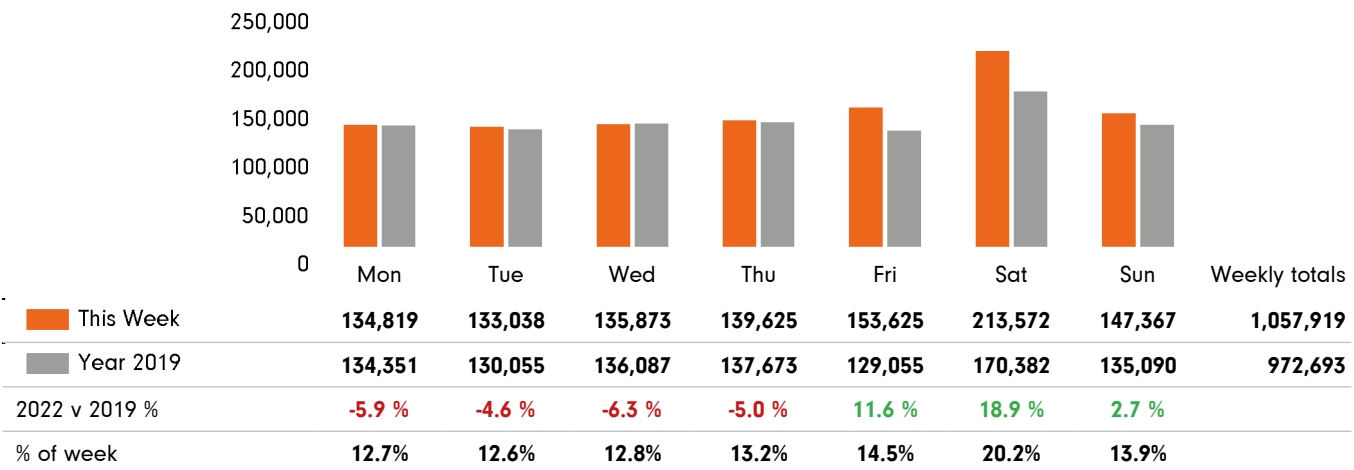
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section **below** and shows your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

### Headlines








	Year to date %	Year on year %
	2022 Vs 2019	2022 Vs 2019
Cambridge BID	<b>-7.2 %</b>	<b>2.2 %</b>
East	<b>-14.1 %</b>	<b>-6.8 %</b>
High Street Index - BDSU(BDSU - Multifunctional)	<b>-18.6 %</b>	<b>-14.3 %</b>
UK	<b>-18.8 %</b>	<b>-12.9 %</b>

Cambridge BID is compared to the high street index.

### Footfall by day



## Footfall by location

	This week	2019	2022 - 2019 %	<span style="color: orange;">■</span> This week <span style="color: gray;">■</span> Year 2019
Bridge Street	78,496	90,092	-12.9 %	
Fitzroy Street at Waitrose	146,947	150,090	-2.1 %	
Kings Parade	156,458	130,693	19.7 %	
Market Hill	160,557	153,278	4.7 %	
One Station Square	63,722			
Regent Street	70,130	79,688	-12.0 %	
Rose Crescent	132,939	114,189	16.4 %	
Sidney Street	248,670	254,663	-2.4 %	