

# Footfall Report for: Cambridge BID

## Weekly Footfall Counts

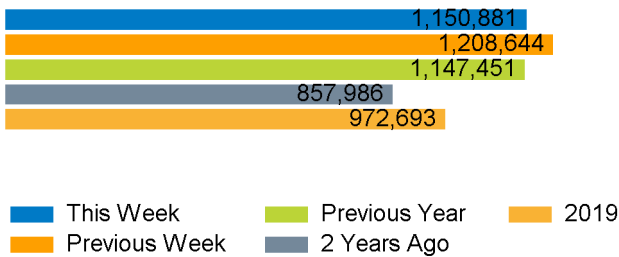
	Year to date %		Year on year %		Week on week %	
	2023	2022	2023	2022	2023	2022
Cambridge BID	8.0%	54.9%	0.3%	29.9%	-4.8%	1.6%
East	6.0%	47.7%	-4.7%	18.8%	-4.7%	1.0%
High Street Index - BDSU (BDSU - Multifunctional)	4.1%	52.2%	-2.1%	20.7%	-3.3%	-0.9%
UK	5.4%	53.8%	-3.9%	23.1%	-1.8%	2.2%

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 54,350,202 which is 8.6% up on the previous year.
- The total number of visitors for the year to date is 33,059,039 which is 8% up on the previous year.
- The total number of visitors to Cambridge BID in week commencing 31 July 2023 was 1,150,881.
- The busiest day in week commencing 31 July 2023 was Sunday with 187,889 visitors.
- The peak hour of the week was 14:00 on Sunday 6 August 2023 with footfall of 22,497.

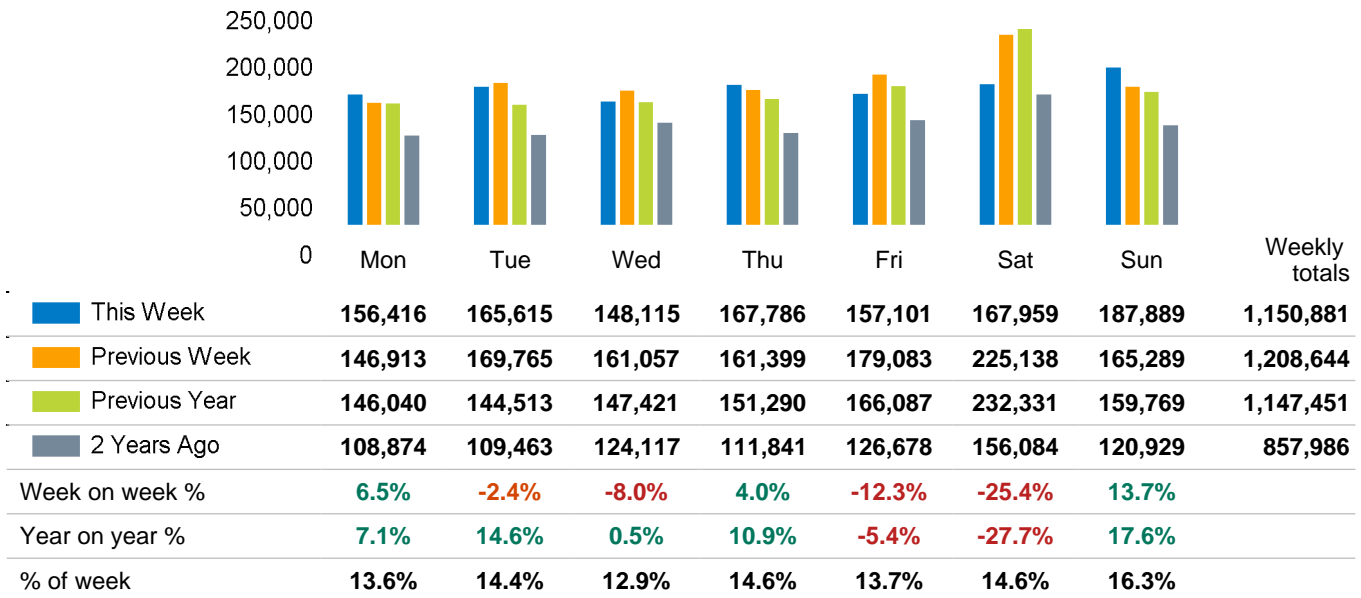
## Footfall Counts by week



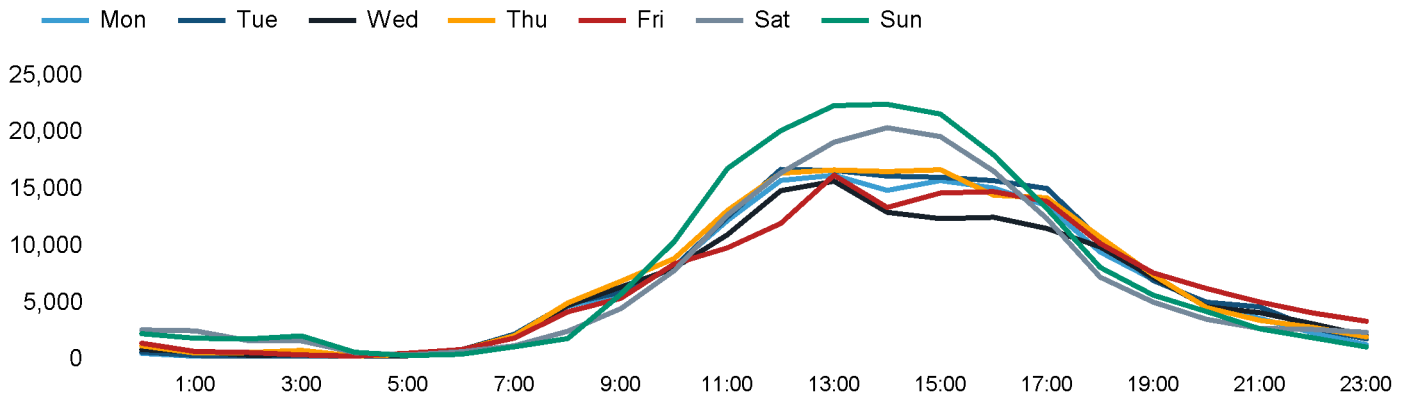
## Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	22°	22°	22°	22°	22°	19°	19°
Previous week	24°	20°	23°	24°	24°	24°	24°
Previous year	26°	29°	28°	24°	23°	24°	27°

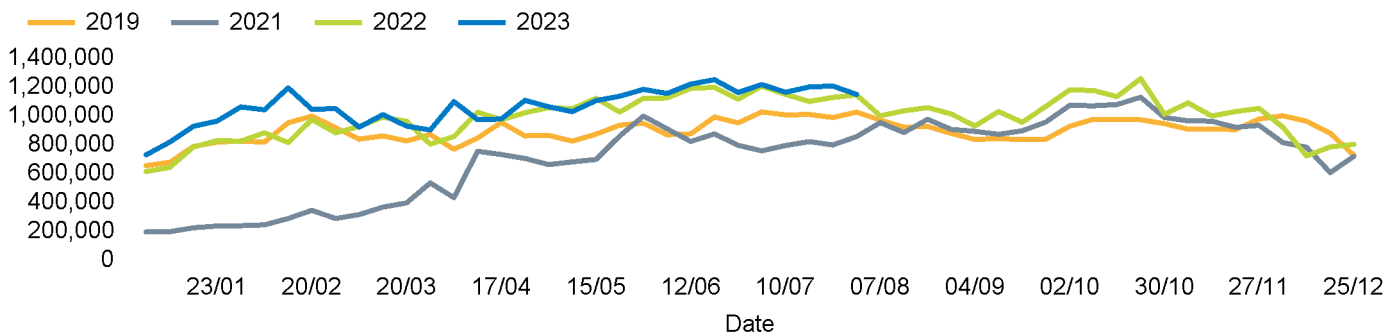
## Footfall Counts by day






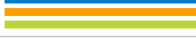







## Footfall Counts by hour



## 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	75,693	6.6%	80,454	78,496	-5.9%	-3.6%	
Burleigh Street	52,775	4.6%	55,696	58,338	-5.2%	-9.5%	
Fitzroy Street at Waitrose	135,287	11.8%	141,775	146,947	-4.6%	-7.9%	
Kings Parade	177,837	15.5%	187,662	156,458	-5.2%	13.7%	
Market Hill	158,689	13.8%	167,373	160,557	-5.2%	-1.2%	
One Station Square	46,210	4.0%	49,538	63,722	-6.7%	-27.5%	
Regent Street	73,215	6.4%	78,237	70,130	-6.4%	4.4%	
Rose Crescent	121,223	10.5%	131,294	132,939	-7.7%	-8.8%	
Sidney Street	254,517	22.1%	256,267	248,670	-0.7%	2.4%	
Silver Street	55,435	4.8%	60,348	31,194	-8.1%	77.7%	

## Reporting dates

This week - 31 July 2023 - 06 August 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 31, 2023 Vs Week 1, 2022 to Week 31, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 31, 2023 Vs Week 31, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 31 2023 Vs Week 30 2023

# 2019 Comparison for: Cambridge BID

## 2019 comparison for Cambridge BID

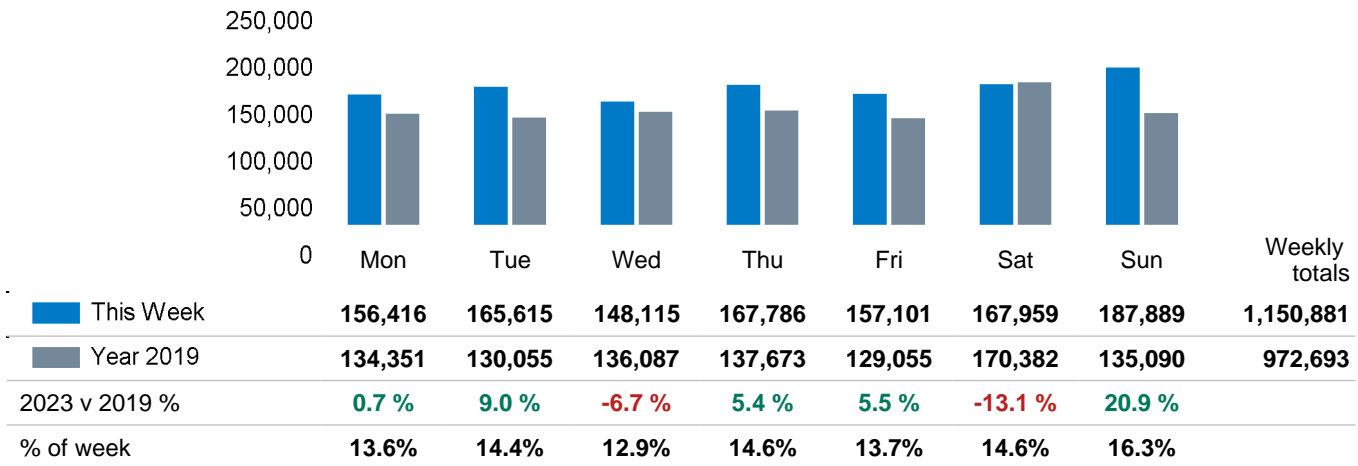
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your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

### Headlines

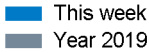









	Year to date % 2023 Vs 2019	Year on year % 2023 Vs 2019
Cambridge BID	<b>0.6 %</b>	<b>2.4 %</b>
East	<b>-7.9 %</b>	<b>-9.2 %</b>
High Street Index - BDSU (BDSU - Multifunctional)	<b>-15.1 %</b>	<b>-15.1 %</b>
UK	<b>-14.4 %</b>	<b>-13.8 %</b>

Cambridge BID is compared to the high street index.

### Footfall Counts by day



## Footfall Counts by location

	This week	2019	2023 - 2019 %	
Bridge Street	75,693	90,092	-16.0 %	
Burleigh Street	52,775			
Fitzroy Street at Waitrose	135,287	150,090	-9.9 %	
Kings Parade	177,837	130,693	36.1 %	
Market Hill	158,689	153,278	3.5 %	
One Station Square	46,210			
Regent Street	73,215	79,688	-8.1 %	
Rose Crescent	121,223	114,189	6.2 %	
Sidney Street	254,517	254,663	-0.1 %	
Silver Street	55,435			