

# Footfall Report for: Cambridge BID

## Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2022	2021	2022	2021	2022	2021
Cambridge BID	52.6%	22.0%	6.2%	59.2%	-12.1%	7.5%
East	45.7%	6.0%	7.3%	29.8%	-7.6%	3.9%
High Street Index - BDSU(BDSU - Multifunctional)	50.3%	1.5%	9.6%	24.2%	-5.4%	4.4%
UK	51.8%	3.7%	11.8%	29.1%	-6.0%	4.5%

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 45,303,114 which is 51.9% up on the previous year.

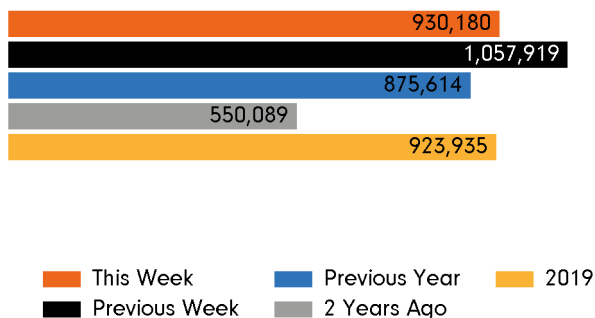
The total number of visitors for the year to date is 28,589,757 which is 52.6% up on the previous year.

The total number of visitors to Cambridge BID in week commencing 8 August 2022 was 930,180.

The busiest day in week commencing 8 August 2022 was Saturday with 166,465 visitors.

The peak hour of the week was 12:00 on Saturday 13 August 2022 with footfall of 15,681.

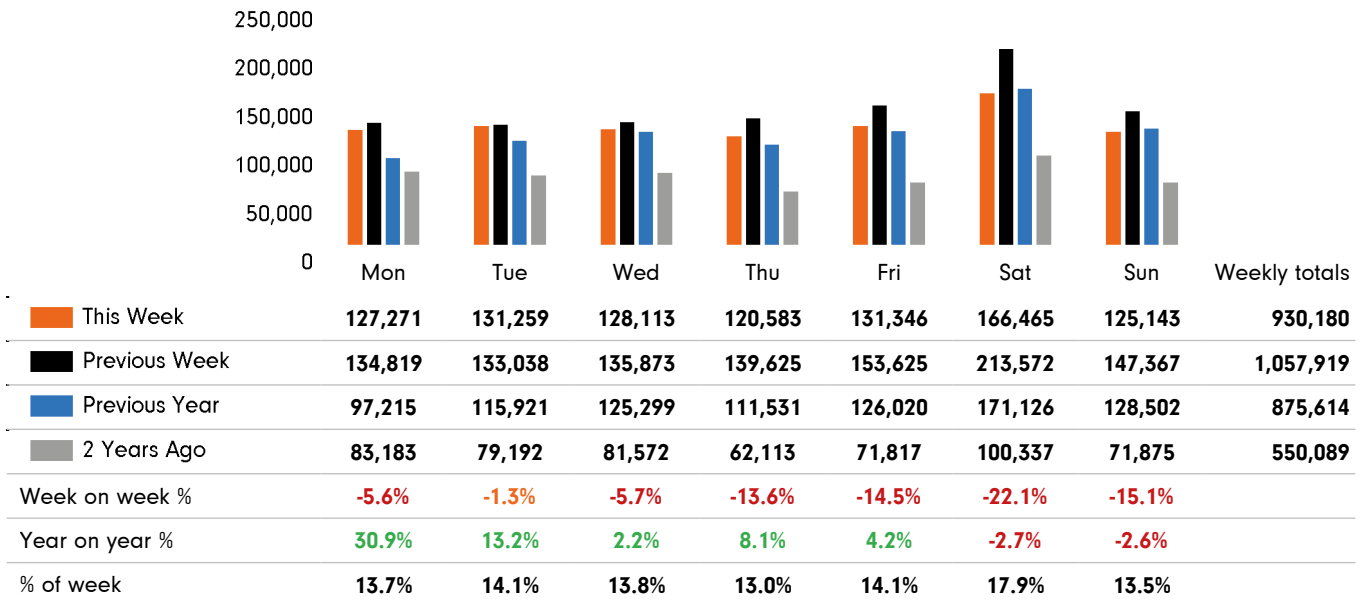
## Footfall by week



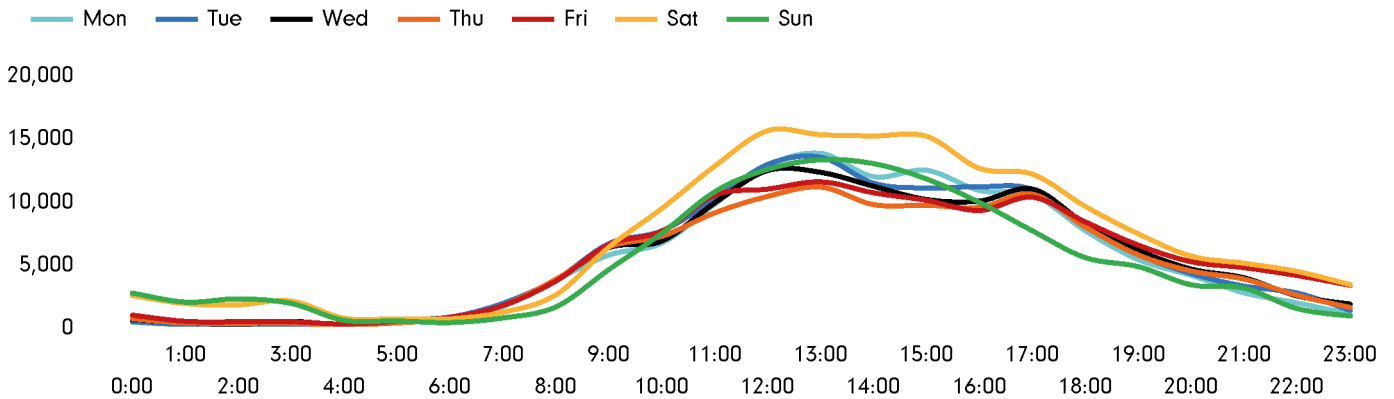
## Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	28°	29°	30°	33°	33°	34°	33°
Previous week	26°	29°	28°	24°	23°	24°	27°
Previous year	22°	23°	24°	23°	22°	23°	23°

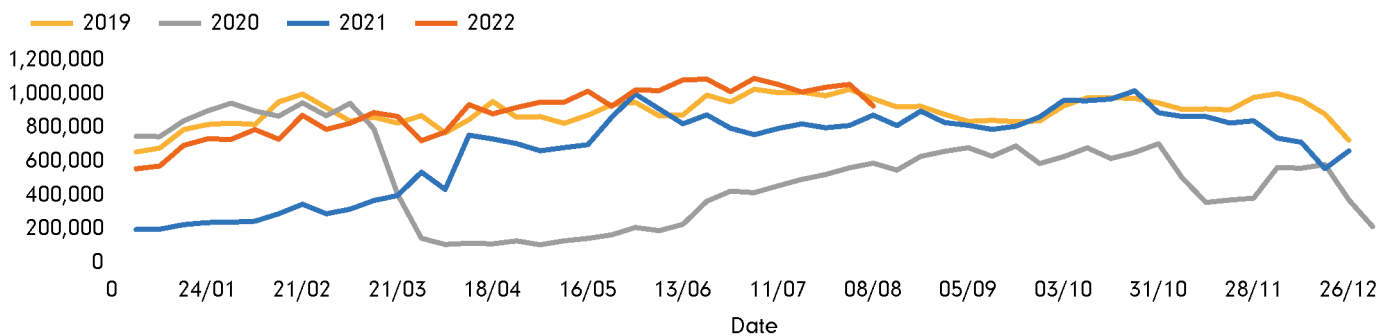
## Footfall by day



## Footfall by hour

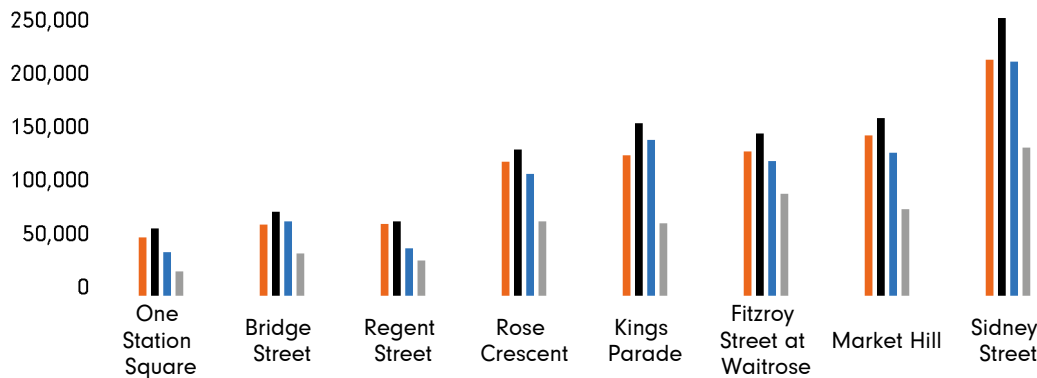


## Footfall by week



## Footfall by location

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



This Week	<b>55,624</b>	<b>67,328</b>	<b>67,602</b>	<b>122,454</b>	<b>128,096</b>	<b>131,512</b>	<b>145,577</b>	<b>211,987</b>
Previous Week	<b>63,722</b>	<b>78,496</b>	<b>70,130</b>	<b>132,939</b>	<b>156,458</b>	<b>146,947</b>	<b>160,557</b>	<b>248,670</b>
Previous Year	<b>43,138</b>	<b>69,764</b>	<b>46,134</b>	<b>111,571</b>	<b>141,376</b>	<b>122,991</b>	<b>130,162</b>	<b>210,478</b>
2 Years Ago	<b>25,900</b>	<b>41,753</b>	<b>35,369</b>	<b>69,713</b>	<b>68,327</b>	<b>93,944</b>	<b>80,527</b>	<b>134,556</b>
Week on Week %	<b>-12.7 %</b>	<b>-14.2 %</b>	<b>-3.6 %</b>	<b>-7.9 %</b>	<b>-18.1 %</b>	<b>-10.5 %</b>	<b>-9.3 %</b>	<b>-14.8 %</b>
Year on Year %	<b>28.9 %</b>	<b>-3.5 %</b>	<b>46.5 %</b>	<b>9.8 %</b>	<b>-9.4 %</b>	<b>6.9 %</b>	<b>11.8 %</b>	<b>0.7 %</b>

## Footfall by location



■ Sidney Street, 22.8 %  
■ Market Hill, 15.7 %  
■ Fitzroy Street at Waitrose, 14.1 %  
■ Kings Parade, 13.8 %  
■ Rose Crescent, 13.2 %  
■ Regent Street, 7.3 %  
■ Bridge Street, 7.2 %  
■ 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 32, 2022 Vs Week 1, 2021 to Week 32, 2021

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 32, 2022 Vs Week 32, 2021

Week on Week % Change is the % change in footfall for this week from the previous week. Week 32 2022 Vs Week 31 2022

# 2019 Comparison for: Cambridge BID

## 2019 comparison for Cambridge BID

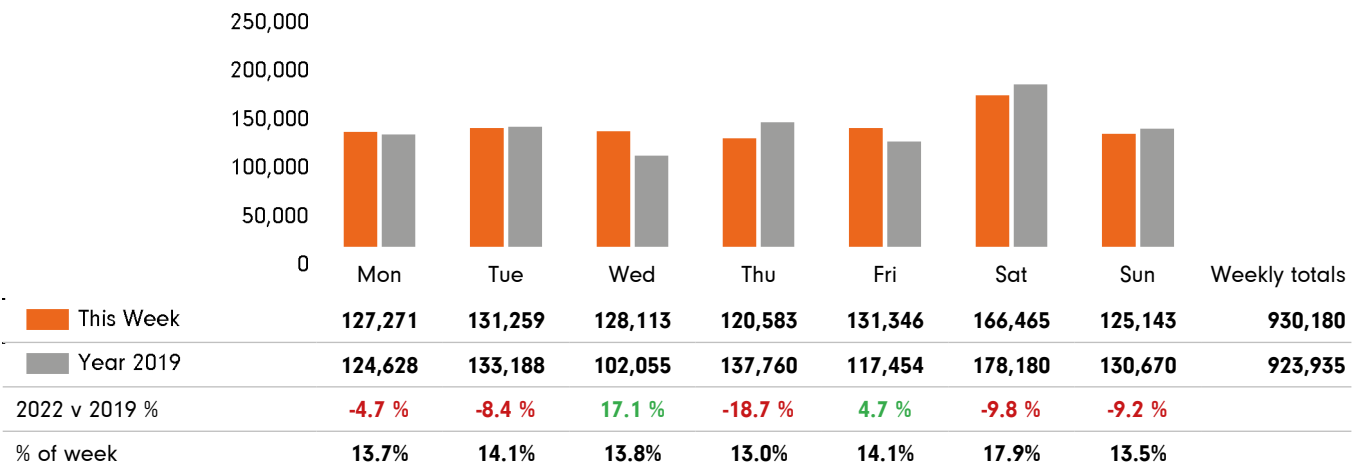
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section **below** and shows your 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>-5.3 %</b>
East	<b>-13.9 %</b>	<b>-7.1 %</b>
High Street Index - BDSU(BDSU - Multifunctional)	<b>-18.5 %</b>	<b>-15.5 %</b>
UK	<b>-18.7 %</b>	<b>-14.2 %</b>

Cambridge BID is compared to the high street index.

### Footfall by day



## Footfall by location

	This week	2019	2022 - 2019 %	 This week  Year 2019
Bridge Street	67,328	89,829	-25.0 %	
Fitzroy Street at Waitrose	131,512	142,286	-7.6 %	
Kings Parade	128,096	119,354	7.3 %	
Market Hill	145,577	144,600	0.7 %	
One Station Square	55,624			
Regent Street	67,602	79,832	-15.3 %	
Rose Crescent	122,454	108,757	12.6 %	
Sidney Street	211,987	239,277	-11.4 %	