

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%	52.3%	18.5%	4.9%	3.2%	-12.6%
East	6.1%	45.7%	8.7%	7.3%	5.1%	-7.6%
High Street Index - BDSU (BDSU - Multifunctional)	4.1%	50.3%	5.6%	9.6%	1.2%	-5.4%
UK	5.3%	51.8%	4.6%	11.8%	2.2%	-6.0%

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 54,535,855 which is 8.9% up on the previous year.
- The total number of visitors for the year to date is 34,247,315 which is 8.3% up on the previous year.
- The total number of visitors to Cambridge BID in week commencing 7 August 2023 was 1,188,276.
- The busiest day in week commencing 7 August 2023 was Saturday with 207,191 visitors.
- The peak hour of the week was 15:00 on Saturday 12 August 2023 with footfall of 23,071.

Footfall Counts by week

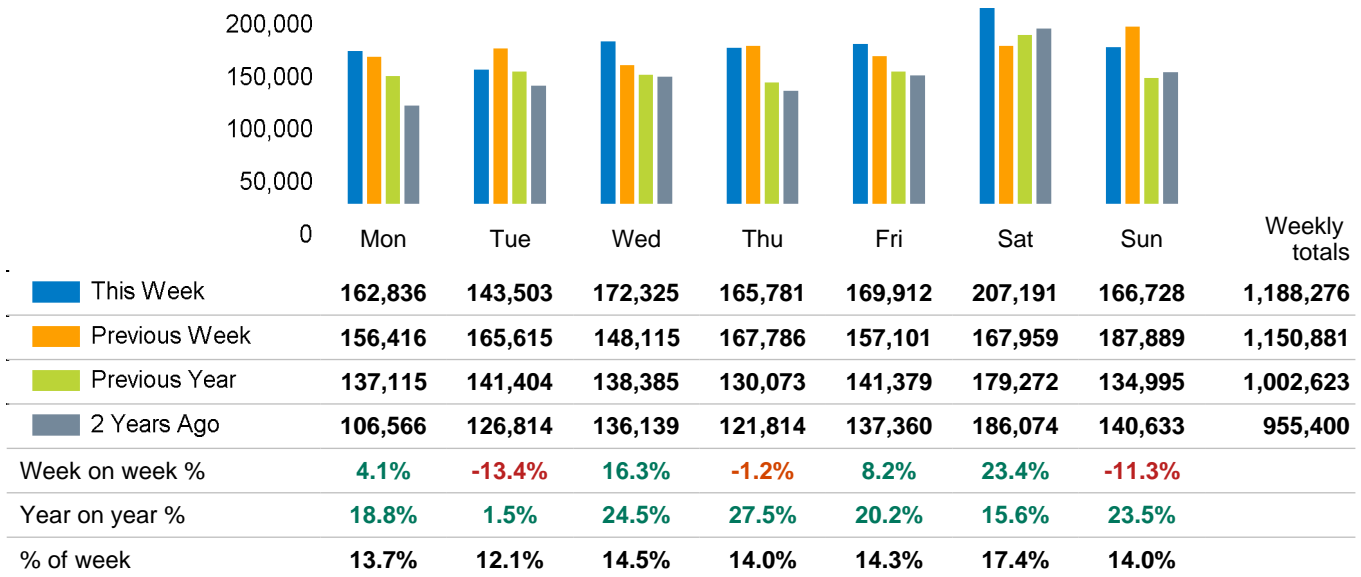


■ This Week ■ Previous Year ■ 2019
■ Previous Week ■ 2 Years Ago

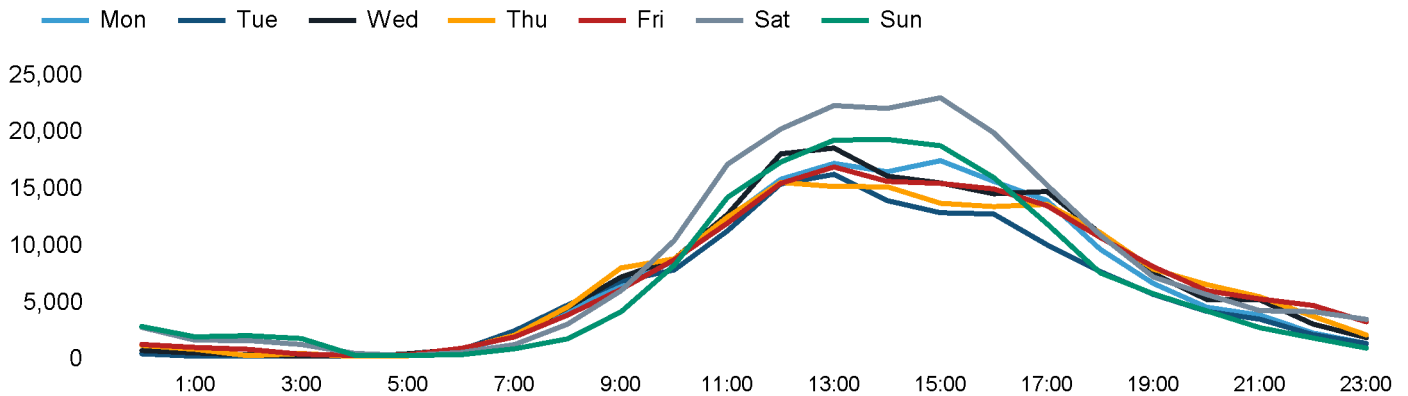
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	21°	21°	25°	28°	28°	26°	23°
Previous week	22°	22°	22°	22°	22°	19°	19°
Previous year	28°	29°	30°	33°	33°	34°	33°

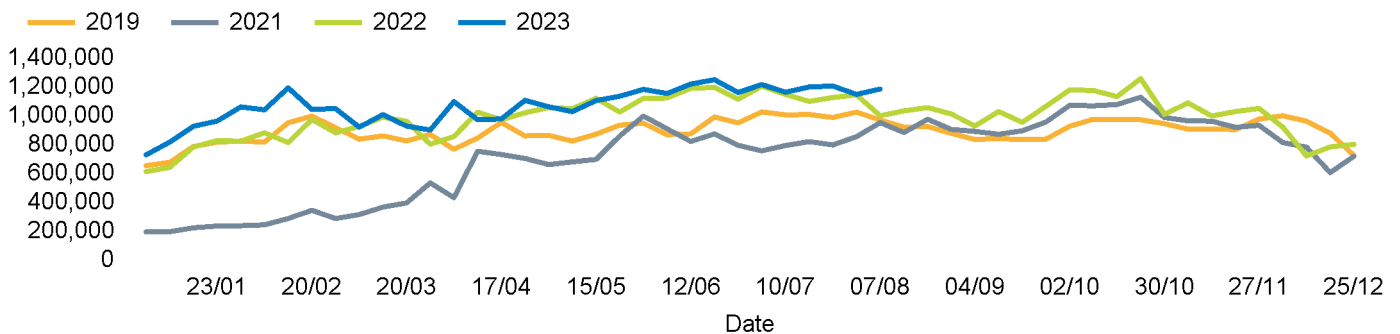
Footfall Counts by day



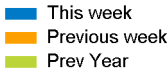










Footfall Counts by hour



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	82,369	6.9%	75,693	67,328	8.8%	22.3%	
Burleigh Street	52,992	4.5%	52,775	51,421	0.4%	3.1%	
Fitzroy Street at Waitrose	136,550	11.5%	135,287	131,512	0.9%	3.8%	
Kings Parade	189,226	15.9%	177,837	128,096	6.4%	47.7%	
Market Hill	170,114	14.3%	158,689	145,577	7.2%	16.9%	
One Station Square	50,356	4.2%	46,210	55,624	9.0%	-9.5%	
Regent Street	75,437	6.3%	73,215	67,602	3.0%	11.6%	
Rose Crescent	131,280	11.0%	121,223	122,454	8.3%	7.2%	
Sidney Street	245,298	20.6%	254,517	211,987	-3.6%	15.7%	
Silver Street	54,654	4.6%	55,435	21,022	-1.4%	160.0%	

Reporting dates

This week - 07 August 2023 - 13 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 32, 2023 Vs Week 1, 2022 to Week 32, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 32, 2023 Vs Week 32, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 32 2023 Vs Week 31 2023

2019 Comparison for: Cambridge BID

2019 comparison for Cambridge BID

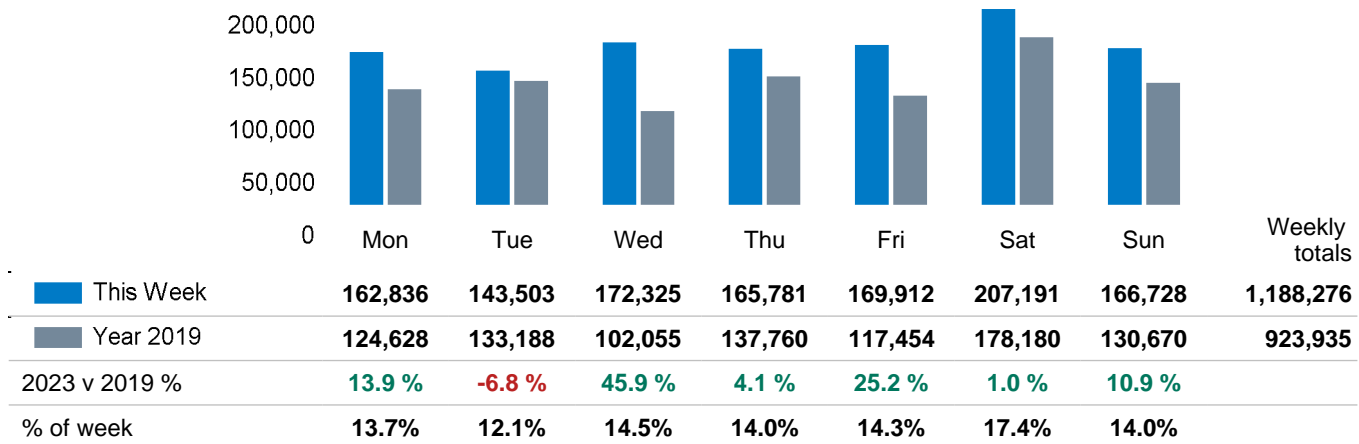
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your 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	1.0 %	11.5 %
East	-7.6 %	0.6 %
High Street Index - BDSU (BDSU - Multifunctional)	-15.0 %	-11.2 %
UK	-14.3 %	-10.1 %

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	82,369	89,829	-8.3 %	
Burleigh Street	52,992			
Fitzroy Street at Waitrose	136,550	142,286	-4.0 %	
Kings Parade	189,226	119,354	58.5 %	
Market Hill	170,114	144,600	17.6 %	
One Station Square	50,356			
Regent Street	75,437	79,832	-5.5 %	
Rose Crescent	131,280	108,757	20.7 %	
Sidney Street	245,298	239,277	2.5 %	
Silver Street	54,654			