

# 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	8.4%	50.7%	9.0%	17.0%	-4.9%	3.4%
East	6.1%	44.4%	4.5%	15.5%	-3.1%	0.5%
High Street Index - BDSU (BDSU - Multifunctional)	4.1%	48.8%	3.3%	13.3%	-1.6%	0.3%
UK	5.3%	50.0%	3.9%	12.9%	-1.9%	-1.6%

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 54,629,052 which is 8.7% up on the previous year.
- The total number of visitors for the year to date is 35,377,313 which is 8.4% up on the previous year.
- The total number of visitors to Cambridge BID in week commencing 14 August 2023 was 1,129,998.
- The busiest day in week commencing 14 August 2023 was Saturday with 211,064 visitors.
- The peak hour of the week was 14:00 on Saturday 19 August 2023 with footfall of 23,816.

## Footfall Counts by week

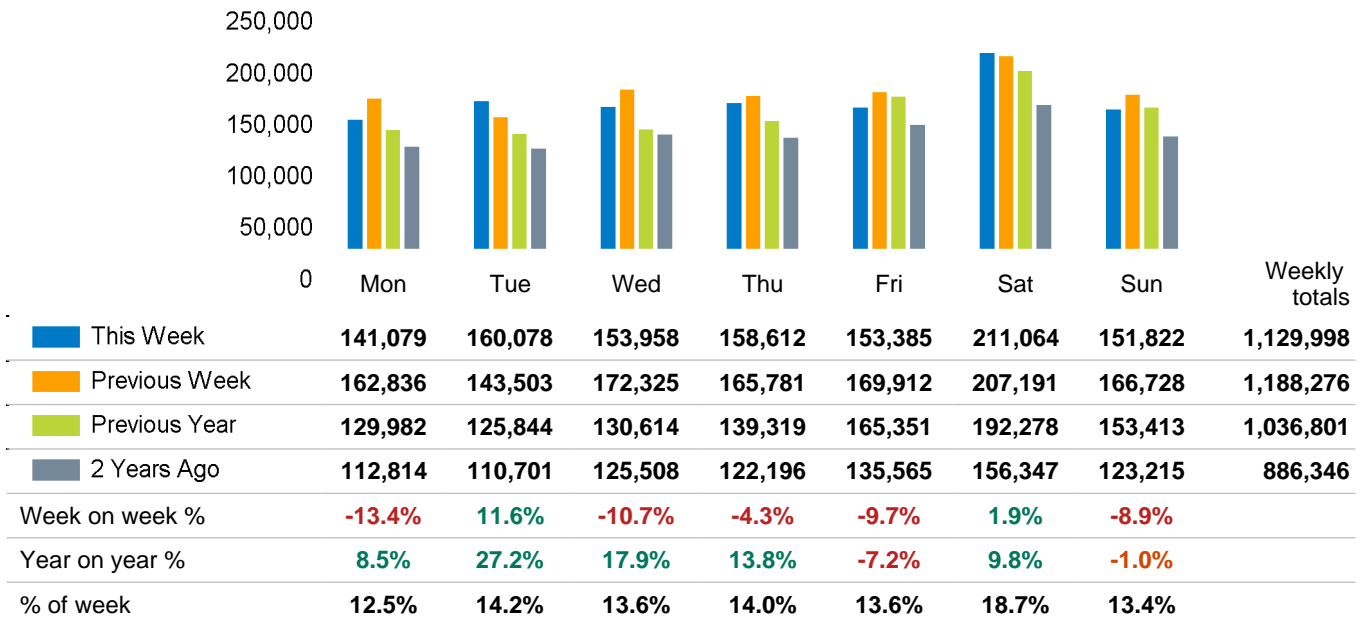


■ This Week     ■ Previous Year     ■ 2019  
■ Previous Week     ■ 2 Years Ago

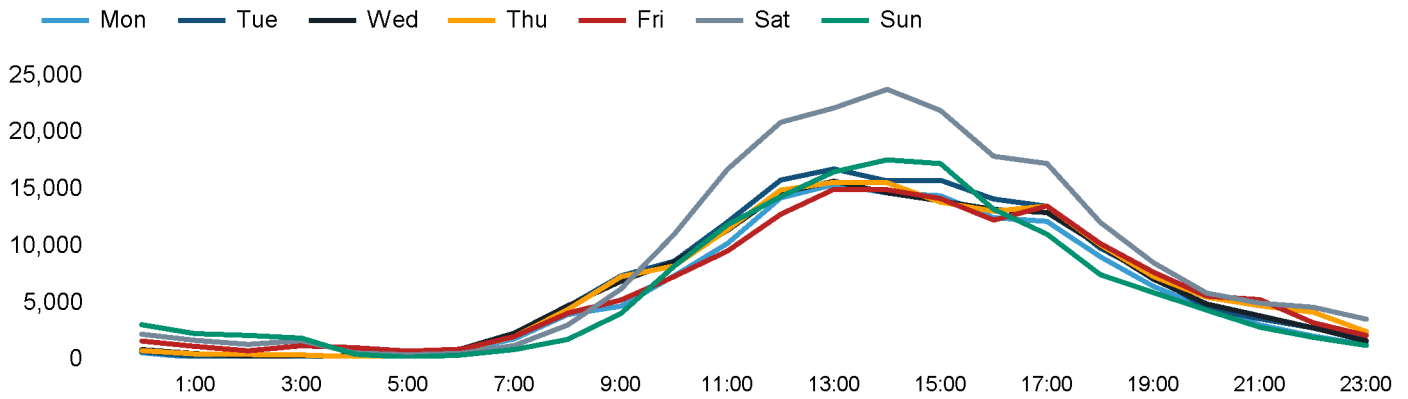
## Weather

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

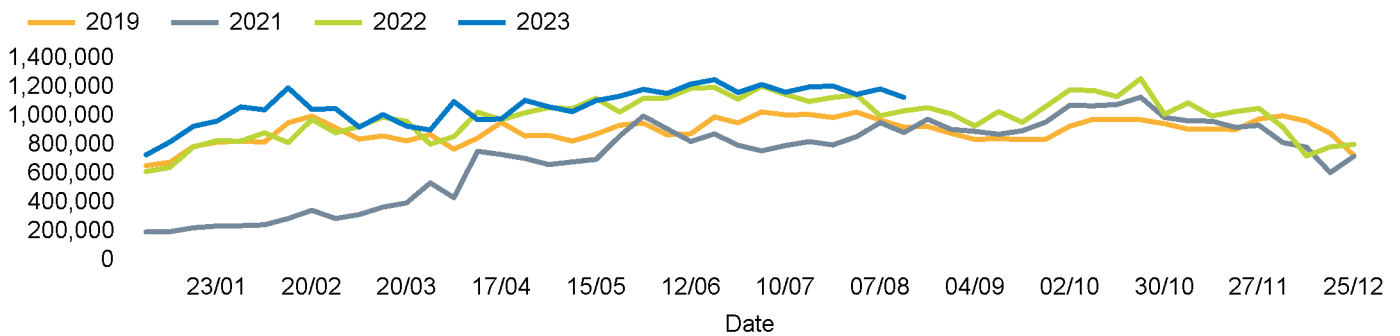
## Footfall Counts by day














## 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	76,715	6.8%	82,369	67,945	-6.9%	12.9%	
Burleigh Street	52,013	4.6%	52,992	51,518	-1.8%	1.0%	
Fitzroy Street at Waitrose	132,268	11.7%	136,550	134,206	-3.1%	-1.4%	
Kings Parade	175,105	15.5%	189,226	140,120	-7.5%	25.0%	
Market Hill	163,784	14.5%	170,114	142,752	-3.7%	14.7%	
One Station Square	46,801	4.1%	50,356	46,655	-7.1%	0.3%	
Regent Street	72,288	6.4%	75,437	61,551	-4.2%	17.4%	
Rose Crescent	124,587	11.0%	131,280	124,595	-5.1%	0.0%	
Sidney Street	239,868	21.2%	245,298	233,416	-2.2%	2.8%	
Silver Street	46,569	4.1%	54,654	34,043	-14.8%	36.8%	

## Reporting dates

This week - 14 August 2023 - 20 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 33, 2023 Vs Week 1, 2022 to Week 33, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 33, 2023 Vs Week 33, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 33 2023 Vs Week 32 2023

# 2019 Comparison for: Cambridge BID

## 2019 comparison for Cambridge BID

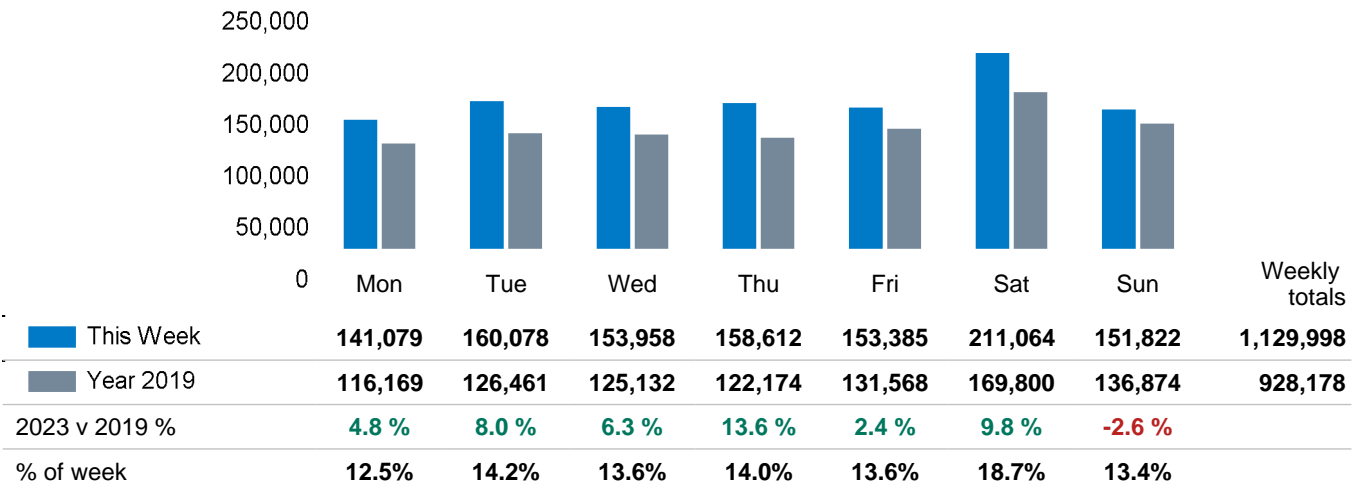
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your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

### Headlines

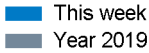









	Year to date % 2023 Vs 2019	Year on year % 2023 Vs 2019
Cambridge BID	<b>1.2 %</b>	<b>6.1 %</b>
East	<b>-7.6 %</b>	<b>-9.0 %</b>
High Street Index - BDSU (BDSU - Multifunctional)	<b>-15.1 %</b>	<b>-16.8 %</b>
UK	<b>-14.3 %</b>	<b>-15.6 %</b>

Cambridge BID is compared to the high street index.

### Footfall Counts by day



## Footfall Counts by location

	This week	2019	2023 - 2019 %	
Bridge Street	76,715	92,211	-16.8 %	
Burleigh Street	52,013			
Fitzroy Street at Waitrose	132,268	144,927	-8.7 %	
Kings Parade	175,105	113,924	53.7 %	
Market Hill	163,784	148,659	10.2 %	
One Station Square	46,801			
Regent Street	72,288	82,385	-12.3 %	
Rose Crescent	124,587	115,836	7.6 %	
Sidney Street	239,868	230,236	4.2 %	
Silver Street	46,569			