

Footfall Report for: Cambridge BID

Weekly Footfall Counts

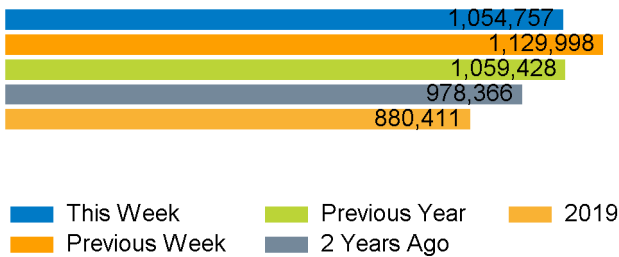
	Year to date %		Year on year %		Week on week %	
	2023	2022	2023	2022	2023	2022
Cambridge BID	8.1%	48.7%	-0.4%	8.3%	-6.7%	2.2%
East	5.9%	42.8%	0.9%	8.3%	0.1%	3.5%
High Street Index - BDSU (BDSU - Multifunctional)	4.0%	47.0%	0.5%	7.5%	0.7%	3.6%
UK	5.1%	48.1%	0.6%	8.0%	0.5%	3.5%

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 54,624,381 which is 8.6% up on the previous year.
- The total number of visitors for the year to date is 36,432,070 which is 8.1% up on the previous year.
- The total number of visitors to Cambridge BID in week commencing 21 August 2023 was 1,054,757.
- The busiest day in week commencing 21 August 2023 was Saturday with 183,867 visitors.
- The peak hour of the week was 14:00 on Saturday 26 August 2023 with footfall of 21,308.

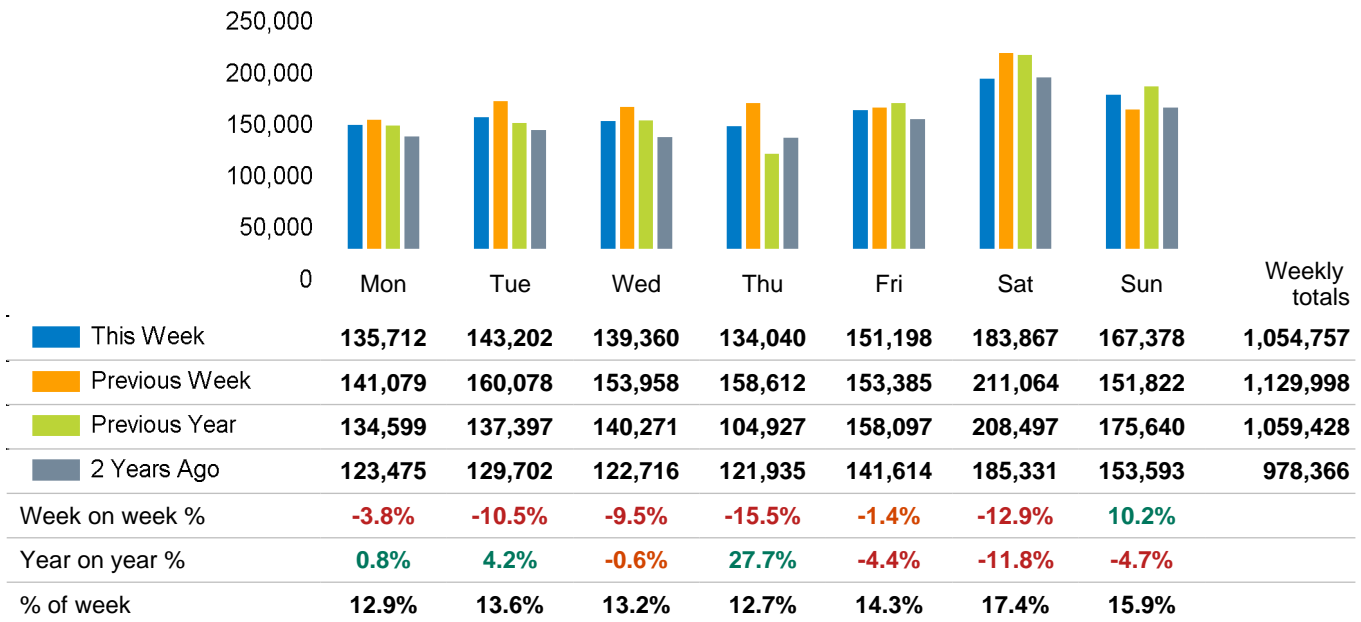
Footfall Counts by week



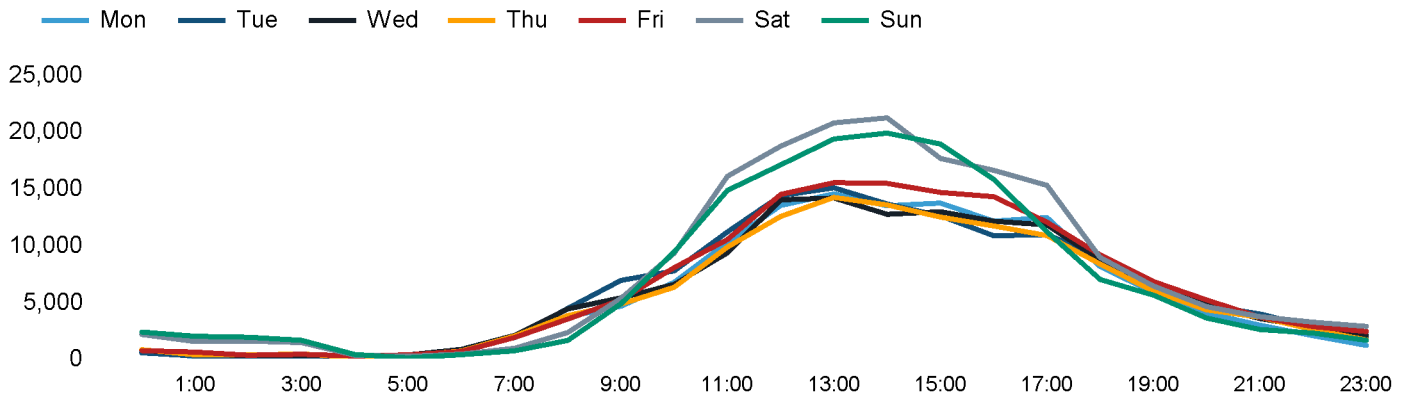
Weather

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

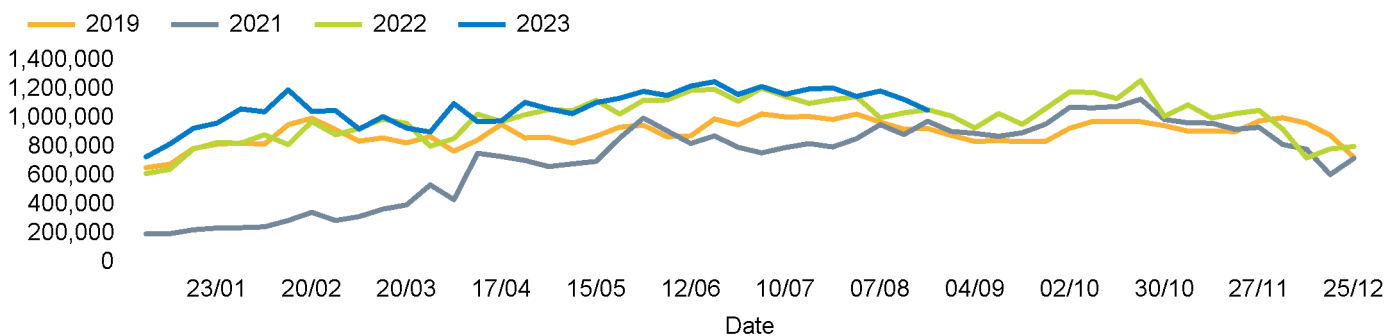
Footfall Counts by day














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	71,408	6.8%	76,715	67,302	-6.9%	6.1%	
Burleigh Street	51,828	4.9%	52,013	52,072	-0.4%	-0.5%	
Fitzroy Street at Waitrose	133,401	12.6%	132,268	136,858	0.9%	-2.5%	
Kings Parade	145,441	13.8%	175,105	142,127	-16.9%	2.3%	
Market Hill	152,003	14.4%	163,784	146,288	-7.2%	3.9%	
One Station Square	40,684	3.9%	46,801	57,539	-13.1%	-29.3%	
Regent Street	65,695	6.2%	72,288	59,912	-9.1%	9.7%	
Rose Crescent	120,799	11.5%	124,587	132,910	-3.0%	-9.1%	
Sidney Street	234,967	22.3%	239,868	231,713	-2.0%	1.4%	
Silver Street	38,531	3.7%	46,569	32,707	-17.3%	17.8%	

Reporting dates

This week - 21 August 2023 - 27 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 34, 2023 Vs Week 1, 2022 to Week 34, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 34, 2023 Vs Week 34, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 34 2023 Vs Week 33 2023

2019 Comparison for: Cambridge BID

2019 comparison for Cambridge BID

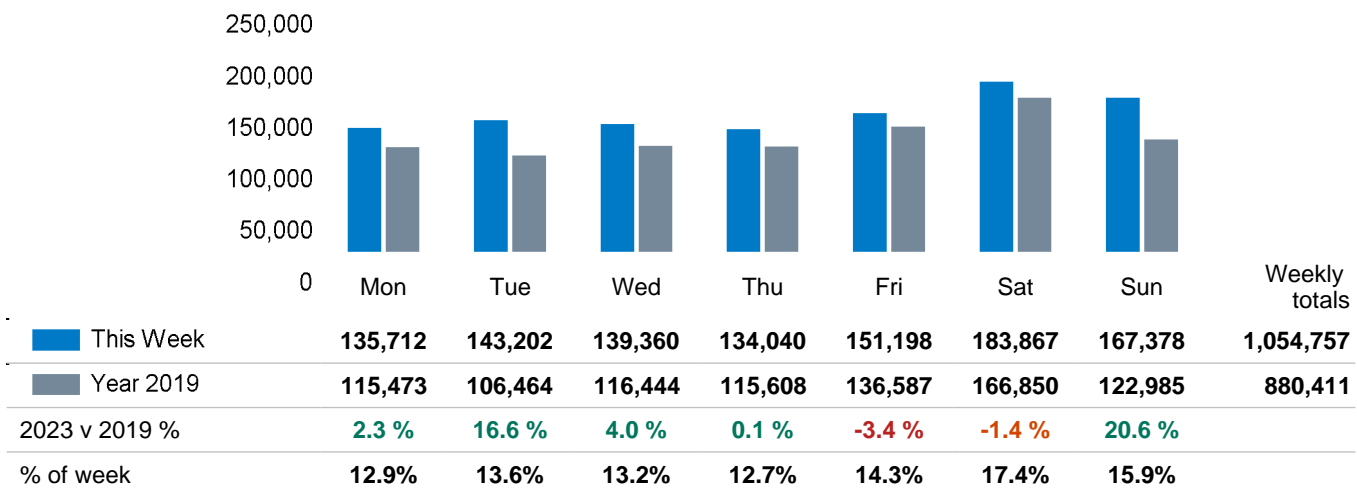
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your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

Headlines

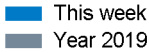






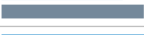


	Year to date % 2023 Vs 2019	Year on year % 2023 Vs 2019
Cambridge BID	1.3 %	4.9 %
East	-7.6 %	-5.4 %
High Street Index - BDSU (BDSU - Multifunctional)	-15.0 %	-13.1 %
UK	-14.3 %	-12.3 %

Cambridge BID is compared to the high street index.

Footfall Counts by day



Footfall Counts by location

	This week	2019	2023 - 2019 %	
Bridge Street	71,408	80,700	-11.5 %	
Burleigh Street	51,828			
Fitzroy Street at Waitrose	133,401	147,933	-9.8 %	
Kings Parade	145,441	92,298	57.6 %	
Market Hill	152,003	143,035	6.3 %	
One Station Square	40,684			
Regent Street	65,695	76,834	-14.5 %	
Rose Crescent	120,799	115,893	4.2 %	
Sidney Street	234,967	223,718	5.0 %	
Silver Street	38,531			