

Footfall Report for: Cambridge BID

Weekly Footfall Counts

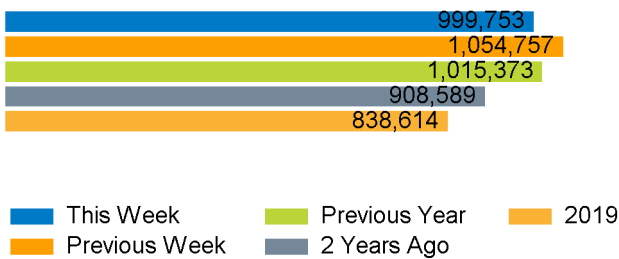
	Year to date %		Year on year %		Week on week %	
	2023	2022	2023	2022	2023	2022
Cambridge BID	7.8%	47.2%	-1.5%	11.8%	-5.2%	-4.2%
East	5.6%	41.6%	-2.9%	15.6%	-2.9%	1.2%
High Street Index - BDSU (BDSU - Multifunctional)	3.9%	45.5%	0.2%	10.6%	-2.6%	-1.3%
UK	5.0%	46.5%	0.5%	10.6%	-2.8%	-2.3%

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 54,608,761 which is 8.3% up on the previous year.
- The total number of visitors for the year to date is 37,431,823 which is 7.8% up on the previous year.
- The total number of visitors to Cambridge BID in week commencing 28 August 2023 was 999,753.
- The busiest day in week commencing 28 August 2023 was Saturday with 186,572 visitors.
- The peak hour of the week was 14:00 on Saturday 2 September 2023 with footfall of 20,431.

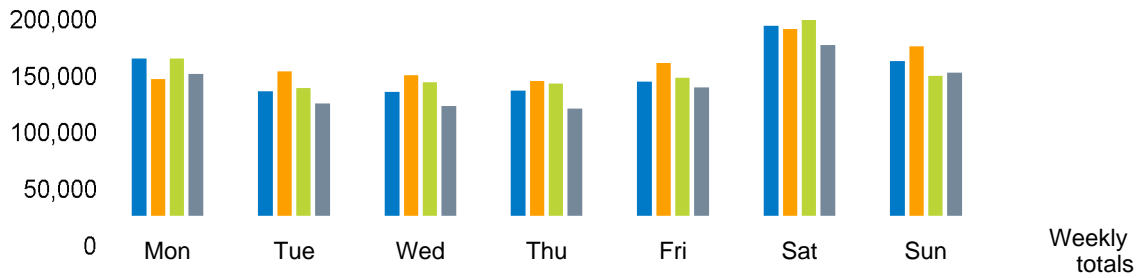
Footfall Counts by week



Weather

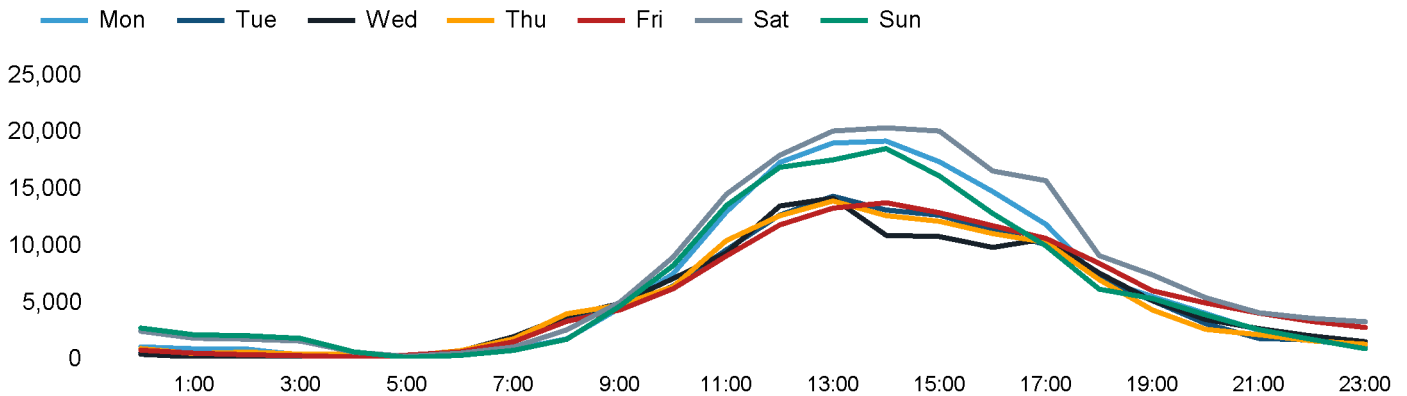
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	21°	21°	21°	20°	22°	23°	25°
Previous week	25°	25°	26°	27°	27°	21°	20°
Previous year	21°	22°	23°	25°	26°	26°	26°

Footfall Counts by day

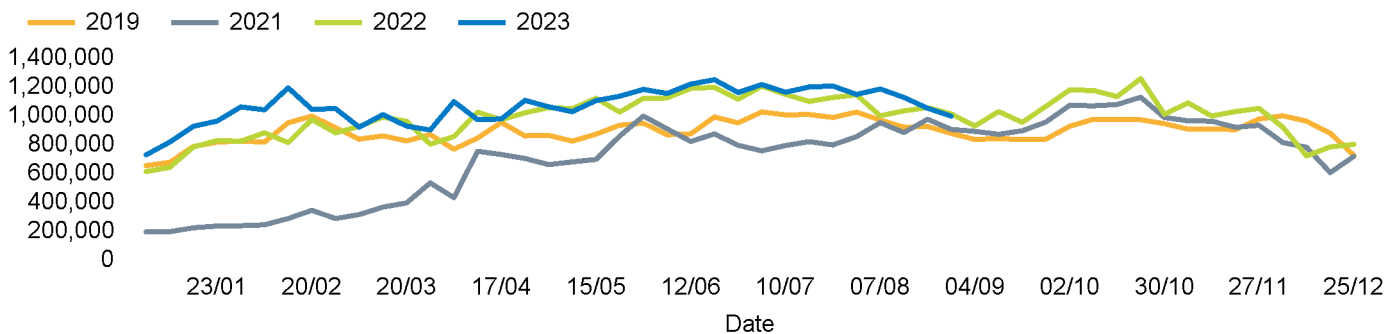


Week on week %	14.3%	-13.5%	-11.5%	-7.0%	-12.0%	1.5%	-8.5%	
Year on year %	-0.2%	-2.6%	-7.3%	-5.0%	-2.9%	-3.1%	10.2%	
% of week	15.5%	12.4%	12.3%	12.5%	13.3%	18.7%	15.3%	

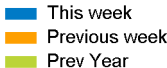
Footfall Counts by hour



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	66,421	6.6%	71,408	61,988	-7.0%	7.2%	
Burleigh Street	54,973	5.5%	51,828	55,746	6.1%	-1.4%	
Fitzroy Street at Waitrose	139,404	13.9%	133,401	141,328	4.5%	-1.4%	
Kings Parade	127,890	12.8%	145,441	118,216	-12.1%	8.2%	
Market Hill	137,673	13.8%	152,003	142,003	-9.4%	-3.0%	
One Station Square	37,558	3.8%	40,684	52,205	-7.7%	-28.1%	
Regent Street	62,345	6.2%	65,695	60,327	-5.1%	3.3%	
Rose Crescent	108,301	10.8%	120,799	124,532	-10.3%	-13.0%	
Sidney Street	234,476	23.5%	234,967	231,029	-0.2%	1.5%	
Silver Street	30,712	3.1%	38,531	27,999	-20.3%	9.7%	

Reporting dates

This week - 28 August 2023 - 03 September 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 35, 2023 Vs Week 1, 2022 to Week 35, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 35, 2023 Vs Week 35, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 35 2023 Vs Week 34 2023

2019 Comparison for: Cambridge BID

2019 comparison for Cambridge BID

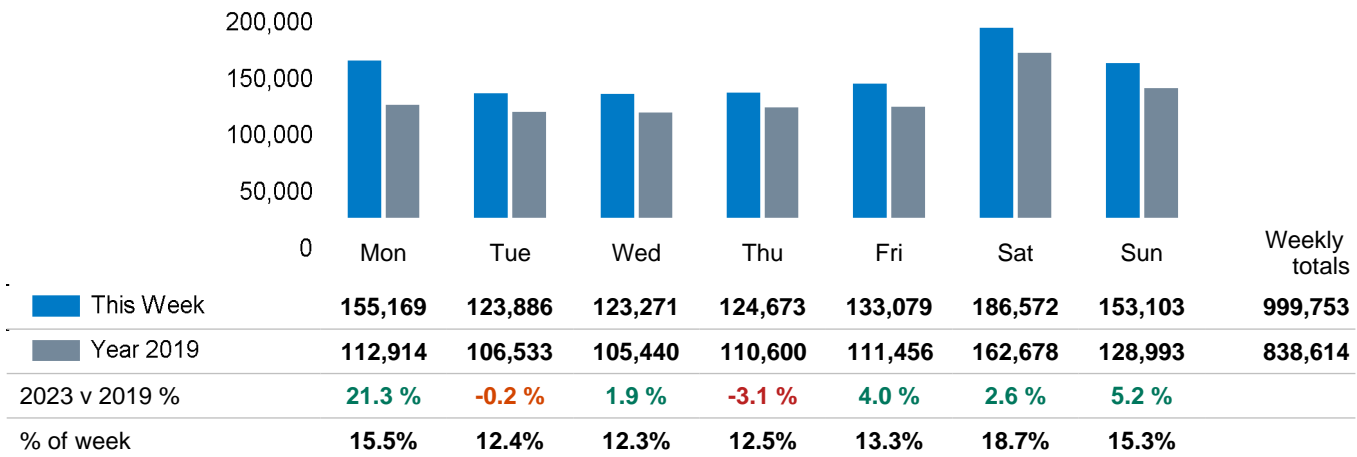
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your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

Headlines

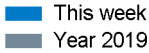









	Year to date % 2023 Vs 2019	Year on year % 2023 Vs 2019
Cambridge BID	1.4 %	4.5 %
East	-7.5 %	-4.7 %
High Street Index - BDSU (BDSU - Multifunctional)	-15.0 %	-13.7 %
UK	-13.9 %	-11.2 %

Cambridge BID is compared to the high street index.

Footfall Counts by day



Footfall Counts by location

	This week	2019	2023 - 2019 %	
Bridge Street	66,421	76,336	-13.0 %	
Burleigh Street	54,973			
Fitzroy Street at Waitrose	139,404	147,195	-5.3 %	
Kings Parade	127,890	84,276	51.8 %	
Market Hill	137,673	137,815	-0.1 %	
One Station Square	37,558			
Regent Street	62,345	77,201	-19.2 %	
Rose Crescent	108,301	99,667	8.7 %	
Sidney Street	234,476	216,124	8.5 %	
Silver Street	30,712			