

Footfall Report for: Cambridge BID

Weekly Footfall Counts

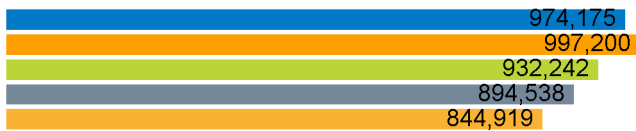
	Year to date %		Year on year %		Week on week %	
	2023	2022	2023	2022	2023	2022
Cambridge BID	7.7%	45.5%	4.5%	4.2%	-2.3%	-8.2%
East	5.6%	40.1%	5.8%	4.4%	-2.4%	-10.1%
High Street Index - BDSU (BDSU - Multifunctional)	3.9%	44.0%	3.9%	5.9%	0.1%	-4.1%
UK	4.9%	44.9%	3.7%	6.8%	-1.8%	-5.1%

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 54,648,141 which is 8.3% up on the previous year.
- The total number of visitors for the year to date is 38,403,445 which is 7.7% up on the previous year.
- The total number of visitors to Cambridge BID in week commencing 4 September 2023 was 974,175.
- The busiest day in week commencing 4 September 2023 was Saturday with 189,272 visitors.
- The peak hour of the week was 14:00 on Saturday 9 September 2023 with footfall of 18,592.

Footfall Counts by week

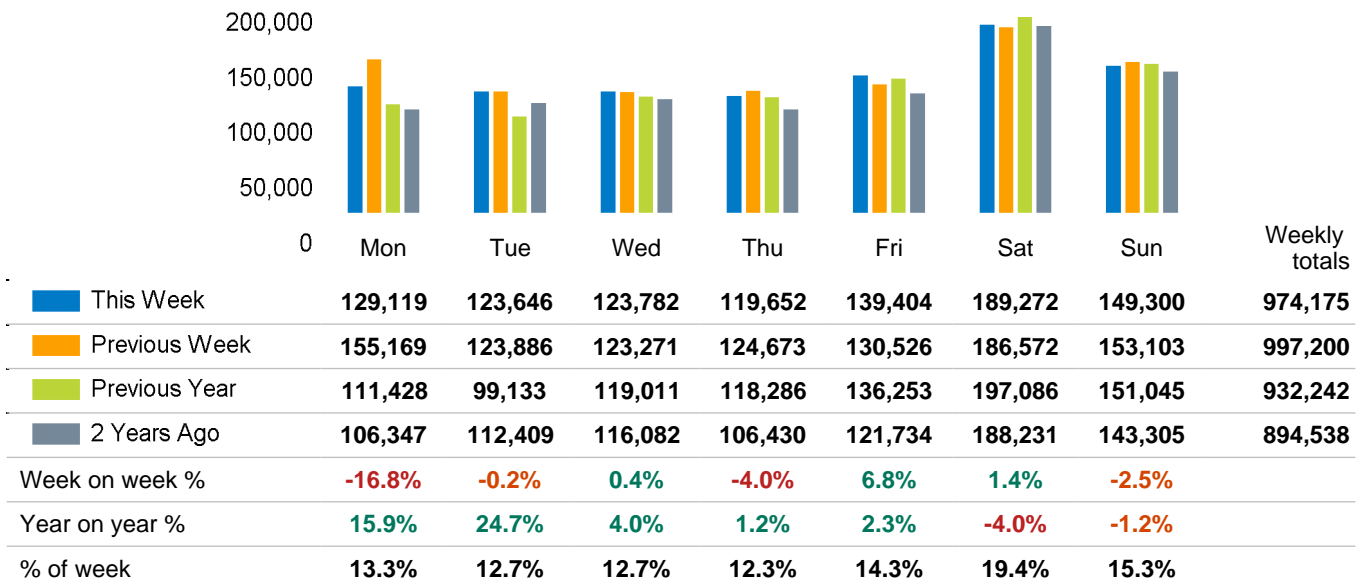


■ This Week ■ Previous Year ■ 2019
■ Previous Week ■ 2 Years Ago

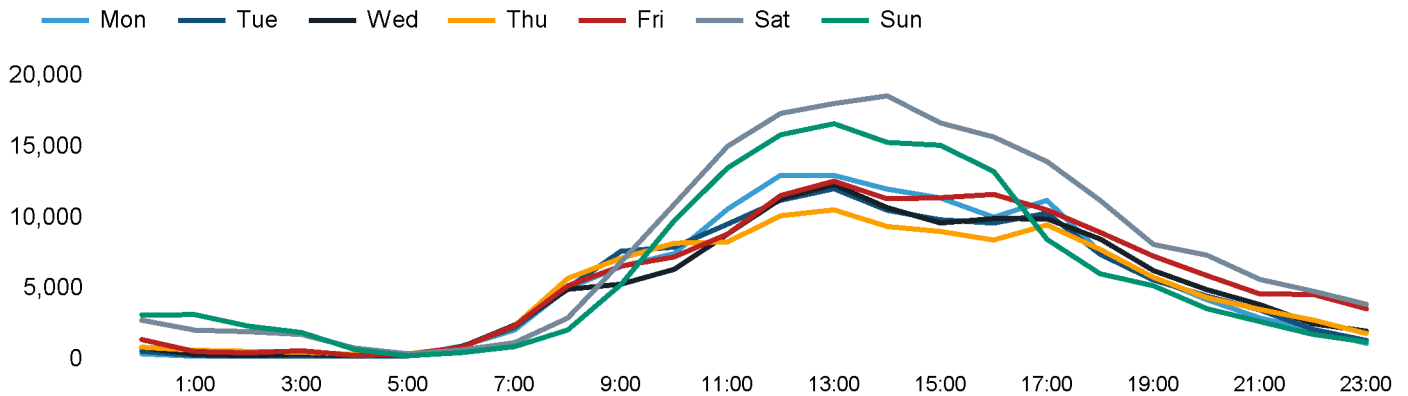
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	28°	30°	30°	31°	31°	33°	33°
Previous week	21°	21°	21°	20°	22°	23°	25°
Previous year	25°	23°	22°	21°	20°	21°	23°

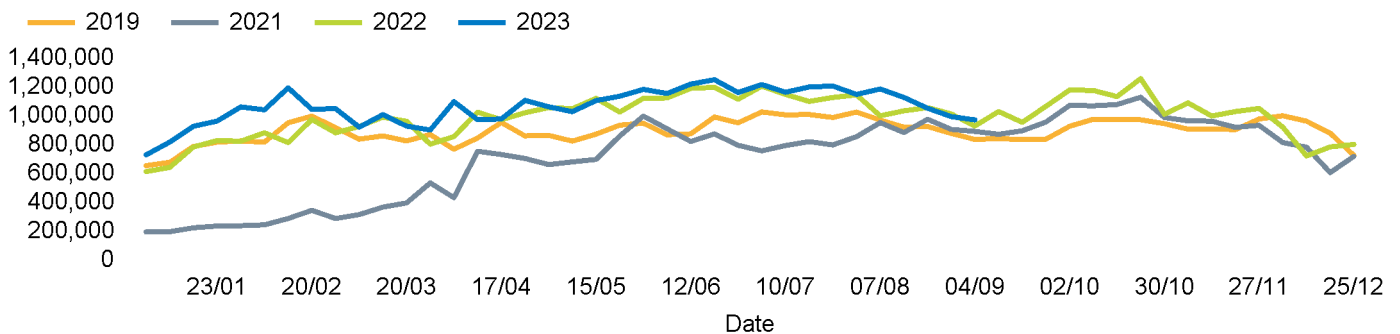
Footfall Counts by day



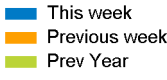










Footfall Counts by hour



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	61,667	6.3%	66,421	56,444	-7.2%	9.3%	
Burleigh Street	58,347	6.0%	54,973	57,772	6.1%	1.0%	
Fitzroy Street at Waitrose	125,951	12.9%	139,404	121,042	-9.7%	4.1%	
Kings Parade	119,909	12.3%	127,890	111,072	-6.2%	8.0%	
Market Hill	139,606	14.3%	137,673	130,035	1.4%	7.4%	
One Station Square	43,988	4.5%	35,005	51,035	25.7%	-13.8%	
Regent Street	71,679	7.4%	62,345	51,824	15.0%	38.3%	
Rose Crescent	114,427	11.7%	108,301	106,668	5.7%	7.3%	
Sidney Street	205,353	21.1%	234,476	216,457	-12.4%	-5.1%	
Silver Street	33,248	3.4%	30,712	29,893	8.3%	11.2%	

Reporting dates

This week - 04 September 2023 - 10 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 36, 2023 Vs Week 1, 2022 to Week 36, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 36, 2023 Vs Week 36, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 36 2023 Vs Week 35 2023

2019 Comparison for: Cambridge BID

2019 comparison for Cambridge BID

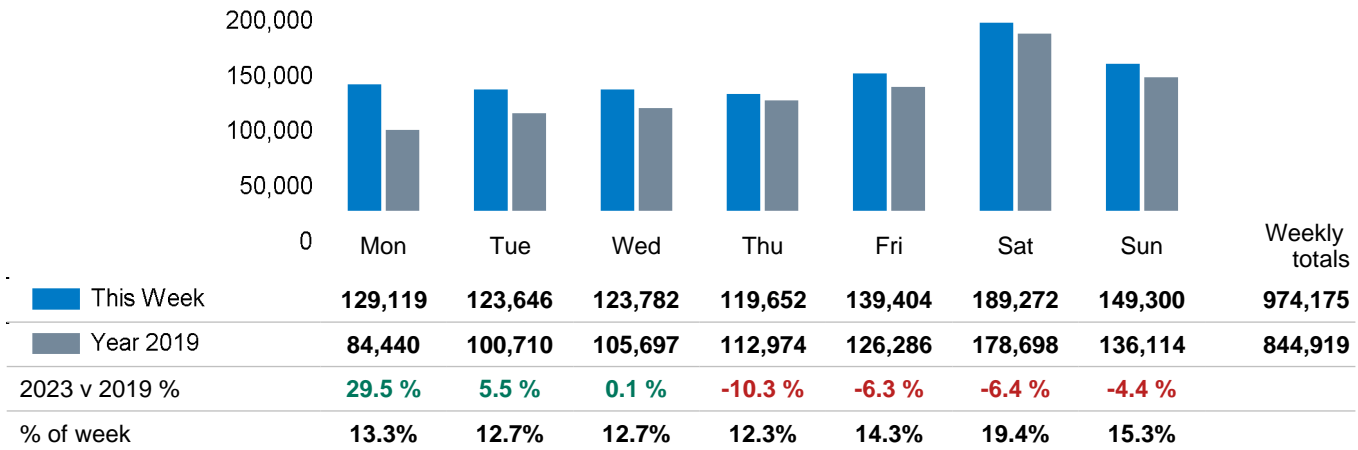
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your 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 %	-0.7 %
East	-7.4 %	-4.7 %
High Street Index - BDSU (BDSU - Multifunctional)	-14.9 %	-14.0 %
UK	-14.2 %	-13.7 %

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	61,667	75,067	-17.9 %	
Burleigh Street	58,347			
Fitzroy Street at Waitrose	125,951	143,769	-12.4 %	
Kings Parade	119,909	92,793	29.2 %	
Market Hill	139,606	143,725	-2.9 %	
One Station Square	43,988			
Regent Street	71,679	79,357	-9.7 %	
Rose Crescent	114,427	105,711	8.2 %	
Sidney Street	205,353	204,497	0.4 %	
Silver Street	33,248			