

# 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	7.4%	44.4%	-2.7%	18.1%	3.1%	10.7%
East	5.5%	39.1%	1.1%	13.7%	0.2%	5.4%
High Street Index - BDSU (BDSU - Multifunctional)	3.7%	42.9%	-2.9%	13.6%	-0.2%	6.8%
UK	4.7%	43.7%	-3.5%	14.1%	-0.8%	6.9%

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 54,620,322 which is 7.9% up on the previous year.

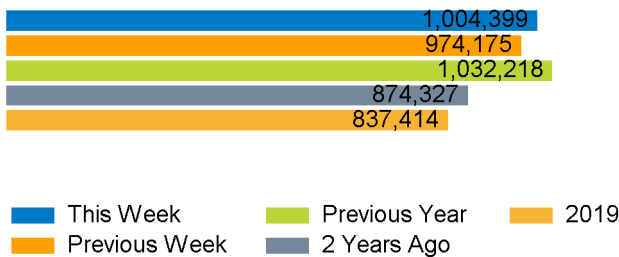
The total number of visitors for the year to date is 39,407,844 which is 7.4% up on the previous year.

The total number of visitors to Cambridge BID in week commencing 11 September 2023 was 1,004,399.

The busiest day in week commencing 11 September 2023 was Saturday with 195,544 visitors.

The peak hour of the week was 14:00 on Saturday 16 September 2023 with footfall of 22,127.

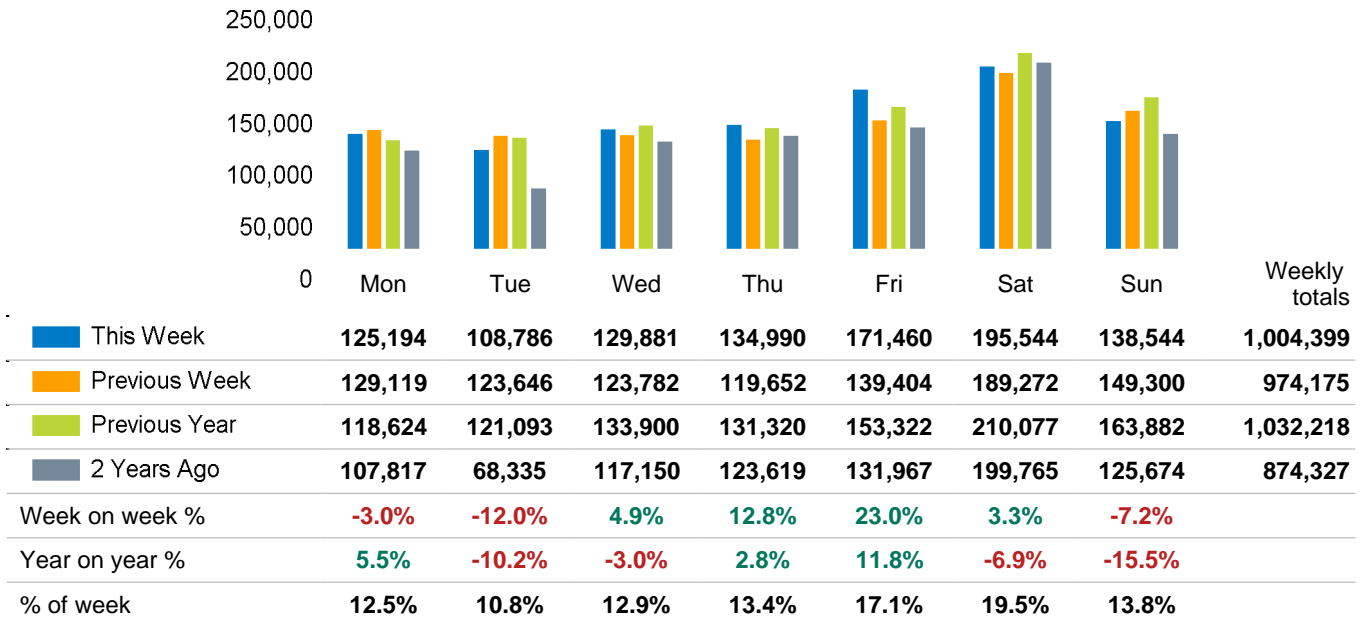
## Footfall Counts by week



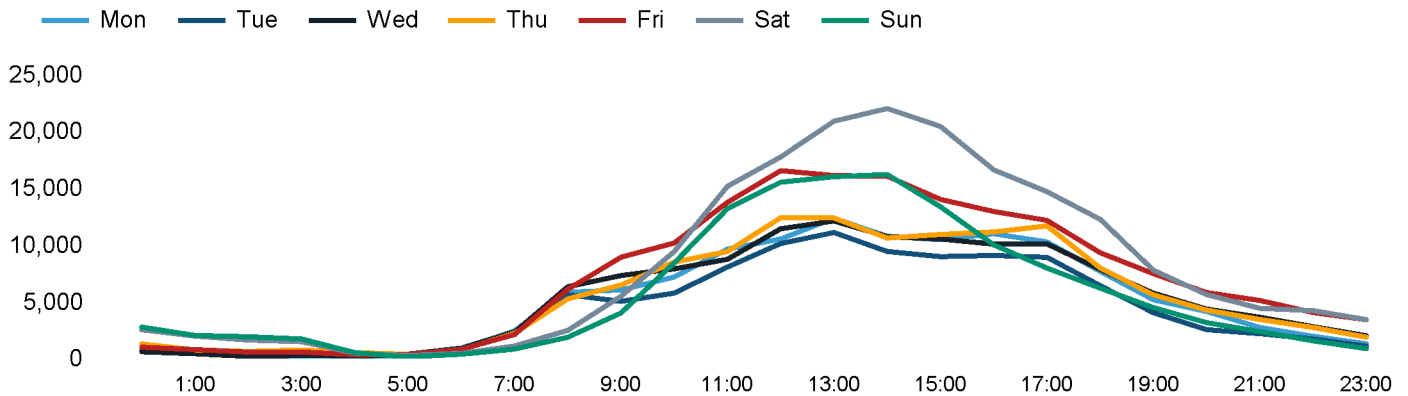
## Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week							
	32°	26°	23°	23°	26°	26°	25°
Previous week							
	28°	30°	30°	31°	31°	33°	33°
Previous year							
	26°	21°	22°	18°	16°	17°	18°

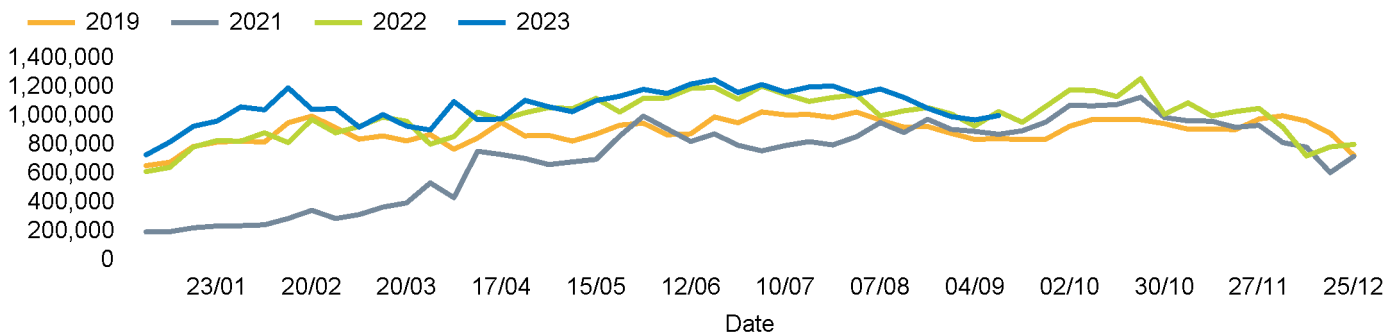
## Footfall Counts by day



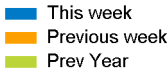










## Footfall Counts by hour



## 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	63,308	6.3%	61,667	62,339	2.7%	1.6%	
Burleigh Street	62,999	6.3%	58,347	65,314	8.0%	-3.5%	
Fitzroy Street at Waitrose	127,008	12.6%	125,951	131,624	0.8%	-3.5%	
Kings Parade	133,102	13.3%	119,909	126,349	11.0%	5.3%	
Market Hill	144,022	14.3%	139,606	150,411	3.2%	-4.2%	
One Station Square	43,285	4.3%	43,988	58,043	-1.6%	-25.4%	
Regent Street	71,522	7.1%	71,679	60,651	-0.2%	17.9%	
Rose Crescent	97,131	9.7%	114,427	121,828	-15.1%	-20.3%	
Sidney Street	222,457	22.1%	205,353	222,439	8.3%	0.0%	
Silver Street	39,565	3.9%	33,248	33,220	19.0%	19.1%	

## Reporting dates

This week - 11 September 2023 - 17 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 37, 2023 Vs Week 1, 2022 to Week 37, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 37, 2023 Vs Week 37, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 37 2023 Vs Week 36 2023

# 2019 Comparison for: Cambridge BID

## 2019 comparison for Cambridge BID

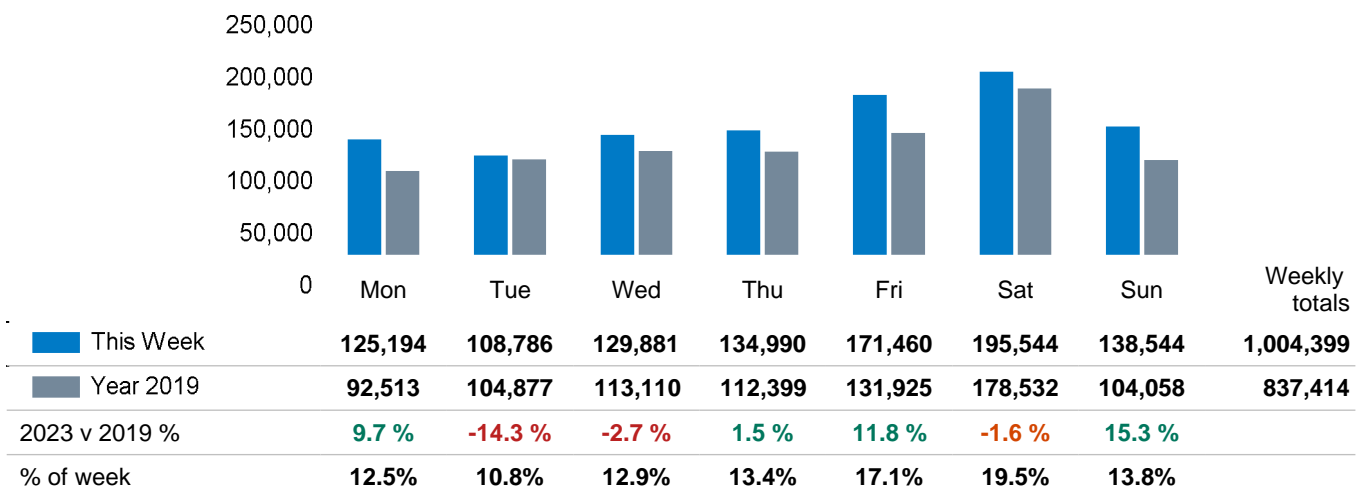
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your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

### Headlines

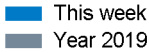









	Year to date % 2023 Vs 2019	Year on year % 2023 Vs 2019
Cambridge BID	<b>1.3 %</b>	<b>2.5 %</b>
East	<b>-7.3 %</b>	<b>-4.9 %</b>
High Street Index - BDSU (BDSU - Multifunctional)	<b>-15.0 %</b>	<b>-17.3 %</b>
UK	<b>-14.2 %</b>	<b>-16.5 %</b>

Cambridge BID is compared to the high street index.

### Footfall Counts by day



## Footfall Counts by location

	This week	2019	2023 - 2019 %	
Bridge Street	63,308	72,624	-12.8 %	
Burleigh Street	62,999			
Fitzroy Street at Waitrose	127,008	144,361	-12.0 %	
Kings Parade	133,102	95,353	39.6 %	
Market Hill	144,022	147,103	-2.1 %	
One Station Square	43,285			
Regent Street	71,522	84,680	-15.5 %	
Rose Crescent	97,131	108,828	-10.7 %	
Sidney Street	222,457	184,465	20.6 %	
Silver Street	39,565			