

# 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	7.2%	43.0%	0.3%	6.5%	-4.4%	-7.3%
East	5.5%	37.7%	5.0%	1.3%	-5.1%	-9.0%
High Street Index - BDSU (BDSU - Multifunctional)	3.7%	41.3%	2.8%	0.9%	-0.8%	-6.1%
UK	4.6%	42.0%	1.2%	1.7%	-1.5%	-6.2%

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 54,623,427 which is 7.8% up on the previous year.

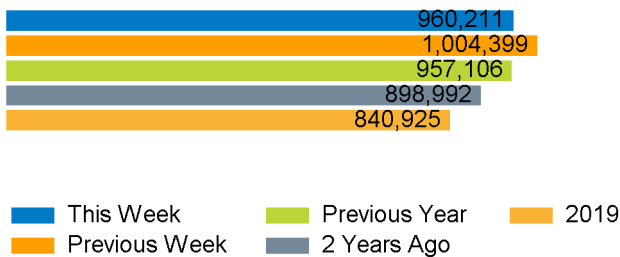
The total number of visitors for the year to date is 40,368,055 which is 7.2% up on the previous year.

The total number of visitors to Cambridge BID in week commencing 18 September 2023 was 960,211.

The busiest day in week commencing 18 September 2023 was Saturday with 204,039 visitors.

The peak hour of the week was 14:00 on Saturday 23 September 2023 with footfall of 23,638.

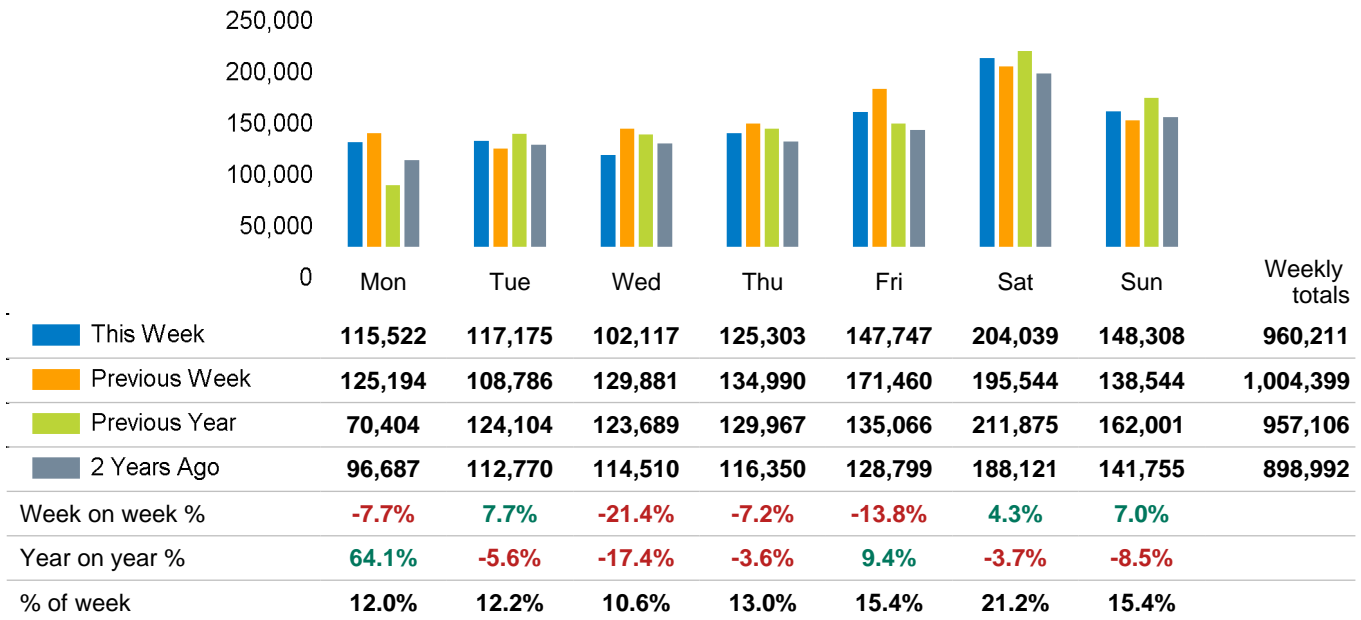
## Footfall Counts by week



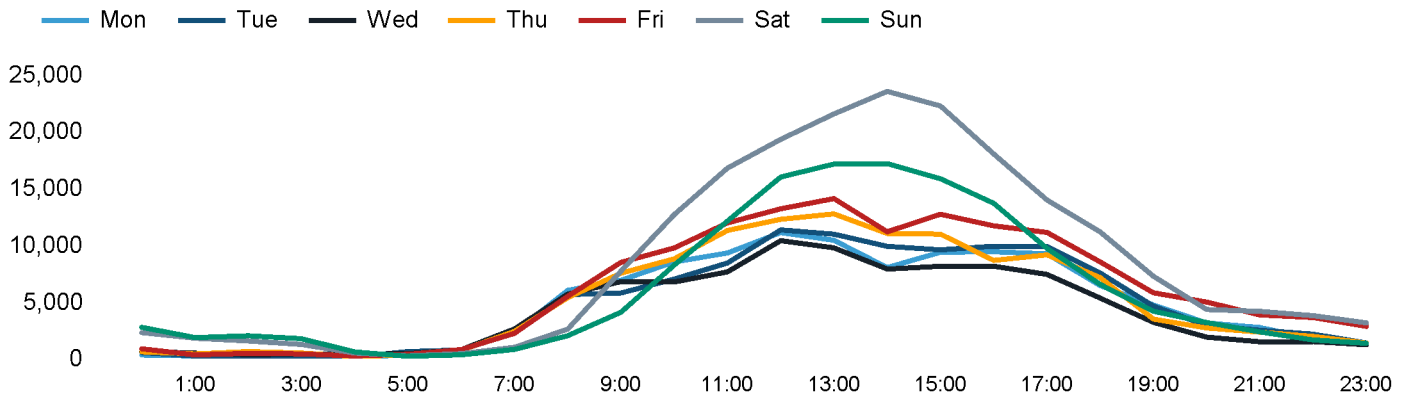
## Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	21°	20°	21°	21°	18°	17°	21°
Previous week	32°	26°	23°	23°	26°	26°	25°
Previous year	17°	19°	21°	21°	18°	17°	17°

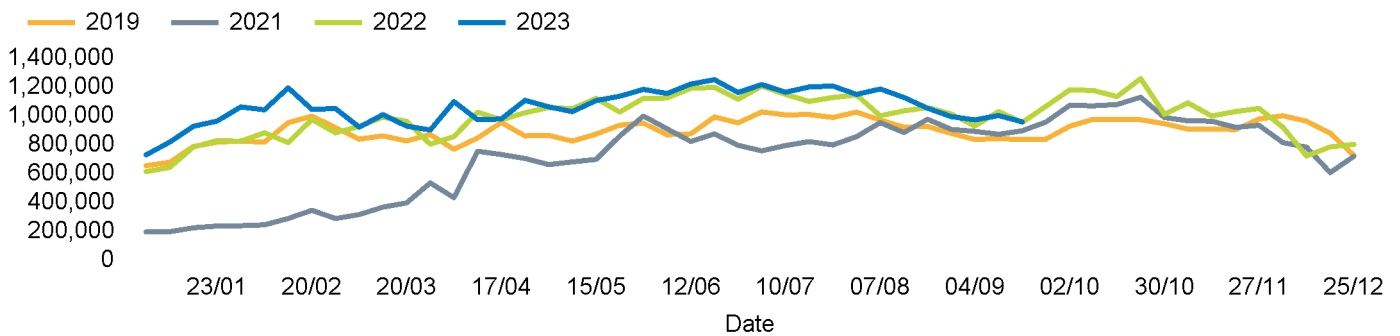
## Footfall Counts by day






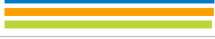







## Footfall Counts by hour



## 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	58,631	6.1%	63,308	58,057	-7.4%	1.0%	
Burleigh Street	66,113	6.9%	62,999	66,013	4.9%	0.2%	
Fitzroy Street at Waitrose	127,526	13.3%	127,008	125,838	0.4%	1.3%	
Kings Parade	116,326	12.1%	133,102	110,837	-12.6%	5.0%	
Market Hill	141,520	14.7%	144,022	132,967	-1.7%	6.4%	
One Station Square	47,725	5.0%	43,285	55,399	10.3%	-13.9%	
Regent Street	57,404	6.0%	71,522	52,125	-19.7%	10.1%	
Rose Crescent	98,065	10.2%	97,131	106,723	1.0%	-8.1%	
Sidney Street	210,174	21.9%	222,457	217,652	-5.5%	-3.4%	
Silver Street	36,727	3.8%	39,565	31,495	-7.2%	16.6%	

## Reporting dates

This week - 18 September 2023 - 24 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 38, 2023 Vs Week 1, 2022 to Week 38, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 38, 2023 Vs Week 38, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 38 2023 Vs Week 37 2023

# 2019 Comparison for: Cambridge BID

## 2019 comparison for Cambridge BID

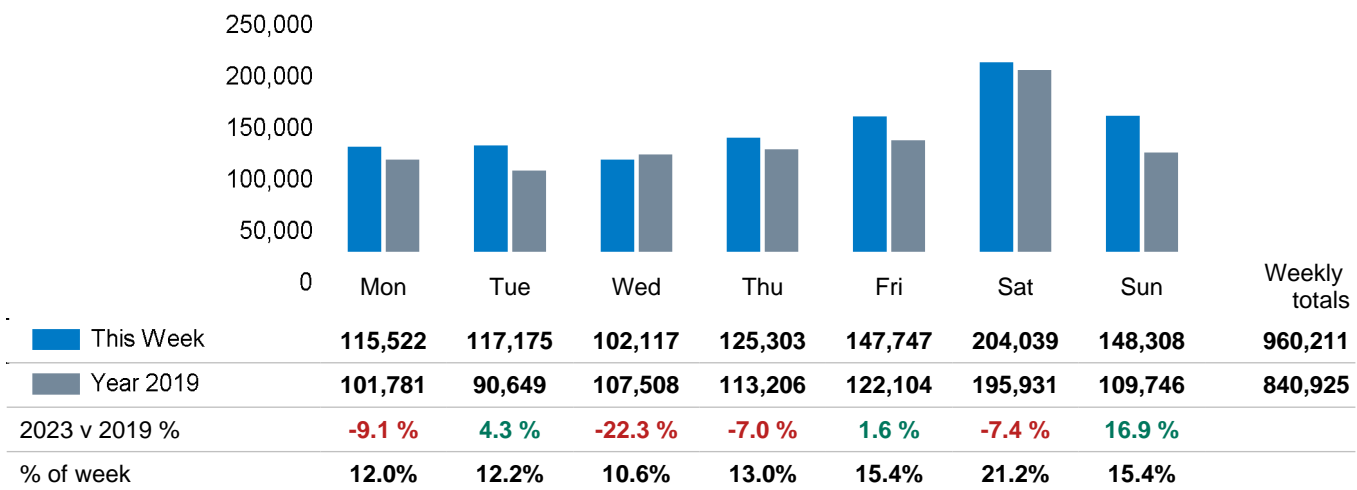
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your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

### Headlines

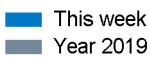









	Year to date % 2023 Vs 2019	Year on year % 2023 Vs 2019
Cambridge BID	<b>1.2 %</b>	<b>-3.7 %</b>
East	<b>-7.3 %</b>	<b>-4.4 %</b>
High Street Index - BDSU (BDSU - Multifunctional)	<b>-14.9 %</b>	<b>-13.1 %</b>
UK	<b>-14.2 %</b>	<b>-12.0 %</b>

Cambridge BID is compared to the high street index.

### Footfall Counts by day



## Footfall Counts by location

	This week	2019	2023 - 2019 %	
Bridge Street	58,631	74,131	-20.9 %	
Burleigh Street	66,113			
Fitzroy Street at Waitrose	127,526	148,560	-14.2 %	
Kings Parade	116,326	79,114	47.0 %	
Market Hill	141,520	143,132	-1.1 %	
One Station Square	47,725			
Regent Street	57,404	79,651	-27.9 %	
Rose Crescent	98,065	106,722	-8.1 %	
Sidney Street	210,174	209,615	0.3 %	
Silver Street	36,727			