

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	7.3%	41.8%	9.1%	11.4%	21.4%	11.6%
East	5.5%	36.9%	5.2%	15.9%	12.2%	11.7%
High Street Index - BDSU (BDSU - Multifunctional)	3.7%	40.3%	4.4%	11.8%	7.6%	5.9%
UK	4.6%	41.1%	5.0%	14.4%	6.0%	2.6%

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 54,720,140 which is 7.7% up on the previous year.

The total number of visitors for the year to date is 41,533,362 which is 7.3% up on the previous year.

The total number of visitors to Cambridge BID in week commencing 25 September 2023 was 1,165,307.

The busiest day in week commencing 25 September 2023 was Saturday with 238,295 visitors.

The peak hour of the week was 14:00 on Saturday 30 September 2023 with footfall of 25,382.

Footfall Counts by week

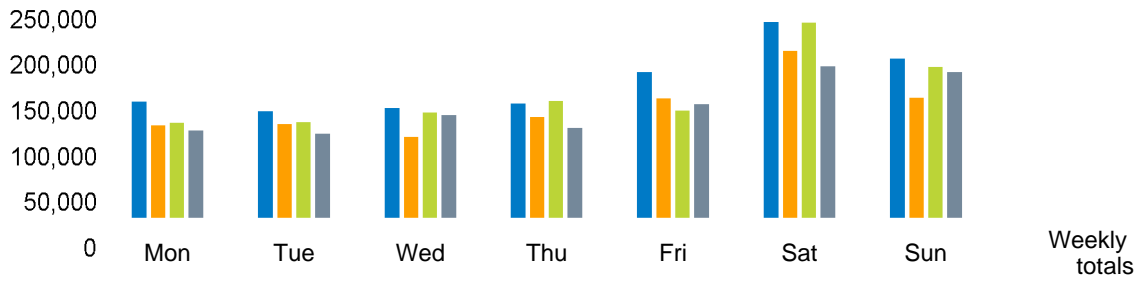


■ This Week ■ Previous Year ■ 2019
■ Previous Week ■ 2 Years Ago

Weather

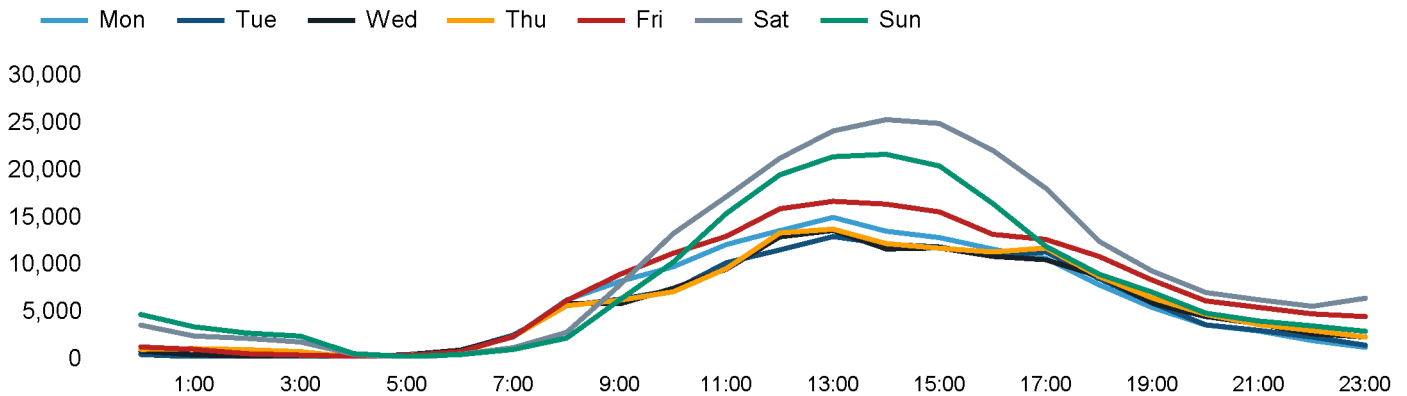
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	22°	23°	23°	22°	19°	19°	22°
Previous week	21°	20°	21°	21°	18°	17°	21°
Previous year	13°	12°	14°	15°	17°	16°	19°

Footfall Counts by day

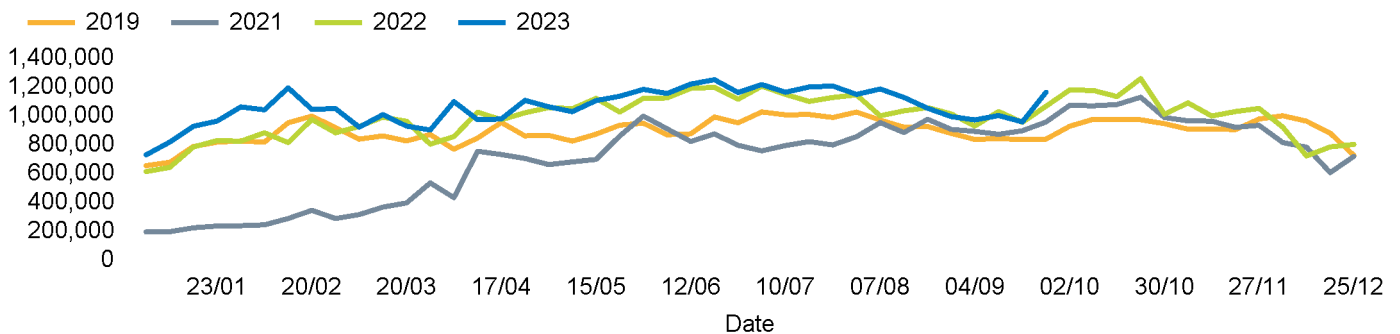


Week on week %	24.5%	12.9%	33.3%	12.8%	21.1%	16.8%	31.2%	
Year on year %	29.6%	23.9%	6.7%	26.4%	29.0%	28.4%	8.9%	
% of week	12.3%	11.4%	11.7%	12.1%	15.4%	20.4%	16.7%	

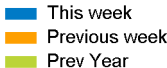










Footfall Counts by hour



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	74,137	6.4%	58,631	67,340	26.4%	10.1%	
Burleigh Street	71,618	6.1%	66,113	70,853	8.3%	1.1%	
Fitzroy Street at Waitrose	142,317	12.2%	127,526	141,528	11.6%	0.6%	
Kings Parade	147,834	12.7%	116,326	119,273	27.1%	23.9%	
Market Hill	166,150	14.3%	141,520	158,844	17.4%	4.6%	
One Station Square	58,251	5.0%	47,725	51,121	22.1%	13.9%	
Regent Street	77,394	6.6%	57,404	53,836	34.8%	43.8%	
Rose Crescent	119,440	10.2%	98,065	128,367	21.8%	-7.0%	
Sidney Street	255,706	21.9%	210,174	235,798	21.7%	8.4%	
Silver Street	52,460	4.5%	36,727	41,634	42.8%	26.0%	

Reporting dates

This week - 25 September 2023 - 01 October 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 Vs Week 1, 2022 to Week 39, 2023 Vs Week 39, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 39, 2023 Vs Week 39, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 39 2023 Vs Week 38 2023



2019 Comparison for: Cambridge BID

2019 comparison for Cambridge BID

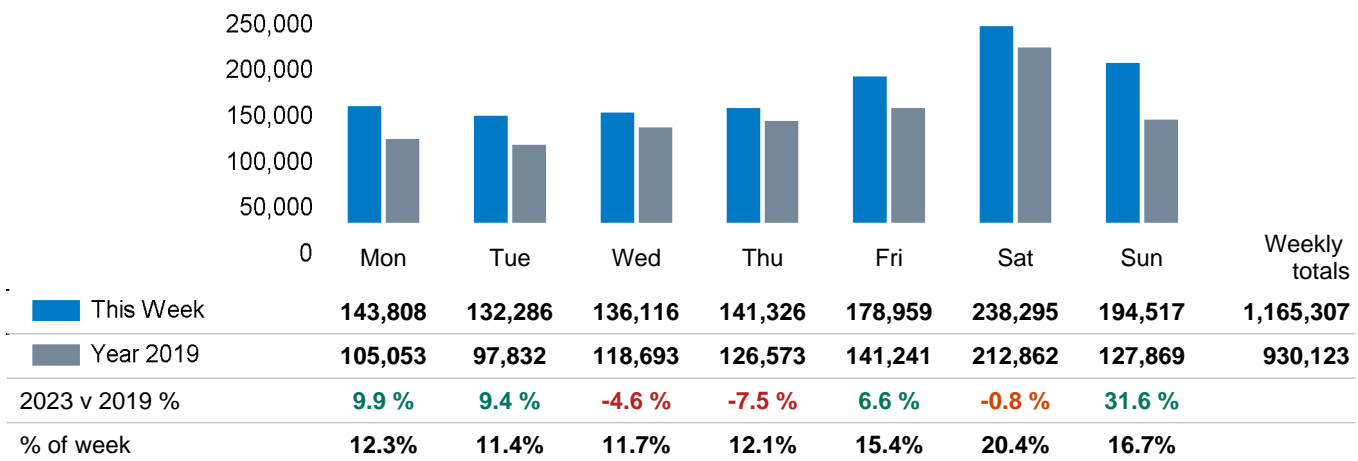
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your 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 %	5.7 %
East	-7.0 %	1.3 %
High Street Index - BDSU (BDSU - Multifunctional)	-14.8 %	-10.1 %
UK	-14.0 %	-9.4 %

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	74,137	83,360	-11.1 %	
Burleigh Street	71,618			
Fitzroy Street at Waitrose	142,317	158,386	-10.1 %	
Kings Parade	147,834	95,796	54.3 %	
Market Hill	166,150	159,590	4.1 %	
One Station Square	58,251			
Regent Street	77,394	86,181	-10.2 %	
Rose Crescent	119,440	118,003	1.2 %	
Sidney Street	255,706	228,807	11.8 %	
Silver Street	52,460			