

Footfall Report for: Cambridge BID

Weekly Footfall Counts

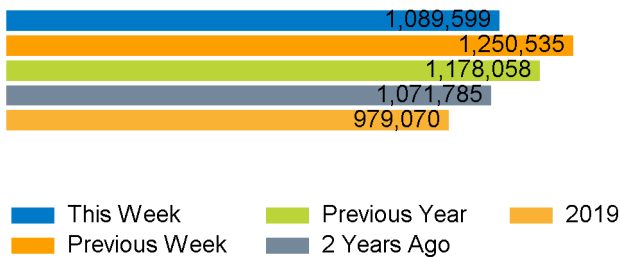
	Year to date %		Year on year %		Week on week %	
	2023	2022	2023	2022	2023	2022
Cambridge BID	6.8%	39.3%	-7.5%	9.9%	-12.9%	-0.3%
East	5.0%	35.3%	-5.1%	14.4%	-5.9%	-1.1%
High Street Index - BDSU (BDSU - Multifunctional)	3.5%	38.2%	-2.4%	9.3%	-3.6%	1.0%
UK	4.4%	38.8%	-1.7%	9.3%	-2.3%	1.4%

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 54,700,961 which is 7.3% up on the previous year.
- The total number of visitors for the year to date is 43,873,496 which is 6.8% up on the previous year.
- The total number of visitors to Cambridge BID in week commencing 9 October 2023 was 1,089,599.
- The busiest day in week commencing 9 October 2023 was Saturday with 207,985 visitors.
- The peak hour of the week was 14:00 on Saturday 14 October 2023 with footfall of 24,937.

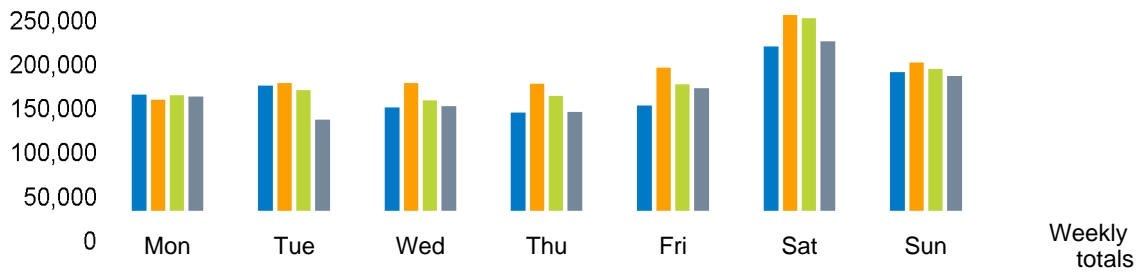
Footfall Counts by week



Weather

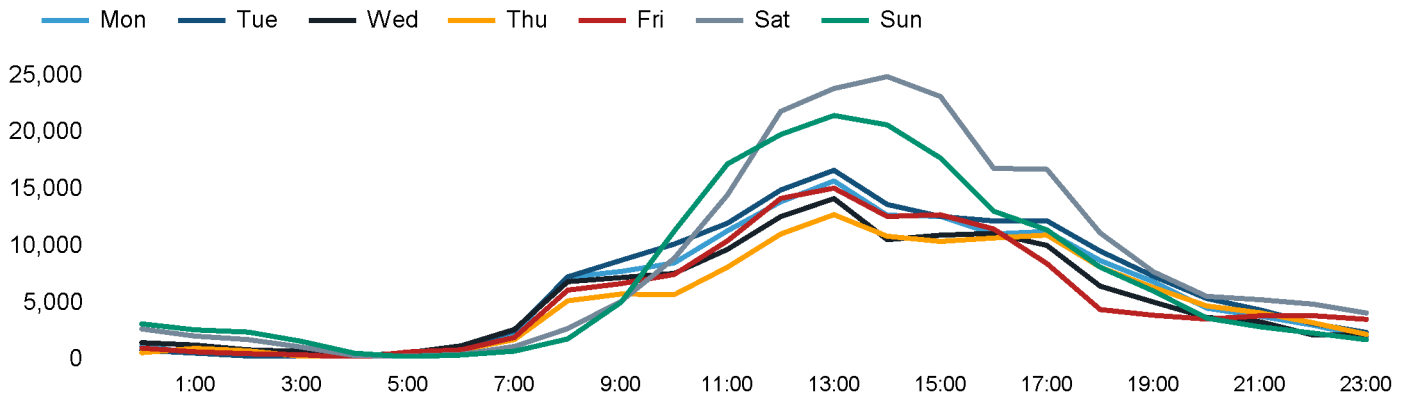
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	25°	25°	24°	21°	21°	21°	14°
Previous week	22°	20°	18°	19°	22°	23°	25°
Previous year	19°	16°	16°	17°	17°	15°	17°

Footfall Counts by day

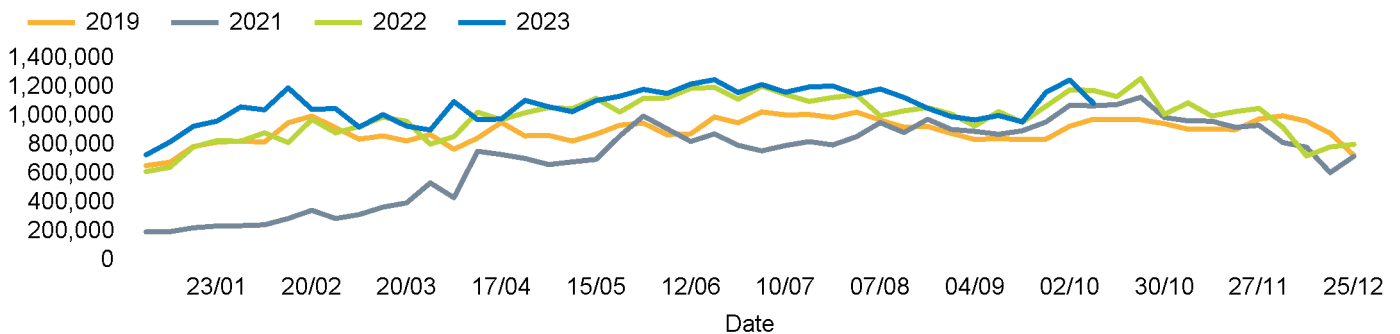


Week on week %	4.3%	-2.4%	-18.3%	-21.9%	-25.6%	-15.9%	-6.2%	
Year on year %	0.5%	3.5%	-6.0%	-14.1%	-16.3%	-14.3%	-2.3%	
% of week	13.7%	14.7%	12.3%	11.7%	12.4%	19.1%	16.2%	












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	73,530	6.7%	81,626	72,964	-9.9%	0.8%	
Burleigh Street	65,721	6.0%	69,349	68,698	-5.2%	-4.3%	
Fitzroy Street at Waitrose	130,895	12.0%	140,309	135,747	-6.7%	-3.6%	
Kings Parade	153,501	14.1%	175,060	146,938	-12.3%	4.5%	
Market Hill	160,425	14.7%	182,211	189,216	-12.0%	-15.2%	
One Station Square	38,940	3.6%	55,790	57,195	-30.2%	-31.9%	
Regent Street	73,890	6.8%	83,053	56,919	-11.0%	29.8%	
Rose Crescent	108,763	10.0%	119,719	140,666	-9.2%	-22.7%	
Sidney Street	222,351	20.4%	272,878	249,314	-18.5%	-10.8%	
Silver Street	61,583	5.7%	70,540	60,401	-12.7%	2.0%	

Reporting dates

This week - 09 October 2023 - 15 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 to Week 41, 2023 Vs Week 1, 2022 to Week 41, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 41, 2023 Vs Week 41, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 41 2023 Vs Week 40 2023



2019 Comparison for: Cambridge BID

2019 comparison for Cambridge BID

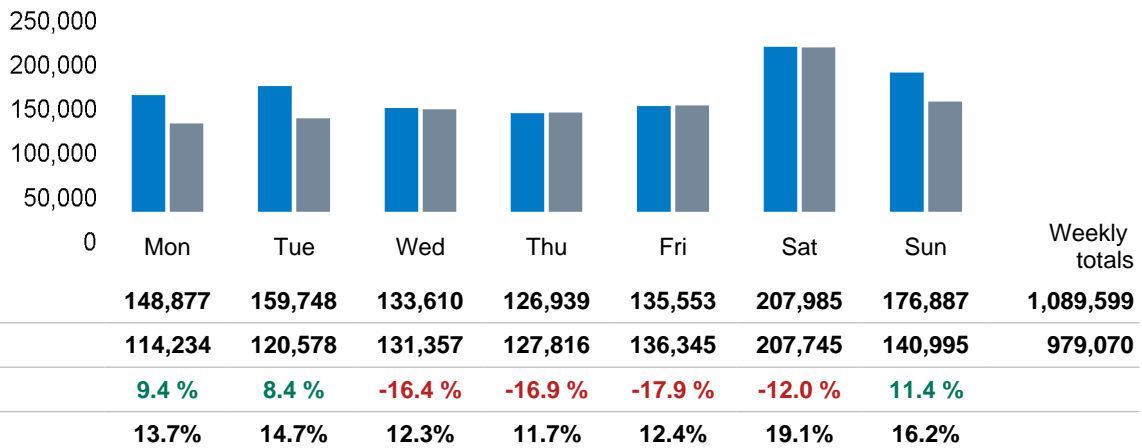
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your 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	-6.7 %	-3.5 %
High Street Index - BDSU (BDSU - Multifunctional)	-14.5 %	-11.7 %
UK	-13.9 %	-11.5 %

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	73,530	86,963	-15.4 %	
Burleigh Street	65,721			
Fitzroy Street at Waitrose	130,895	154,175	-15.1 %	
Kings Parade	153,501	99,927	53.6 %	
Market Hill	160,425	169,799	-5.5 %	
One Station Square	38,940			
Regent Street	73,890	92,712	-20.3 %	
Rose Crescent	108,763	126,208	-13.8 %	
Sidney Street	222,351	249,286	-10.8 %	
Silver Street	61,583			

