

# 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	6.5%	38.0%	-6.6%	5.1%	-2.7%	-3.6%
East	4.7%	34.4%	-6.9%	9.6%	-7.2%	-5.2%
High Street Index - BDSU (BDSU - Multifunctional)	3.3%	37.2%	-3.2%	6.4%	-5.4%	-4.7%
UK	4.2%	37.8%	-3.3%	7.4%	-5.7%	-4.4%

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 54,625,463 which is 7% up on the previous year.

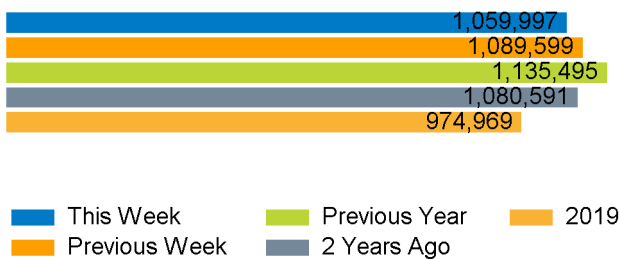
The total number of visitors for the year to date is 44,933,493 which is 6.5% up on the previous year.

The total number of visitors to Cambridge BID in week commencing 16 October 2023 was 1,059,997.

The busiest day in week commencing 16 October 2023 was Sunday with 194,953 visitors.

The peak hour of the week was 14:00 on Sunday 22 October 2023 with footfall of 23,252.

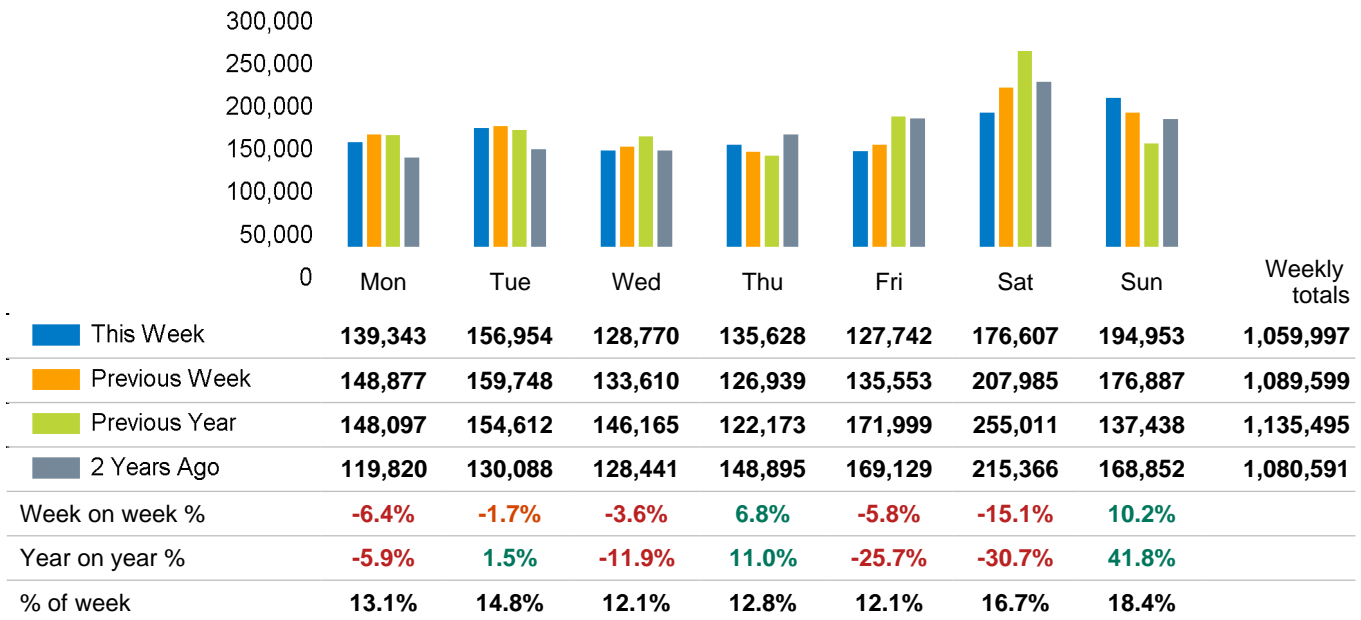
## Footfall Counts by week



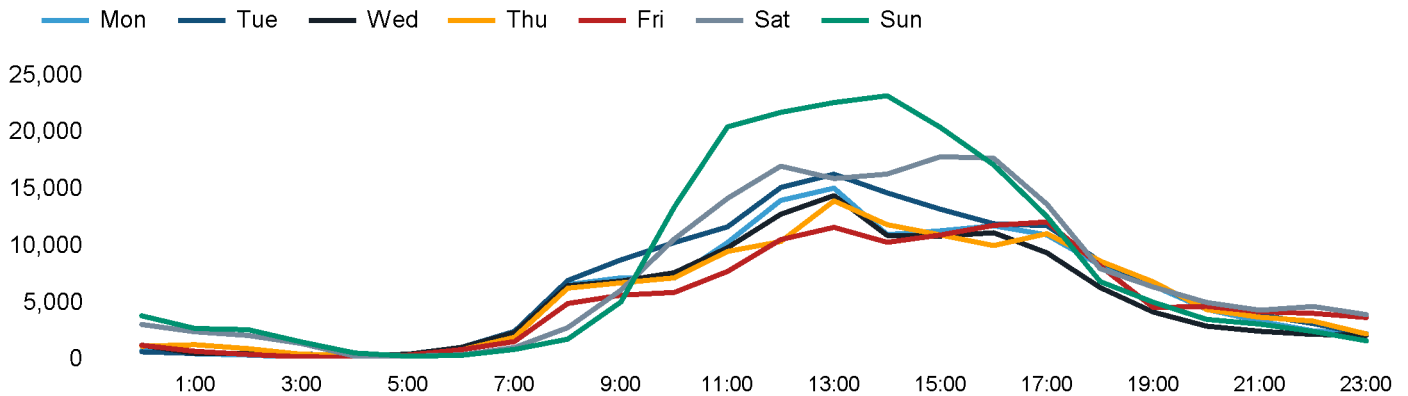
## Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	12°	15°	16°	19°	19°	15°	15°
Previous week	25°	25°	24°	21°	21°	21°	14°
Previous year	17°	19°	17°	16°	16°	18°	18°

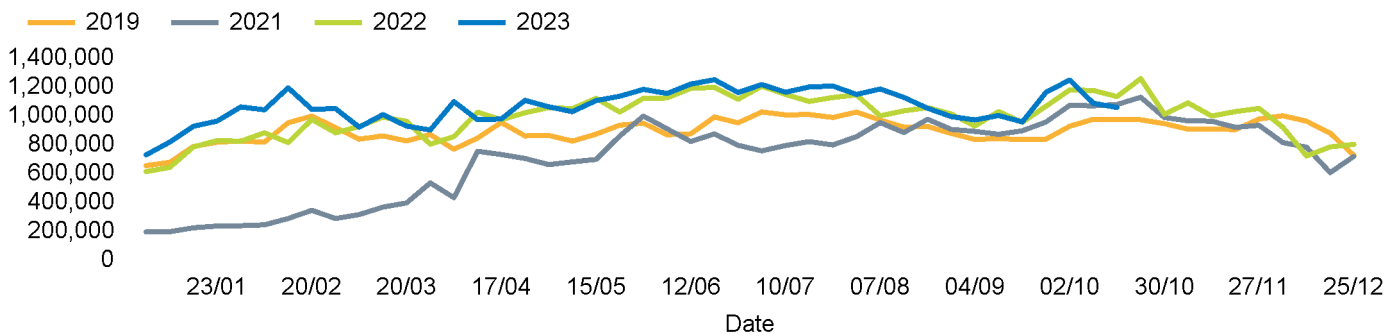
## Footfall Counts by day




## 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	68,355	6.4%	73,530	70,948	-7.0%	-3.7%	
Burleigh Street	62,242	5.9%	65,721	65,347	-5.3%	-4.8%	
Fitzroy Street at Waitrose	117,906	11.1%	130,895	127,118	-9.9%	-7.2%	
Kings Parade	149,263	14.1%	153,501	151,698	-2.8%	-1.6%	
Market Hill	140,646	13.3%	160,425	178,478	-12.3%	-21.2%	
One Station Square	51,554	4.9%	38,940	52,949	32.4%	-2.6%	
Regent Street	70,446	6.6%	73,890	55,314	-4.7%	27.4%	
Rose Crescent	101,951	9.6%	108,763	134,896	-6.3%	-24.4%	
Sidney Street	239,659	22.6%	222,351	241,943	7.8%	-0.9%	
Silver Street	57,975	5.5%	61,583	56,804	-5.9%	2.1%	

## Reporting dates

This week - 16 October 2023 - 22 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 42, 2023 Vs Week 1, 2022 to Week 42, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 42, 2023 Vs Week 42, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 42 2023 Vs Week 41 2023



# 2019 Comparison for: Cambridge BID

## 2019 comparison for Cambridge BID

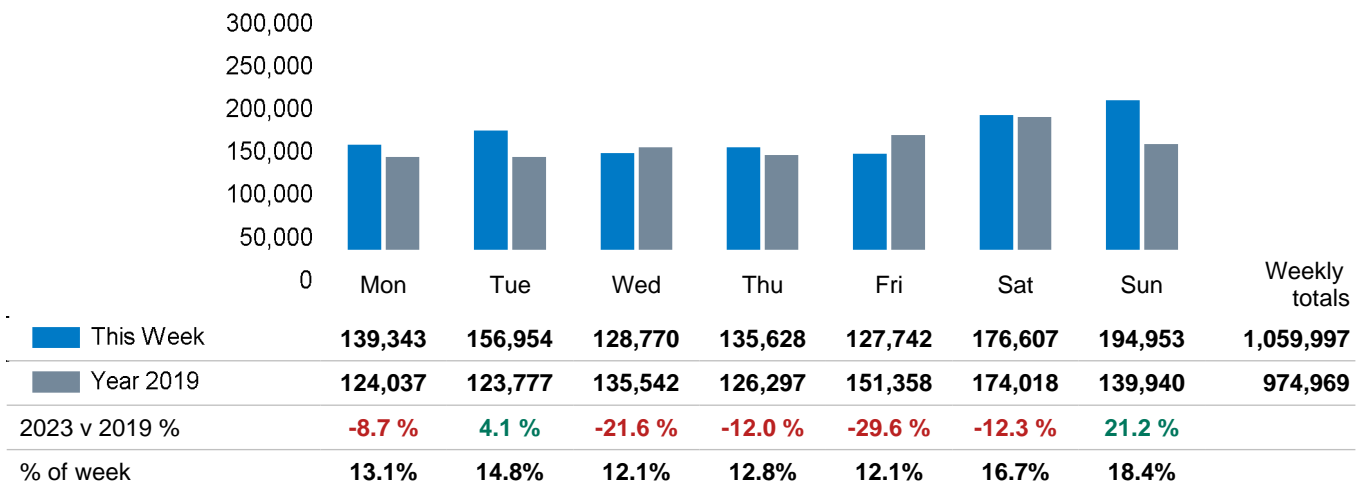
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your 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>1.0 %</b>	<b>-8.9 %</b>
East	<b>-6.8 %</b>	<b>-10.3 %</b>
High Street Index - BDSU (BDSU - Multifunctional)	<b>-14.6 %</b>	<b>-15.4 %</b>
UK	<b>-13.9 %</b>	<b>-16.1 %</b>

Cambridge BID is compared to the high street index.

### Footfall Counts by day



## Footfall Counts by location

