

Footfall Report for: Cambridge BID

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2020	2019	2020	2019	2020	2019
Cambridge BID	-45.1 %	-3.8 %	-36.5 %	-2.2 %	5.9 %	-0.4 %
East	-38.1 %	-3.0 %	-32.0 %	-2.1 %	2.9 %	1.7 %
High Street Index - BDSU(BDSU - Multifunctional)	-43.0 %	-1.5 %	-41.4 %	-4.4 %	0.3 %	-1.6 %
UK	-43.6 %	-1.9 %	-41.6 %	-6.1 %	-1.2 %	-0.2 %

Increase in footfall totals is due to the installation of additional counters in Cambridge. 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 change in footfall for Cambridge BID over the last 52 weeks is 38.8% down on the previous year.

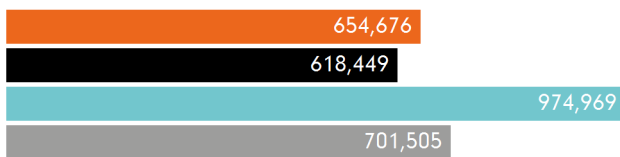
Footfall for the year to date is 45.1% down on the previous year.

The number of visitors counted for week commencing 19 October 2020 was 654,676.

The busiest day in week commencing 19 October 2020 was Saturday with 127,423 visitors.






















The peak hour of the week was 13:00 on Sunday 25 October 2020 with footfall of 17,000

Footfall by week

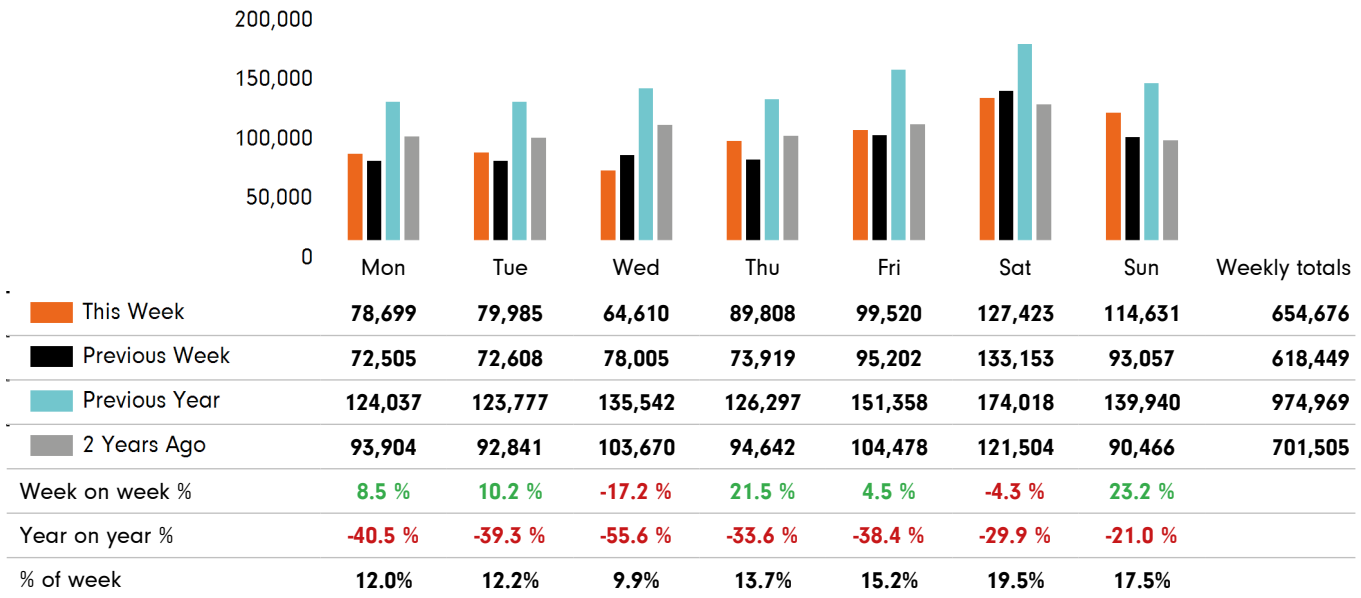


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

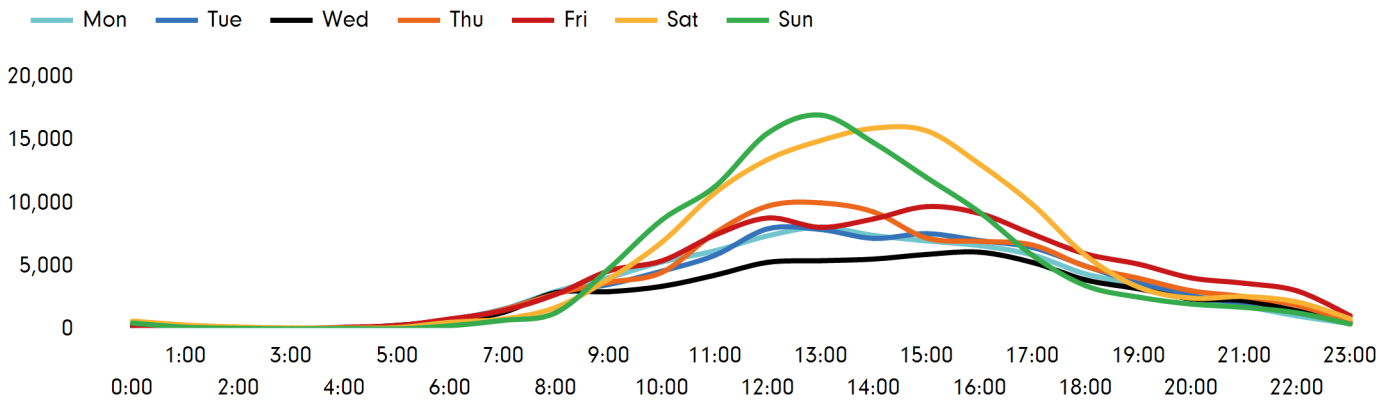
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	 15°	 18°	 15°	 15°	 15°	 17°	 13°
Previous week	 12°	 12°	 14°	 13°	 13°	 12°	 12°
Previous year	 14°	 14°	 15°	 13°	 16°	 17°	 12°

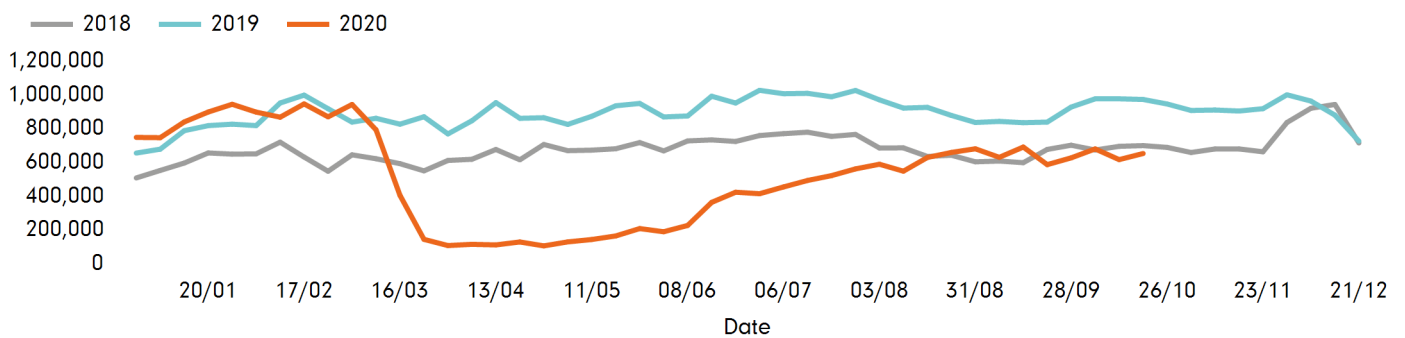
Footfall by day



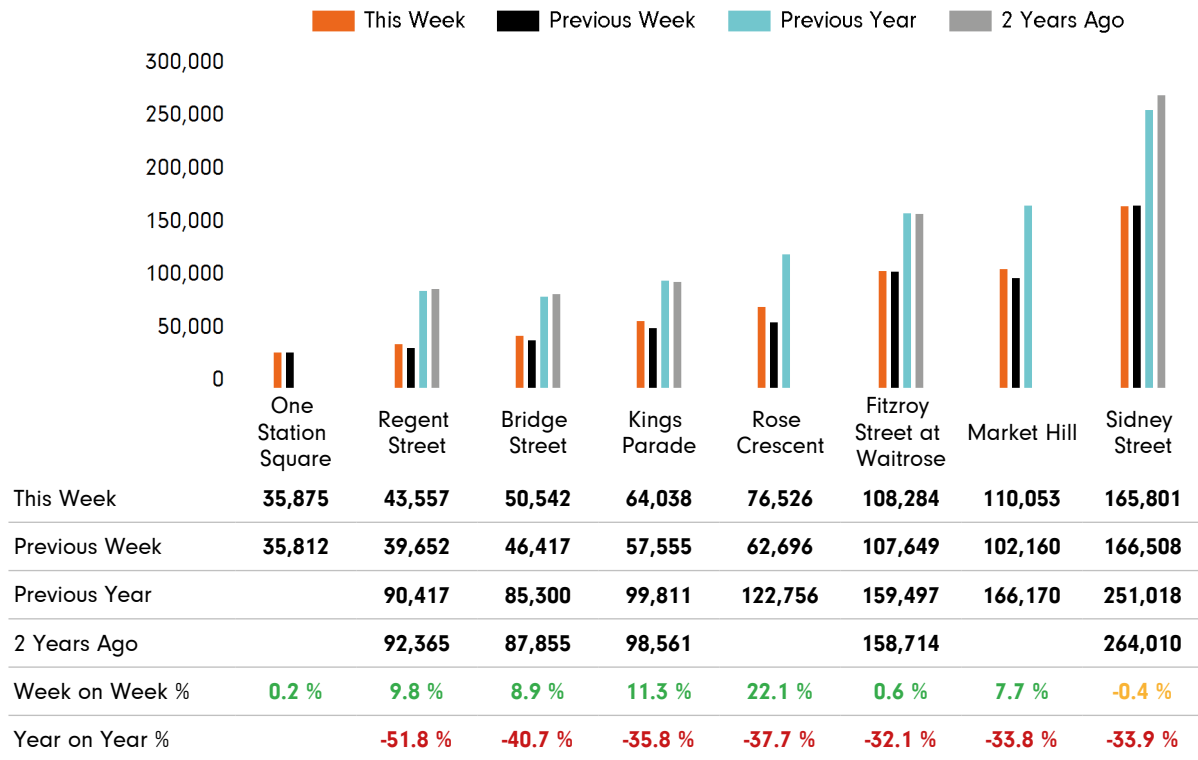
Footfall by hour



Footfall by week



Footfall by location



Footfall by location



- Sidney Street, 25.3 %
- Market Hill, 16.8 %
- Fitzroy Street at Waitrose, 16.5 %
- Rose Crescent, 11.7 %
- Kings Parade, 9.8 %
- Bridge Street, 7.7 %
- Regent Street, 6.7 %
- One Station Square, 5.5 %

Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week 1, 2020 to Week 43, 2020 Vs Week 1, 2019 to Week 43, 2019

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 43, 2020 Vs Week 43, 2019

Week on Week % Change is the % change in footfall for this week from the previous week. Week 43 2020 Vs Week 42 2020