

# 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	6.0%	37.0%	-9.3%	11.4%	7.8%	11.0%
East	4.4%	33.6%	-6.1%	11.3%	9.9%	9.4%
High Street Index - BDSU (BDSU - Multifunctional)	3.1%	36.1%	-4.7%	6.4%	7.3%	9.3%
UK	3.9%	36.8%	-6.2%	8.3%	8.3%	11.7%

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 54,507,994 which is 6.5% up on the previous year.

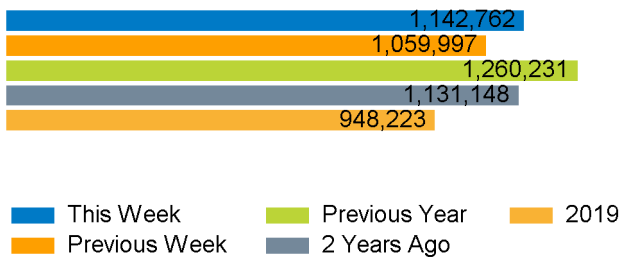
The total number of visitors for the year to date is 46,076,255 which is 6% up on the previous year.

The total number of visitors to Cambridge BID in week commencing 23 October 2023 was 1,142,762.

The busiest day in week commencing 23 October 2023 was Saturday with 194,178 visitors.

The peak hour of the week was 14:00 on Saturday 28 October 2023 with footfall of 20,746.

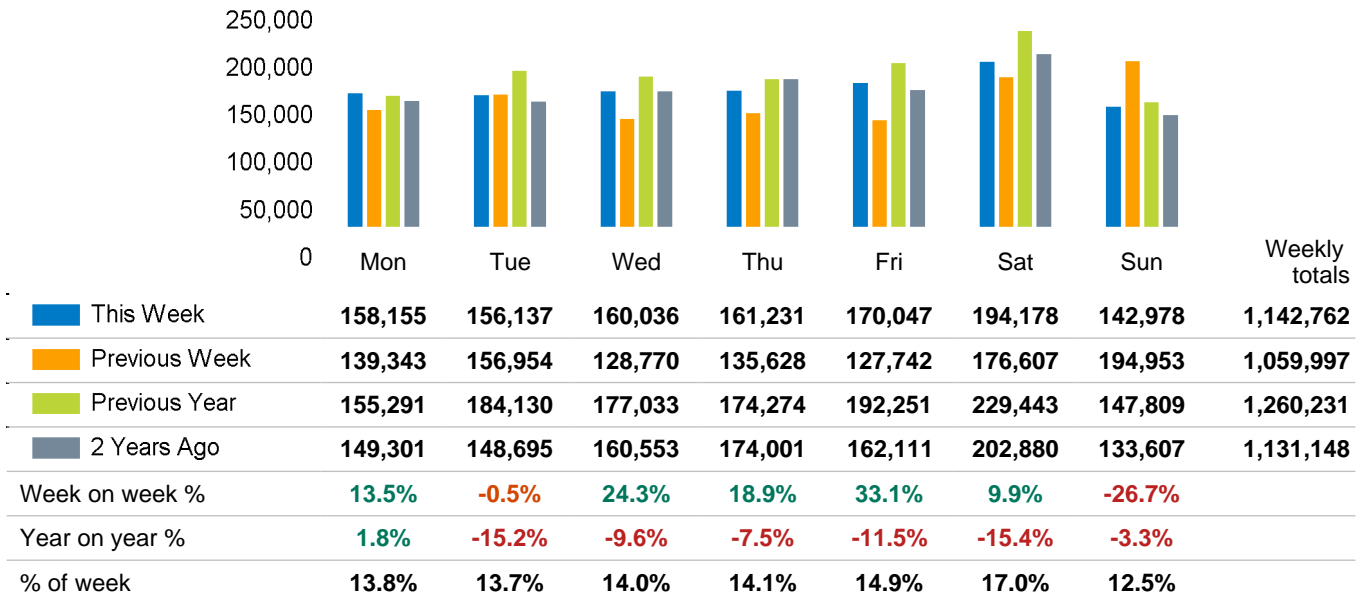
## Footfall Counts by week



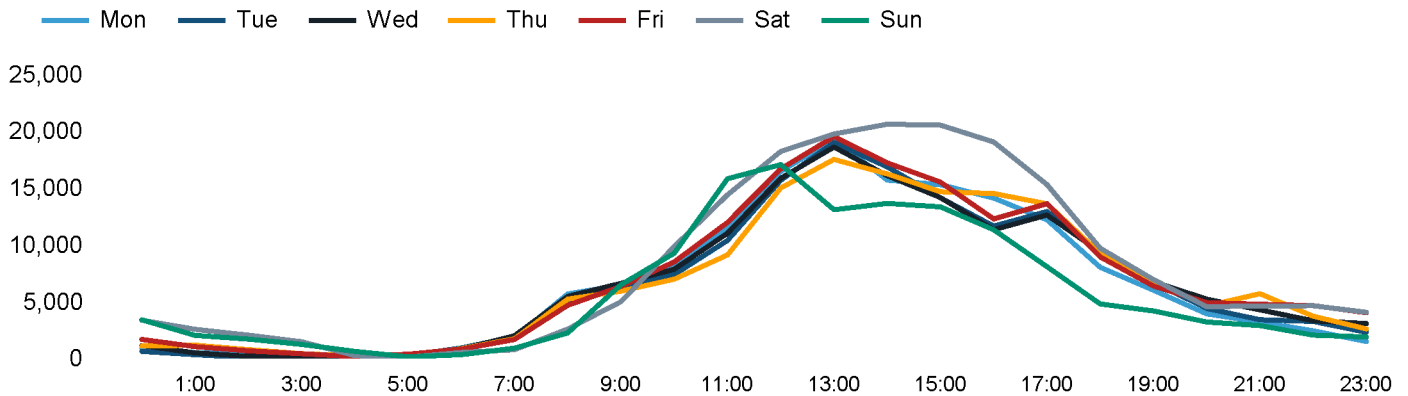
## Weather

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

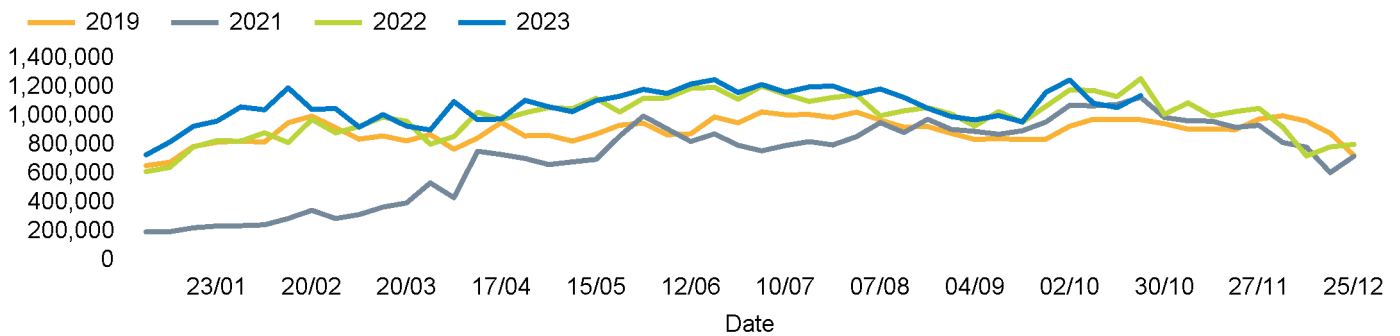
## Footfall Counts by day



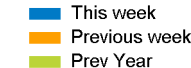










## Footfall Counts by hour



## 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	64,793	5.7%	68,355	80,068	-5.2%	-19.1%	
Burleigh Street	68,632	6.0%	62,242	71,709	10.3%	-4.3%	
Fitzroy Street at Waitrose	125,364	11.0%	117,906	156,366	6.3%	-19.8%	
Kings Parade	155,161	13.6%	149,263	161,620	4.0%	-4.0%	
Market Hill	156,826	13.7%	140,646	184,205	11.5%	-14.9%	
One Station Square	55,330	4.8%	51,554	52,095	7.3%	6.2%	
Regent Street	75,052	6.6%	70,446	60,657	6.5%	23.7%	
Rose Crescent	114,433	10.0%	101,951	157,281	12.2%	-27.2%	
Sidney Street	265,416	23.2%	239,659	273,252	10.7%	-2.9%	
Silver Street	61,755	5.4%	57,975	62,978	6.5%	-1.9%	

## Reporting dates

This week - 23 October 2023 - 29 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 43, 2023 Vs Week 1, 2022 to Week 43, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 43, 2023 Vs Week 43, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 43 2023 Vs Week 42 2023



# 2019 Comparison for: Cambridge BID

## 2019 comparison for Cambridge BID

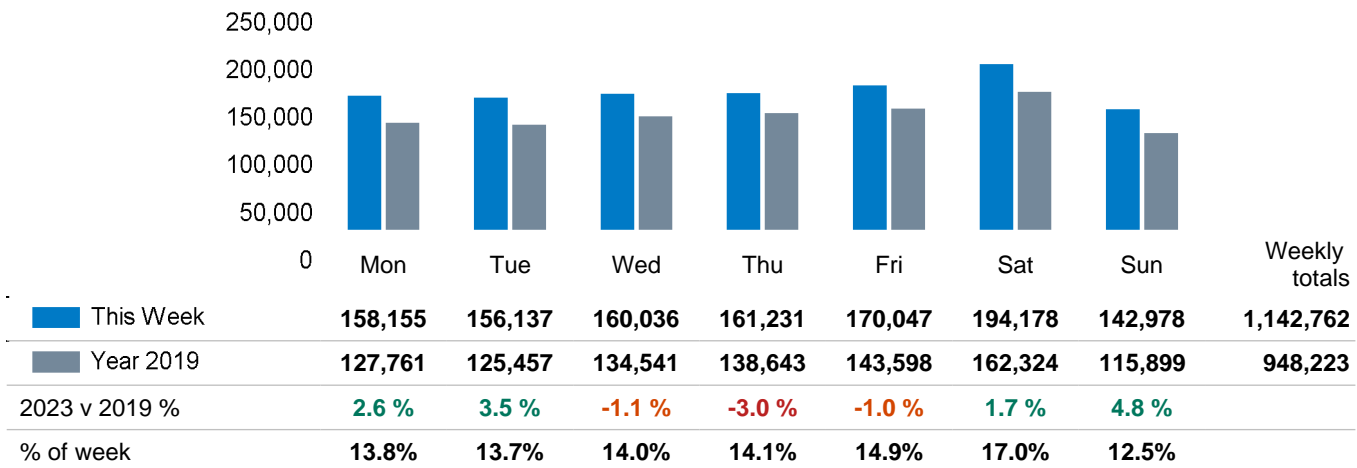
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your 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>0.9 %</b>
East	<b>-6.6 %</b>	<b>-0.1 %</b>
High Street Index - BDSU (BDSU - Multifunctional)	<b>-14.5 %</b>	<b>-11.0 %</b>
UK	<b>-13.8 %</b>	<b>-11.5 %</b>

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	64,793	72,601	-10.8 %	
Burleigh Street	68,632			
Fitzroy Street at Waitrose	125,364	156,757	-20.0 %	
Kings Parade	155,161	95,158	63.1 %	
Market Hill	156,826	158,218	-0.9 %	
One Station Square	55,330			
Regent Street	75,052	94,500	-20.6 %	
Rose Crescent	114,433	120,475	-5.0 %	
Sidney Street	265,416	250,514	5.9 %	
Silver Street	61,755			

