

Footfall Report for: Cambridge BID

Weekly Footfall Counts

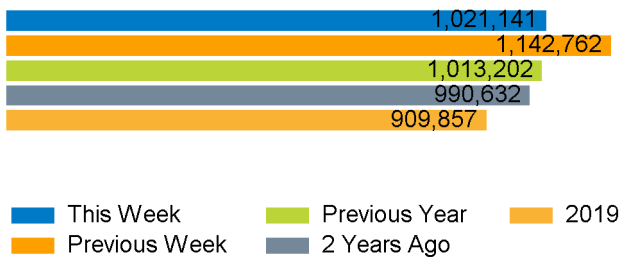
	Year to date %		Year on year %		Week on week %	
	2023	2022	2023	2022	2023	2022
Cambridge BID	5.9%	35.9%	0.8%	2.3%	-10.6%	-19.6%
East	4.4%	32.7%	1.4%	4.0%	-9.3%	-15.4%
High Street Index - BDSU (BDSU - Multifunctional)	3.1%	35.2%	0.7%	2.7%	-5.9%	-11.6%
UK	3.9%	35.8%	1.1%	3.9%	-6.3%	-12.6%

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 54,515,933 which is 6.5% up on the previous year.
- The total number of visitors for the year to date is 47,097,396 which is 5.9% up on the previous year.
- The total number of visitors to Cambridge BID in week commencing 30 October 2023 was 1,021,141.
- The busiest day in week commencing 30 October 2023 was Saturday with 175,018 visitors.
- The peak hour of the week was 13:00 on Sunday 5 November 2023 with footfall of 19,787.

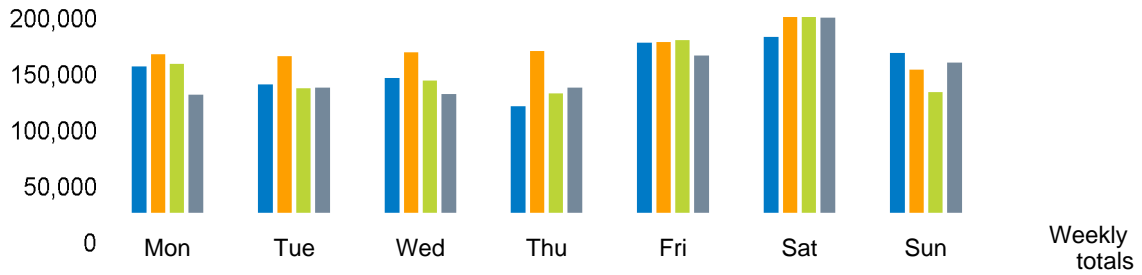
Footfall Counts by week



Weather

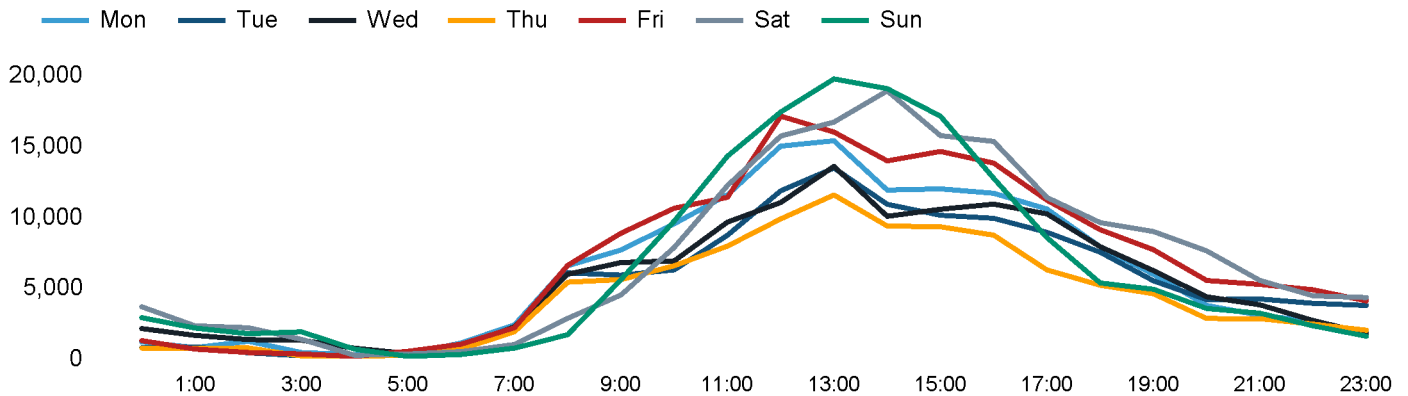
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	 15°	 15°	 14°	 14°	 13°	 13°	 13°
Previous week	 15°	 15°	 14°	 15°	 15°	 16°	 16°
Previous year	 16°	 17°	 16°	 15°	 12°	 12°	 13°

Footfall Counts by day

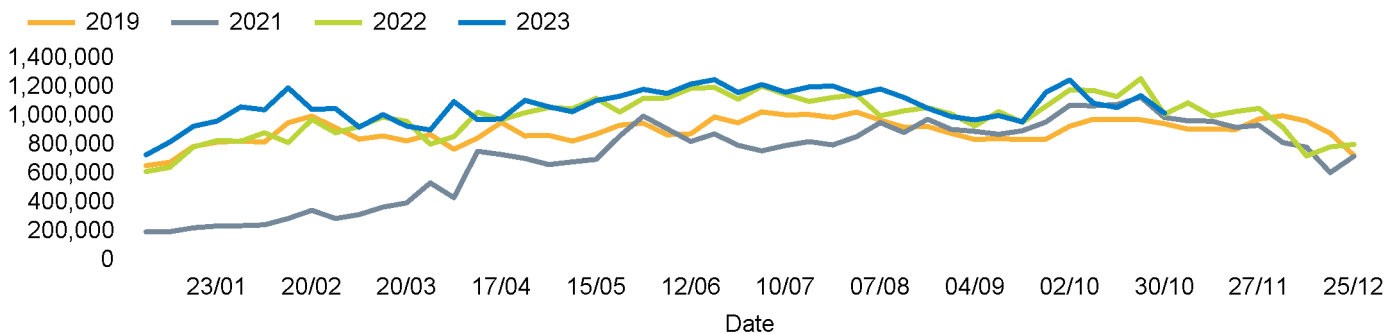


Week on week %	-7.4%	-17.4%	-15.8%	-33.2%	-0.6%	-9.9%	11.3%	
Year on year %	-1.6%	3.2%	1.6%	-10.1%	-1.6%	-9.7%	31.3%	
% of week	14.3%	12.6%	13.2%	10.6%	16.6%	17.1%	15.6%	












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	69,149	6.8%	64,793	61,533	6.7%	12.4%	
Burleigh Street	63,838	6.3%	68,632	65,137	-7.0%	-2.0%	
Fitzroy Street at Waitrose	101,857	10.0%	125,364	122,703	-18.8%	-17.0%	
Kings Parade	132,595	13.0%	155,161	111,281	-14.5%	19.2%	
Market Hill	143,617	14.1%	156,826	147,188	-8.4%	-2.4%	
One Station Square	38,282	3.7%	55,330	43,170	-30.8%	-11.3%	
Regent Street	71,135	7.0%	75,052	46,134	-5.2%	54.2%	
Rose Crescent	95,552	9.4%	114,433	112,218	-16.5%	-14.9%	
Sidney Street	249,130	24.4%	265,416	247,511	-6.1%	0.7%	
Silver Street	55,986	5.5%	61,755	56,327	-9.3%	-0.6%	

Reporting dates

This week - 30 October 2023 - 05 November 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 44, 2023 Vs Week 1, 2022 to Week 44, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 44, 2023 Vs Week 44, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 44 2023 Vs Week 43 2023



2019 Comparison for: Cambridge BID

2019 comparison for Cambridge BID

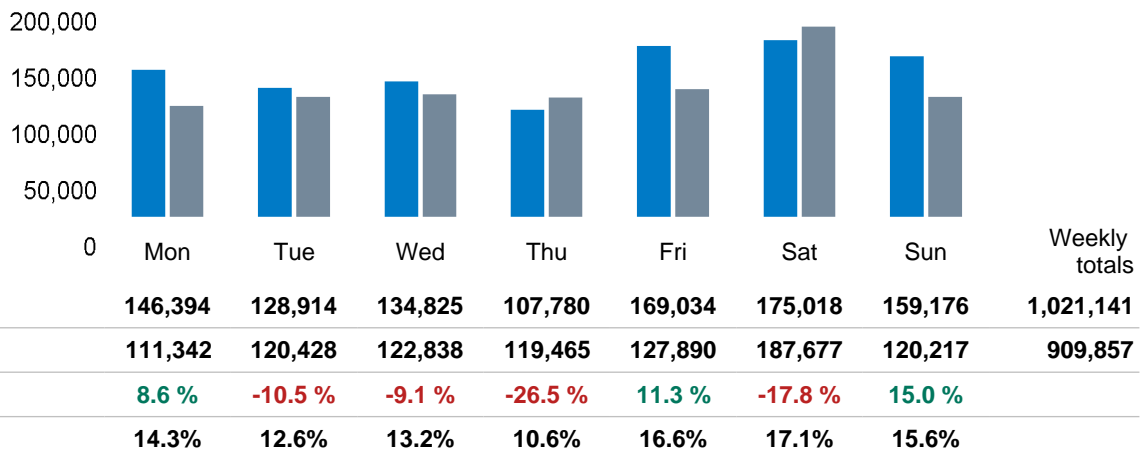
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your 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	0.9 %	-5.1 %
East	-6.6 %	-7.0 %
High Street Index - BDSU (BDSU - Multifunctional)	-14.4 %	-11.1 %
UK	-13.8 %	-11.5 %

Cambridge BID is compared to the high street index.

Footfall Counts by day



Footfall Counts by location

