

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	5.6%	35.2%	-5.3%	12.9%	1.3%	7.8%
East	4.2%	32.1%	-1.4%	13.6%	3.7%	6.6%
High Street Index - BDSU (BDSU - Multifunctional)	2.9%	34.4%	-4.5%	7.2%	-0.4%	4.9%
UK	3.6%	34.9%	-5.6%	8.5%	-0.6%	6.5%

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 54,457,843 which is 6.1% up on the previous year.

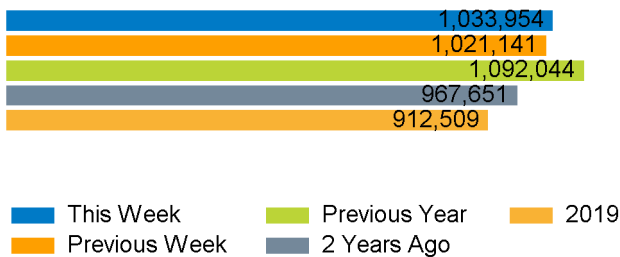
The total number of visitors for the year to date is 48,131,350 which is 5.6% up on the previous year.

The total number of visitors to Cambridge BID in week commencing 6 November 2023 was 1,033,954.

The busiest day in week commencing 6 November 2023 was Saturday with 214,337 visitors.

The peak hour of the week was 15:00 on Saturday 11 November 2023 with footfall of 24,455.

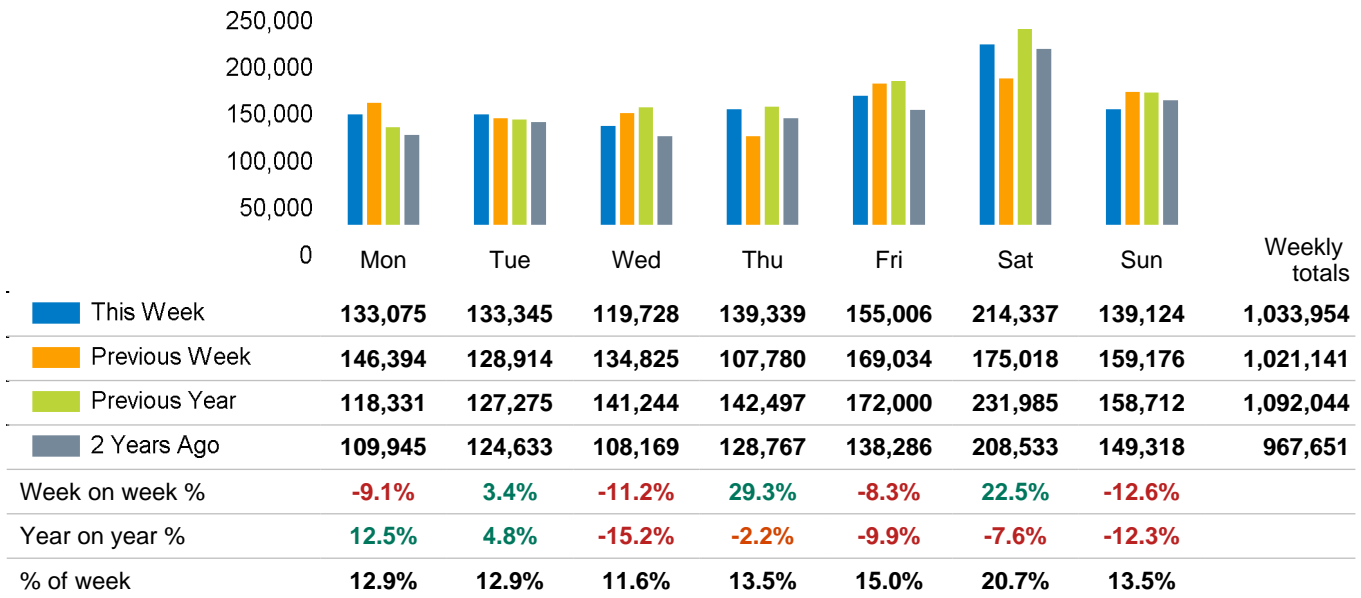
Footfall Counts by week



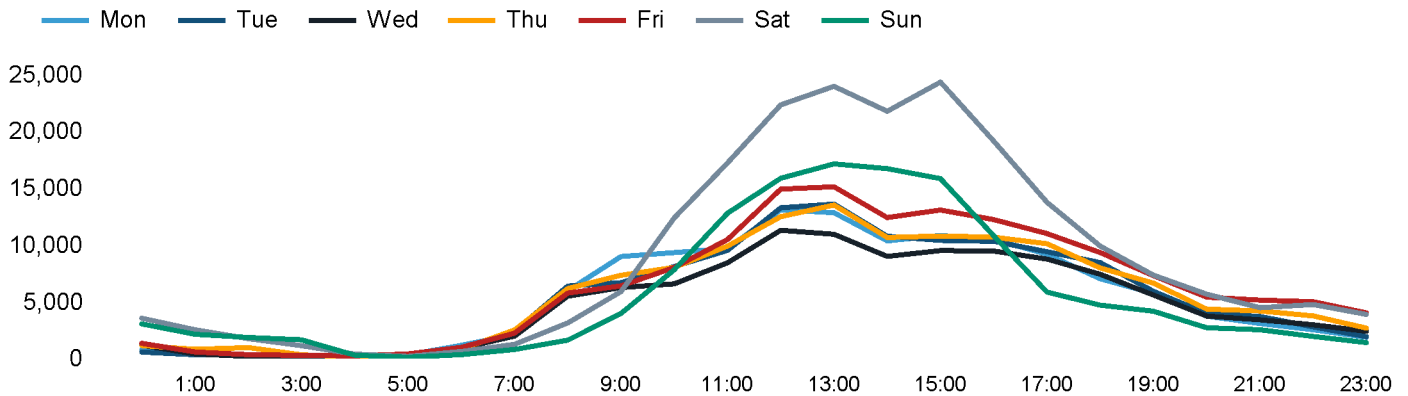
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	13°	13°	13°	13°	11°	10°	10°
Previous week	15°	15°	14°	14°	13°	13°	13°
Previous year	13°	15°	15°	14°	15°	16°	15°

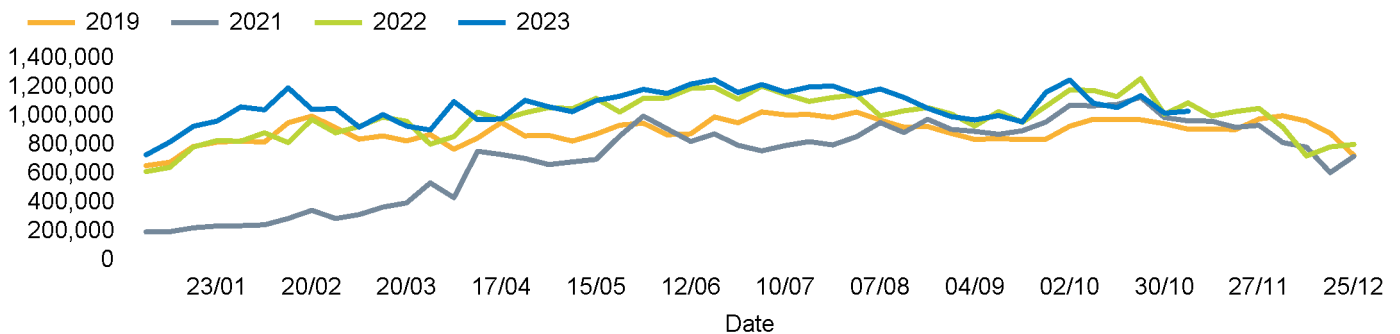
Footfall Counts by day



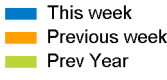
Footfall Counts by hour



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	70,656	6.8%	69,149	65,892	2.2%	7.2%	
Burleigh Street	61,296	5.9%	63,838	67,625	-4.0%	-9.4%	
Fitzroy Street at Waitrose	127,165	12.3%	101,857	130,888	24.8%	-2.8%	
Kings Parade	137,894	13.3%	132,595	141,689	4.0%	-2.7%	
Market Hill	142,417	13.8%	143,617	157,848	-0.8%	-9.8%	
One Station Square	36,161	3.5%	38,282	47,106	-5.5%	-23.2%	
Regent Street	74,442	7.2%	71,135	48,321	4.6%	54.1%	
Rose Crescent	94,186	9.1%	95,552	121,137	-1.4%	-22.2%	
Sidney Street	235,642	22.8%	249,130	254,418	-5.4%	-7.4%	
Silver Street	54,095	5.2%	55,986	57,120	-3.4%	-5.3%	

Reporting dates

This week - 06 November 2023 - 12 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 45, 2023 Vs Week 1, 2022 to Week 45, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 45, 2023 Vs Week 45, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 45 2023 Vs Week 44 2023



2019 Comparison for: Cambridge BID

2019 comparison for Cambridge BID

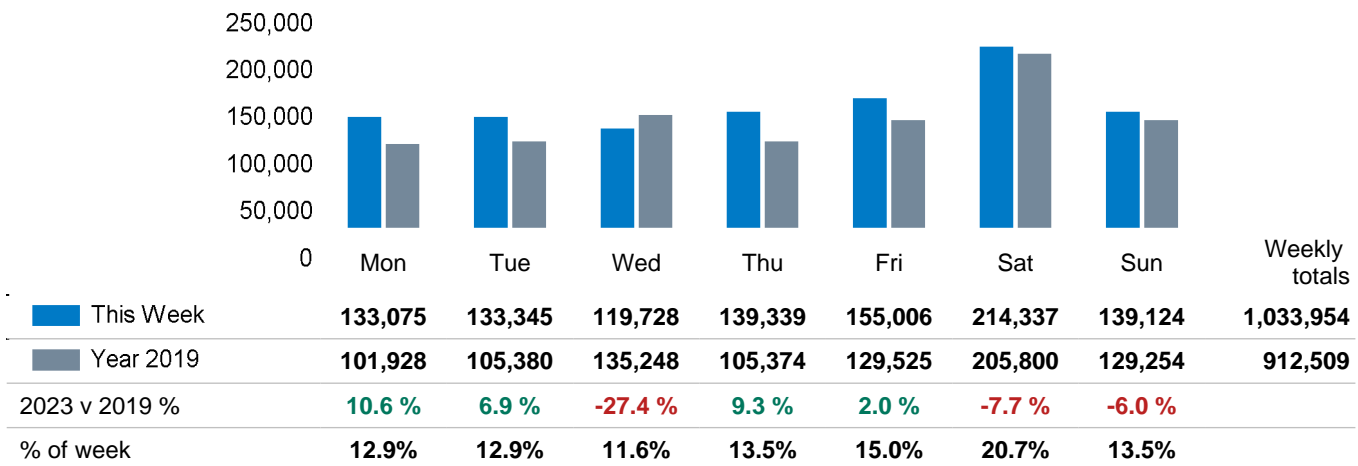
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your current performance in 2022 against the similar time period in 2019

Headlines

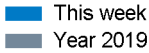









	Year to date % 2023 Vs 2019	Year on year % 2023 Vs 2019
Cambridge BID	0.8 %	-3.3 %
East	-6.6 %	-3.9 %
High Street Index - BDSU (BDSU - Multifunctional)	-14.4 %	-13.5 %
UK	-13.8 %	-14.7 %

Cambridge BID is compared to the high street index.

Footfall Counts by day



Footfall Counts by location

	This week	2019	2023 - 2019 %	
Bridge Street	70,656	65,811	7.4 %	
Burleigh Street	61,296			
Fitzroy Street at Waitrose	127,165	144,071	-11.7 %	
Kings Parade	137,894	89,014	54.9 %	
Market Hill	142,417	161,984	-12.1 %	
One Station Square	36,161			
Regent Street	74,442	92,552	-19.6 %	
Rose Crescent	94,186	120,982	-22.1 %	
Sidney Street	235,642	238,095	-1.0 %	
Silver Street	54,095			