

Footfall Report for: Cambridge BID

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2021	2020	2021	2020	2021	2020
Cambridge BID	32.2%	-45.8%	116.0%	-60.2%	-4.4%	2.9%
East	14.1%	-39.2%	98.9%	-59.1%	-5.9%	2.3%
High Street Index - BDSU(BDSU - Multifunctional)	13.8%	-44.3%	107.5%	-62.3%	-2.6%	2.8%
UK	16.9%	-44.9%	121.5%	-64.1%	-2.2%	4.2%

The footfall counter at Kings Parade was upgraded on 19th March 2021. 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

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 2021 versus 2019 in order to provide a comparison to the last normal trading year. This comparison is provided on the final pages of this report.

Headlines

The total number of visitors to Cambridge BID for the last 52 weeks is 34,228,879 which is 20.2% up on the previous year.

The total number of visitors for the year to date is 31,929,759 which is 32.2% up on the previous year.

The total number of visitors to Cambridge BID in week commencing 22 November 2021 was 828,758.

The busiest day in week commencing 22 November 2021 was Saturday with 145,959 visitors.

The peak hour of the week was 13:00 on Saturday 27 November 2021 with footfall of 18,545.

Footfall by week

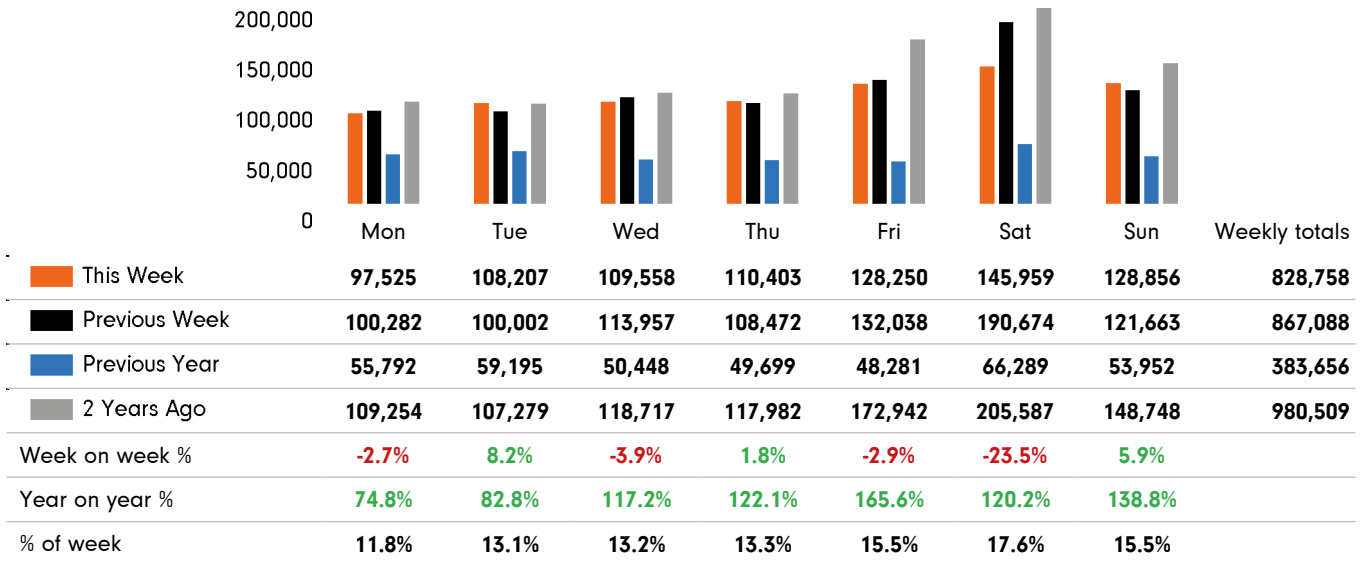


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

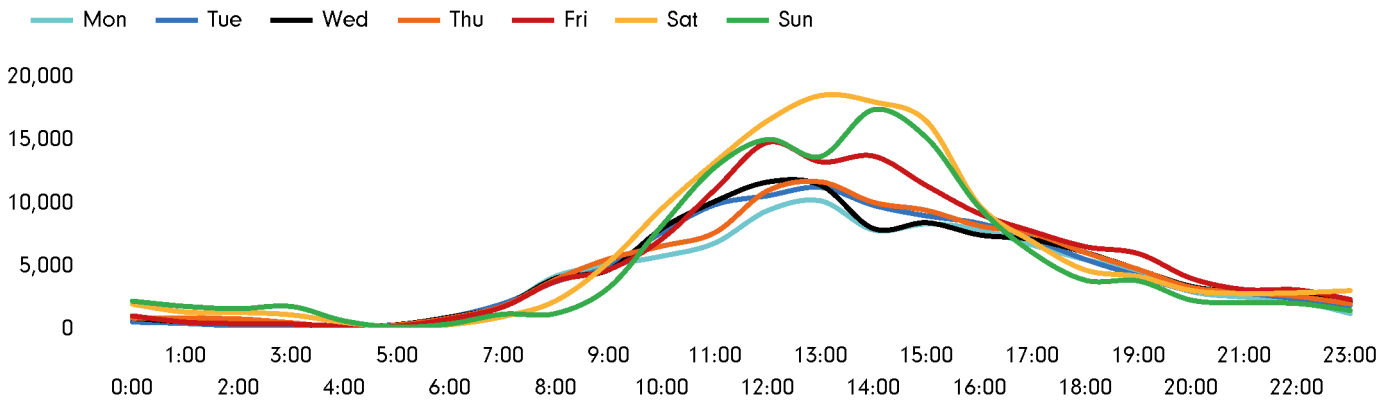
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	10°	8°	7°	7°	8°	6°	3°
Previous week	11°	11°	11°	14°	13°	11°	8°
Previous year	9°	12°	13°	8°	6°	11°	8°

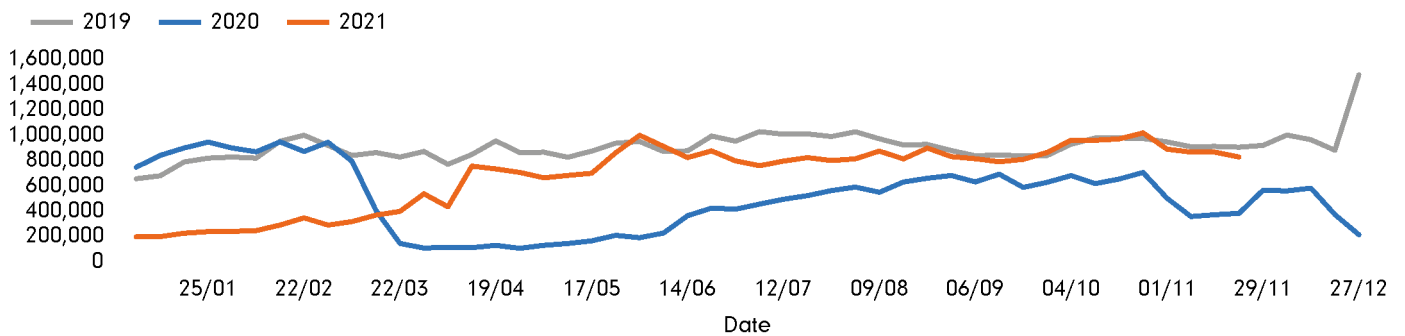
Footfall by day



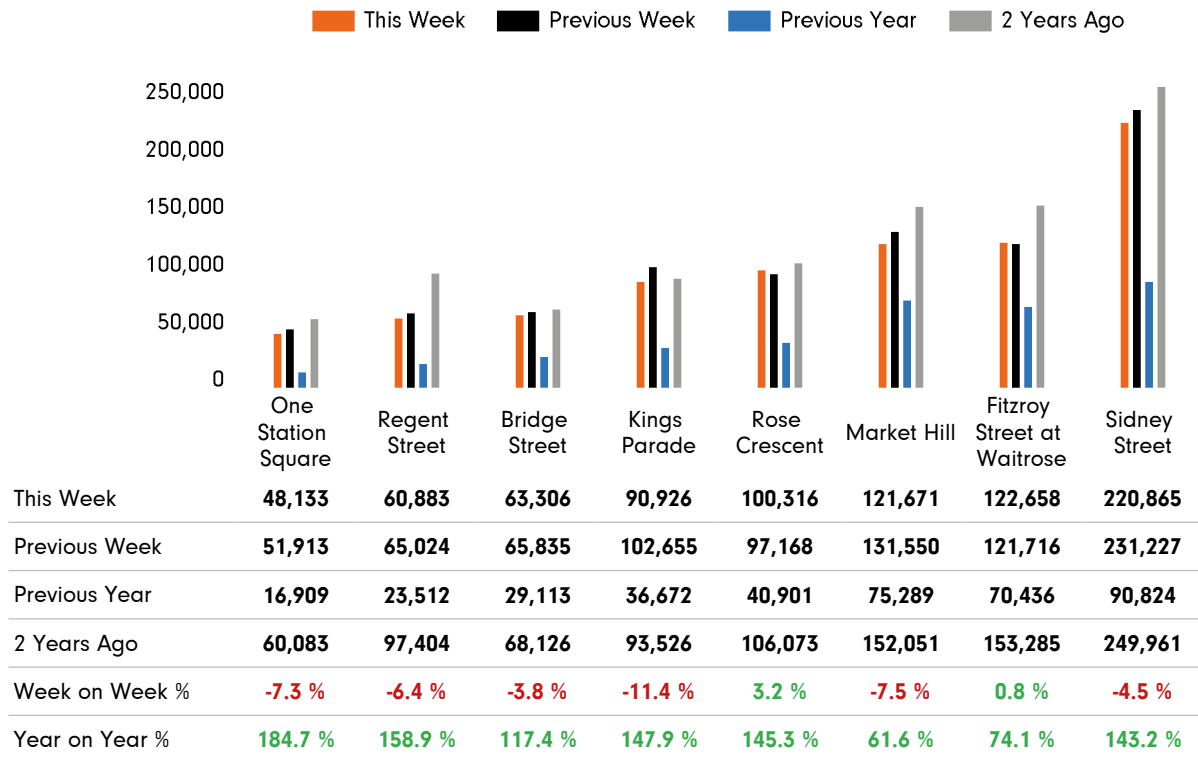
Footfall by hour



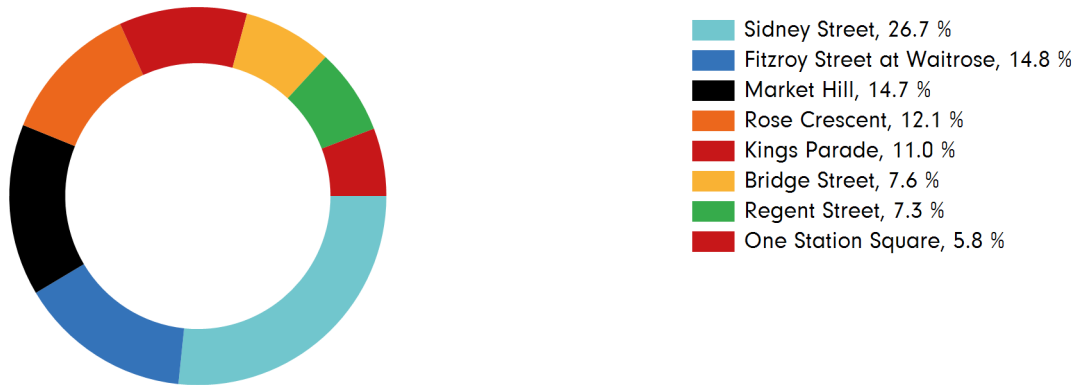
Footfall by week



Footfall by location



Footfall by location



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, 2021 to Week 47, 2021 Vs Week 1, 2020 to Week 47, 2020

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 47, 2021 Vs Week 47, 2020

Week on Week % Change is the % change in footfall for this week from the previous week. Week 47 2021 Vs Week 46 2021

2021 versus 2019 comparison follows on subsequent pages

2019 Comparison for: Cambridge BID

2019 comparison for Cambridge BID

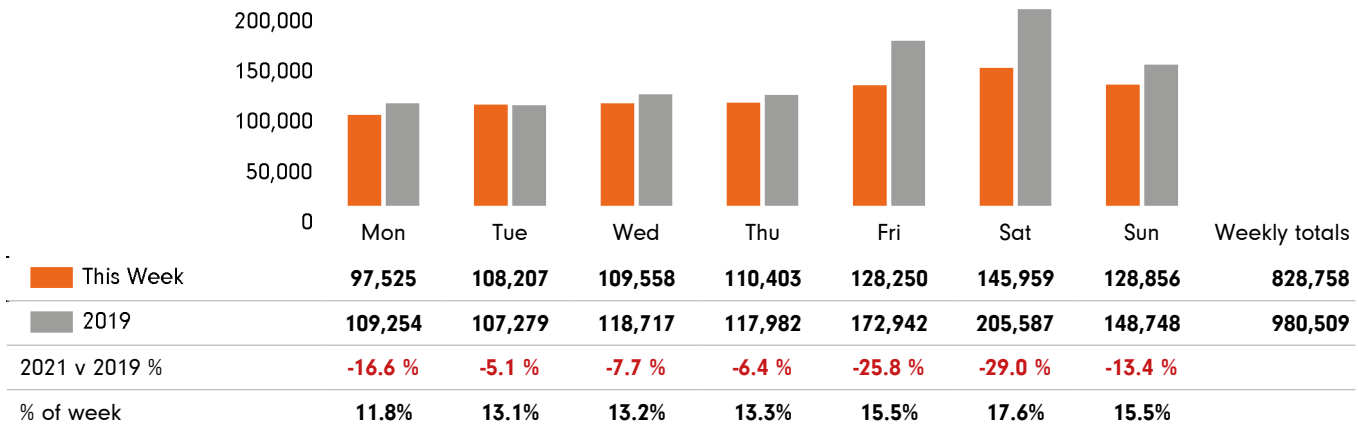
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2021 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section **below** and shows your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

Headlines










	Year to date % 2021 Vs 2019	Year on year % 2021 Vs 2019
Cambridge BID	-29.0 %	-15.2 %
East	-31.2 %	-20.5 %
High Street Index - BDSU(BDSU - Multifunctional)	-35.5 %	-20.2 %
UK	-32.9 %	-20.1 %

Cambridge BID is compared to the high street index.

Footfall by day



Footfall by location

	This week	2019	2021 - 2019 %	 This week  2019
Bridge Street	63,306	68,126	-7.1 %	
Fitzroy Street at Waitrose	122,658	153,285	-20.0 %	
Kings Parade	90,926	93,526	-2.8 %	
Market Hill	121,671	152,051	-20.0 %	
One Station Square	48,133	60,083	-19.9 %	
Regent Street	60,883	97,404	-37.5 %	
Rose Crescent	100,316	106,073	-5.4 %	
Sidney Street	220,865	249,961	-11.6 %	