

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	5.4%	33.6%	-1.9%	11.9%	-2.6%	3.1%
East	4.1%	30.7%	0.5%	14.7%	3.3%	5.2%
High Street Index - BDSU (BDSU - Multifunctional)	2.8%	32.6%	2.3%	5.5%	5.6%	2.1%
UK	3.5%	33.2%	2.6%	6.6%	8.5%	3.2%

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 56,058,153 which is 5.8% up on the previous year.

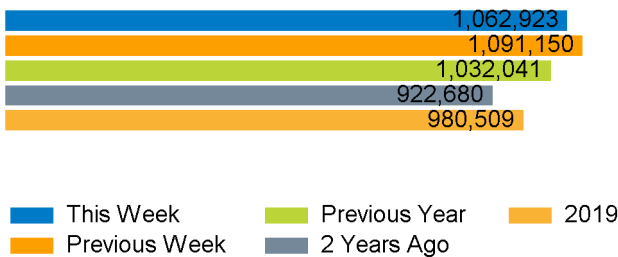
The total number of visitors for the year to date is 51,764,890 which is 5.4% up on the previous year.

The total number of visitors to Cambridge BID in week commencing 20 November 2023 was 1,062,923.

The busiest day in week commencing 20 November 2023 was Saturday with 195,133 visitors.

The peak hour of the week was 15:00 on Saturday 25 November 2023 with footfall of 24,208.

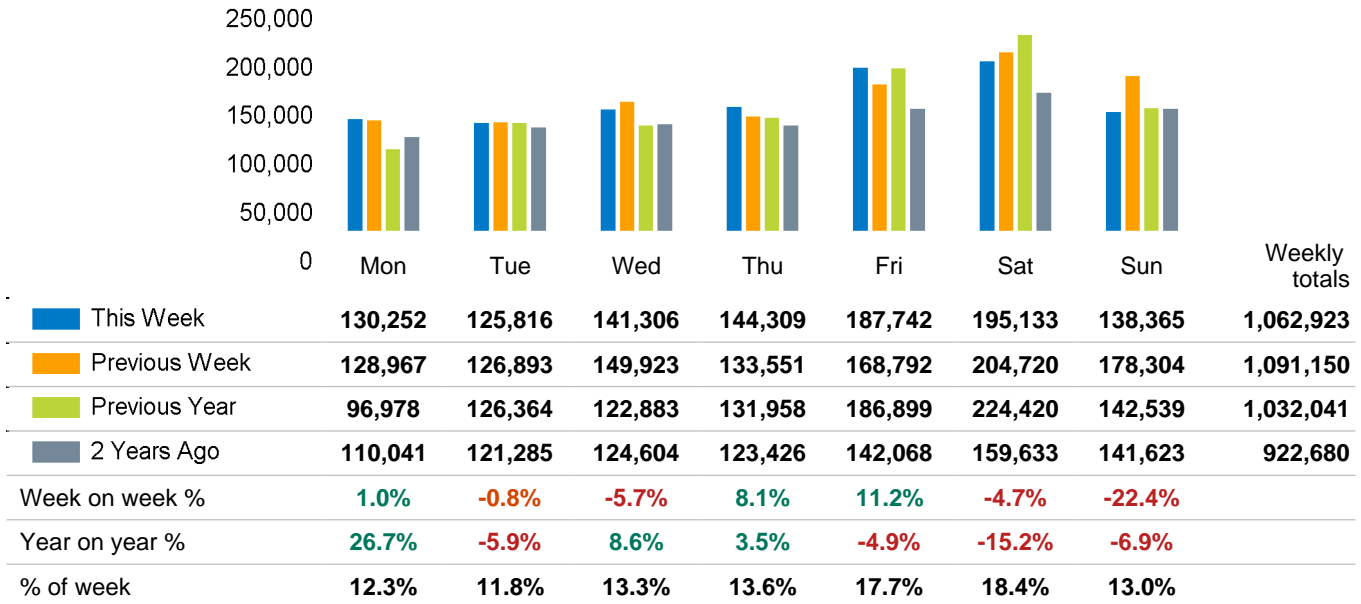
Footfall Counts by week



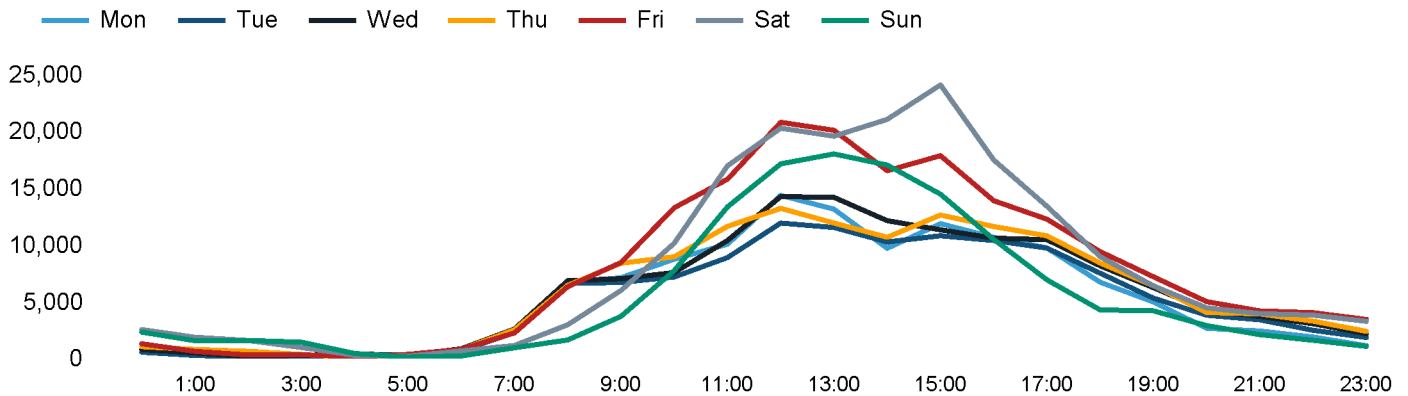
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week							
	14°	12°	11°	14°	14°	10°	8°
Previous week							
	15°	15°	12°	12°	11°	15°	15°
Previous year							
	11°	9°	9°	12°	13°	12°	12°

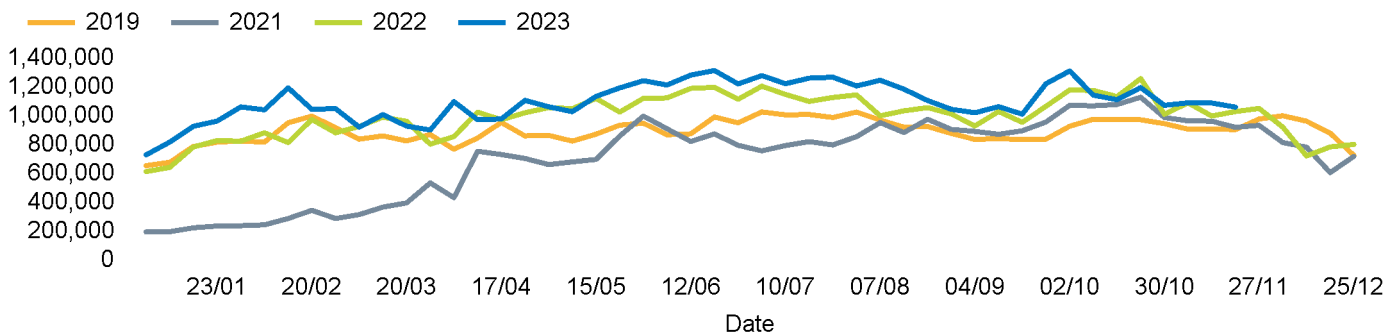
Footfall Counts by day



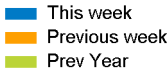











Footfall Counts by hour



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	67,037	6.3%	65,875	58,289	1.8%	15.0%	
Burleigh Street	61,395	5.8%	61,423	62,060	0.0%	-1.1%	
Fitzroy Street at Waitrose	133,111	12.5%	128,000	121,353	4.0%	9.7%	
Hill Road	50,086	4.7%	53,350		-6.1%		
Kings Parade	135,799	12.8%	125,644	114,986	8.1%	18.1%	
Market Hill	131,798	12.4%	138,439	142,864	-4.8%	-7.7%	
One Station Square	37,937	3.6%	45,699	44,194	-17.0%	-14.2%	
Regent Street	77,049	7.2%	75,410	46,651	2.2%	65.2%	
Rose Crescent	89,057	8.4%	98,139	121,328	-9.3%	-26.6%	
Sidney Street	227,885	21.4%	247,657	266,128	-8.0%	-14.4%	
Silver Street	51,769	4.9%	51,514	54,188	0.5%	-4.5%	

Reporting dates

This week - 20 November 2023 - 26 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 47, 2023 Vs Week 1, 2022 to Week 47, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 47, 2023 Vs Week 47, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 47 2023 Vs Week 46 2023



2019 Comparison for: Cambridge BID

2019 comparison for Cambridge BID

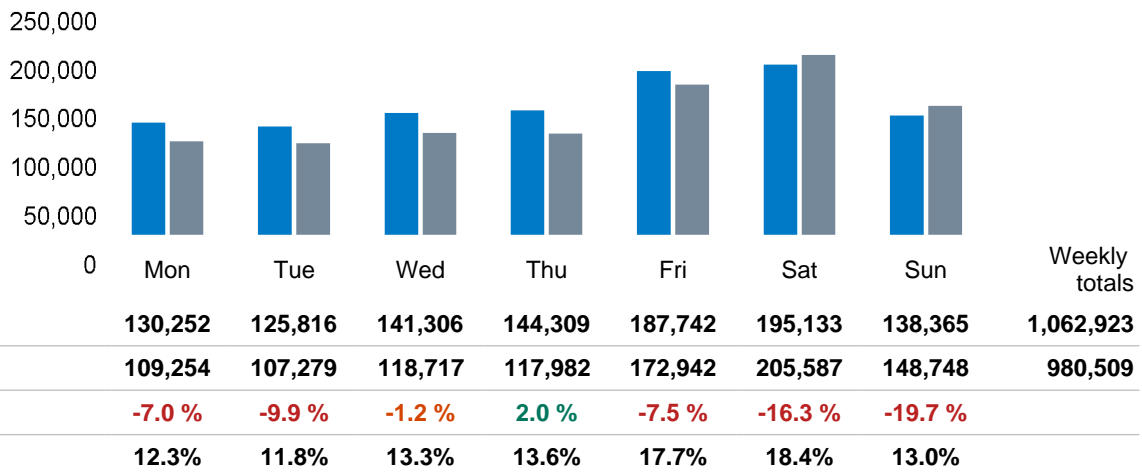
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your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

Headlines

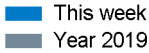










	Year to date % 2023 Vs 2019	Year on year % 2023 Vs 2019
Cambridge BID	0.6 %	-6.4 %
East	-6.7 %	-8.1 %
High Street Index - BDSU (BDSU - Multifunctional)	-14.3 %	-13.1 %
UK	-13.8 %	-12.0 %

Cambridge BID is compared to the high street index.

Footfall Counts by day



Footfall Counts by location

	This week	2019	2023 - 2019 %	
Bridge Street	67,037	68,126	-1.6 %	
Burleigh Street	61,395			
Fitzroy Street at Waitrose	133,111	153,285	-13.2 %	
Hill Road	50,086			
Kings Parade	135,799	93,526	45.2 %	
Market Hill	131,798	152,051	-13.3 %	
One Station Square	37,937	60,083	-36.9 %	
Regent Street	77,049	97,404	-20.9 %	
Rose Crescent	89,057	106,073	-16.0 %	
Sidney Street	227,885	249,961	-8.8 %	
Silver Street	51,769			