

Footfall Report for: Cambridge BID

Weekly Footfall Counts

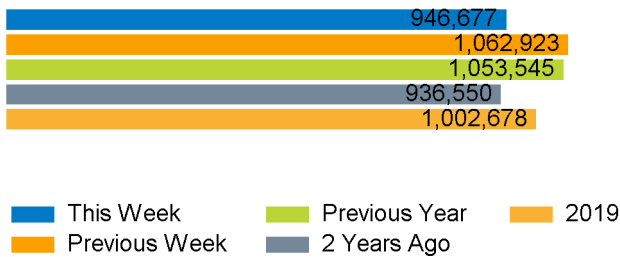
	Year to date %		Year on year %		Week on week %	
	2023	2022	2023	2022	2023	2022
Cambridge BID	5.0%	33.0%	-14.7%	12.5%	-10.9%	2.1%
East	3.8%	30.1%	-9.2%	10.0%	-9.6%	0.1%
High Street Index - BDSU (BDSU - Multifunctional)	2.6%	32.0%	-7.4%	11.5%	-5.2%	5.0%
UK	3.2%	32.6%	-7.4%	14.3%	-4.5%	6.3%

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 55,951,285 which is 5.3% up on the previous year.
- The total number of visitors for the year to date is 52,711,567 which is 5% up on the previous year.
- The total number of visitors to Cambridge BID in week commencing 27 November 2023 was 946,677.
- The busiest day in week commencing 27 November 2023 was Saturday with 202,728 visitors.
- The peak hour of the week was 14:00 on Saturday 2 December 2023 with footfall of 24,396.

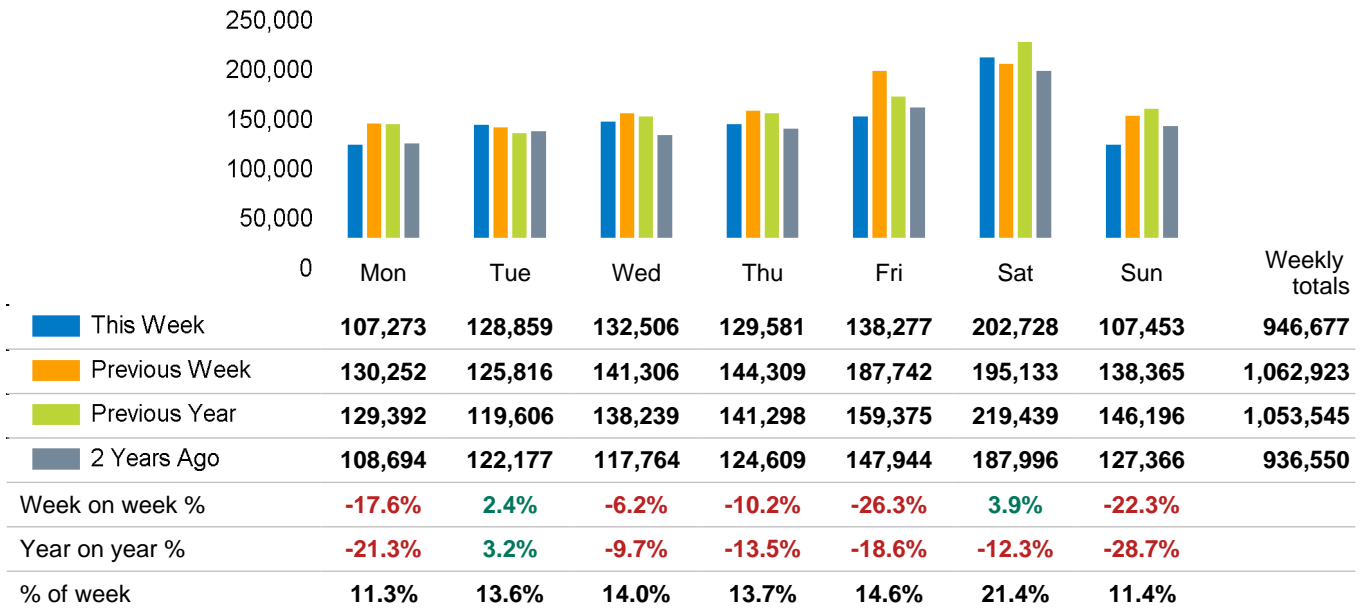
Footfall Counts by week



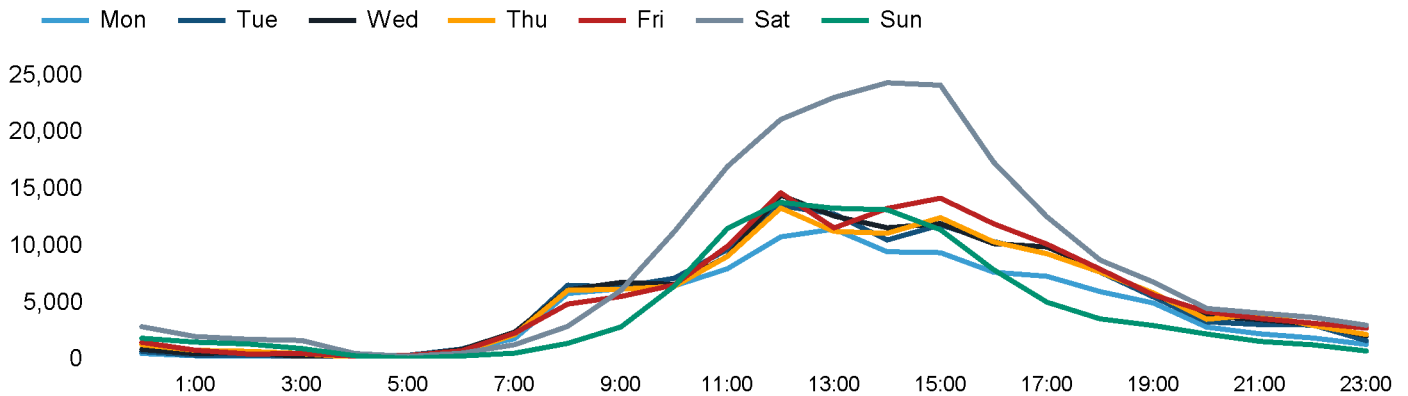
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	7°	7°	6°	4°	4°	4°	7°
Previous week	14°	12°	11°	14°	14°	10°	8°
Previous year	13°	11°	7°	9°	6°	7°	8°

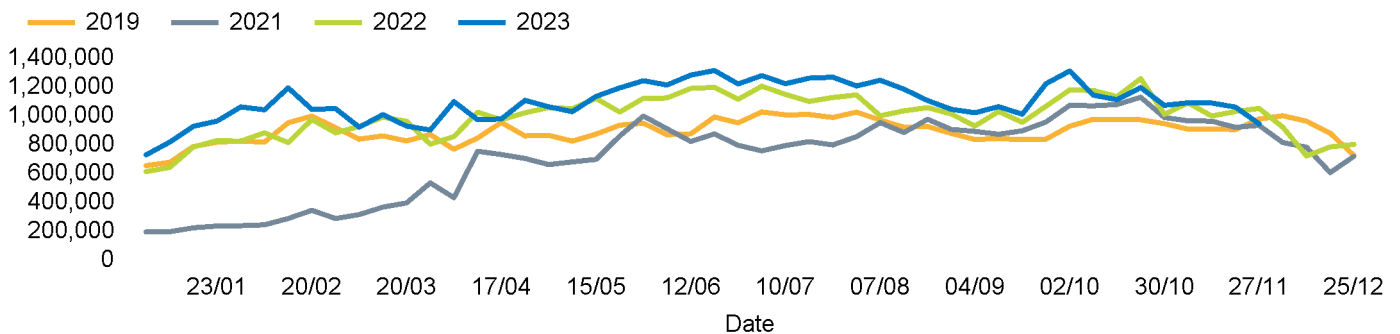
Footfall Counts by day















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	57,204	6.0%	67,037	59,738	-14.7%	-4.2%	
Burleigh Street	59,507	6.3%	61,395	65,511	-3.1%	-9.2%	
Fitzroy Street at Waitrose	125,437	13.3%	133,111	128,992	-5.8%	-2.8%	
Hill Road	47,755	5.0%	50,086		-4.7%		
Kings Parade	106,147	11.2%	135,799	111,569	-21.8%	-4.9%	
Market Hill	100,795	10.6%	131,798	140,132	-23.5%	-28.1%	
One Station Square	33,943	3.6%	37,937	44,469	-10.5%	-23.7%	
Regent Street	68,817	7.3%	77,049	50,480	-10.7%	36.3%	
Rose Crescent	80,829	8.5%	89,057	116,922	-9.2%	-30.9%	
Sidney Street	220,620	23.3%	227,885	278,149	-3.2%	-20.7%	
Silver Street	45,623	4.8%	51,769	57,583	-11.9%	-20.8%	

Reporting dates

This week - 27 November 2023 - 03 December 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 48, 2023 Vs Week 1, 2022 to Week 48, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 48, 2023 Vs Week 48, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 48 2023 Vs Week 47 2023



2019 Comparison for: Cambridge BID

2019 comparison for Cambridge BID

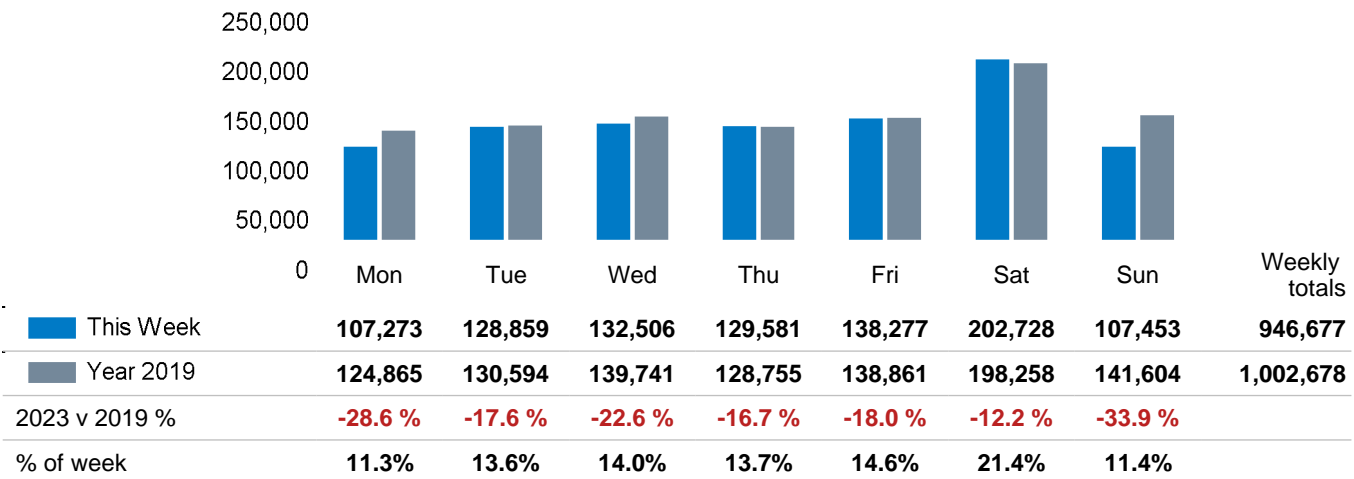
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your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

Headlines

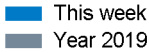










	Year to date % 2023 Vs 2019	Year on year % 2023 Vs 2019
Cambridge BID	0.1 %	-20.8 %
East	-7.0 %	-19.7 %
High Street Index - BDSU (BDSU - Multifunctional)	-14.4 %	-18.4 %
UK	-13.8 %	-17.2 %

Cambridge BID is compared to the high street index.

Footfall Counts by day



Footfall Counts by location

	This week	2019	2023 - 2019 %	
Bridge Street	57,204	67,450	-15.2 %	
Burleigh Street	59,507			
Fitzroy Street at Waitrose	125,437	152,826	-17.9 %	
Hill Road	47,755			
Kings Parade	106,147	97,895	8.4 %	
Market Hill	100,795	142,827	-29.4 %	
One Station Square	33,943	72,289	-53.0 %	
Regent Street	68,817	97,697	-29.6 %	
Rose Crescent	80,829	110,302	-26.7 %	
Sidney Street	220,620	261,392	-15.6 %	
Silver Street	45,623			