

Footfall Report for: Cambridge BID

Weekly Footfall Counts

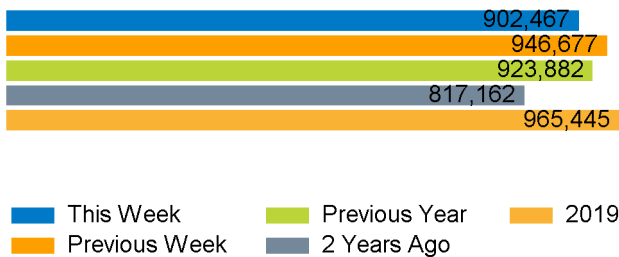
	Year to date %		Year on year %		Week on week %	
	2023	2022	2023	2022	2023	2022
Cambridge BID	4.7%	32.6%	-7.9%	13.1%	-4.7%	-12.3%
East	3.6%	29.6%	-5.8%	10.8%	1.6%	-2.7%
High Street Index - BDSU (BDSU - Multifunctional)	2.4%	31.5%	-3.4%	10.7%	1.2%	-2.6%
UK	3.0%	32.1%	-5.7%	14.8%	0.5%	-1.5%

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 55,929,870 which is 4.9% up on the previous year.
- The total number of visitors for the year to date is 53,614,034 which is 4.7% up on the previous year.
- The total number of visitors to Cambridge BID in week commencing 4 December 2023 was 902,467.
- The busiest day in week commencing 4 December 2023 was Saturday with 179,121 visitors.
- The peak hour of the week was 14:00 on Saturday 9 December 2023 with footfall of 21,768.

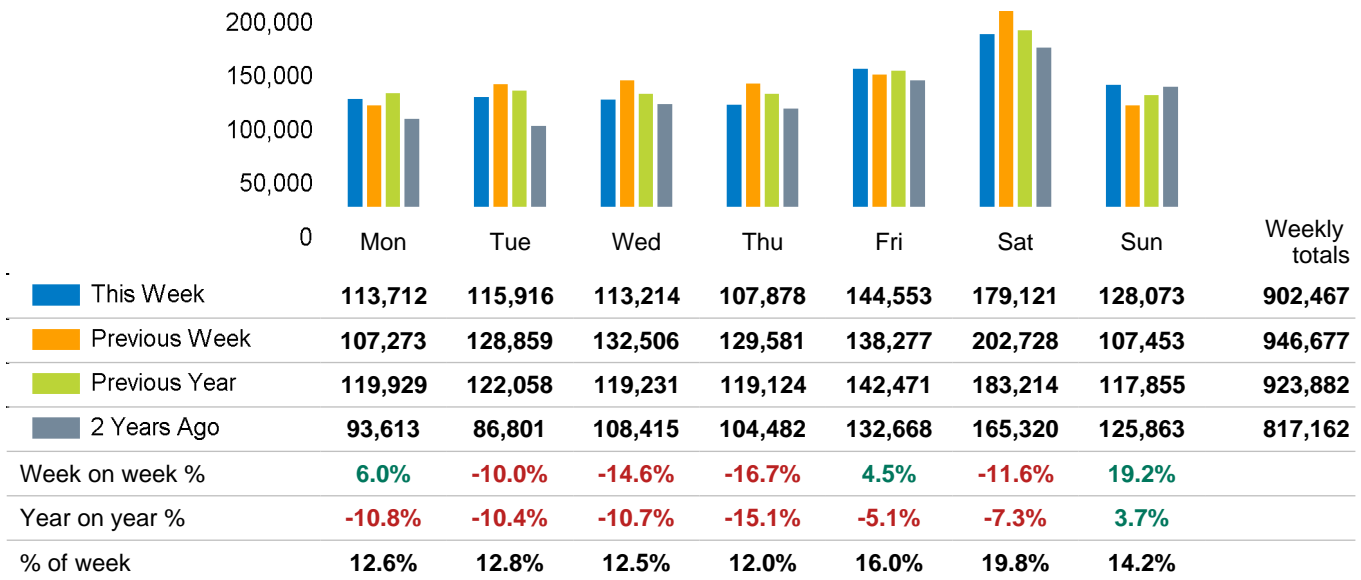
Footfall Counts by week



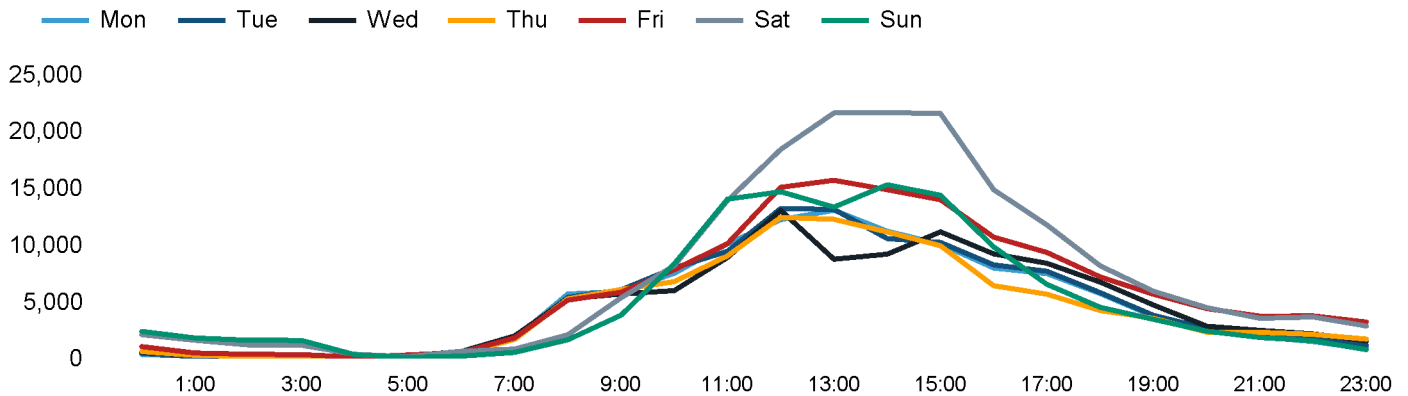
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	 8°	 7°	 7°	 7°	 10°	 13°	 13°
Previous week	 7°	 7°	 6°	 4°	 4°	 4°	 7°
Previous year	 5°	 8°	 6°	 4°	 3°	 4°	 4°

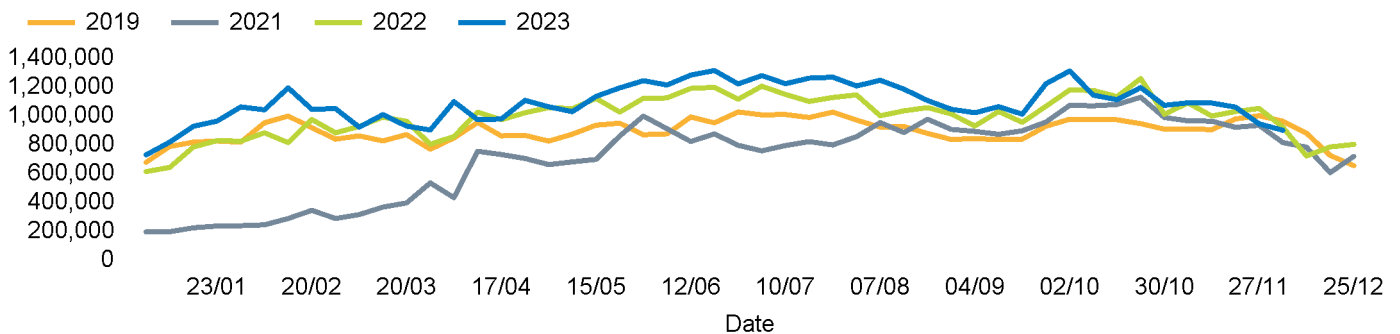
Footfall Counts by day




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	53,044	5.9%	57,204	54,769	-7.3%	-3.1%	
Burleigh Street	57,256	6.3%	59,507	59,622	-3.8%	-4.0%	
Fitzroy Street at Waitrose	111,011	12.3%	125,437	128,316	-11.5%	-13.5%	
Hill Road	51,294	5.7%	47,755		7.4%		
Kings Parade	88,709	9.8%	106,147	84,351	-16.4%	5.2%	
Market Hill	102,063	11.3%	100,795	104,826	1.3%	-2.6%	
One Station Square	35,179	3.9%	33,943	38,662	3.6%	-9.0%	
Regent Street	60,660	6.7%	68,817	45,670	-11.9%	32.8%	
Rose Crescent	78,957	8.7%	80,829	99,490	-2.3%	-20.6%	
Sidney Street	232,793	25.8%	220,620	252,594	5.5%	-7.8%	
Silver Street	31,501	3.5%	45,623	55,582	-31.0%	-43.3%	

Reporting dates

This week - 04 December 2023 - 10 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 49, 2023 Vs Week 1, 2022 to Week 49, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 49, 2023 Vs Week 49, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 49 2023 Vs Week 48 2023



2019 Comparison for: Cambridge BID

2019 comparison for Cambridge BID

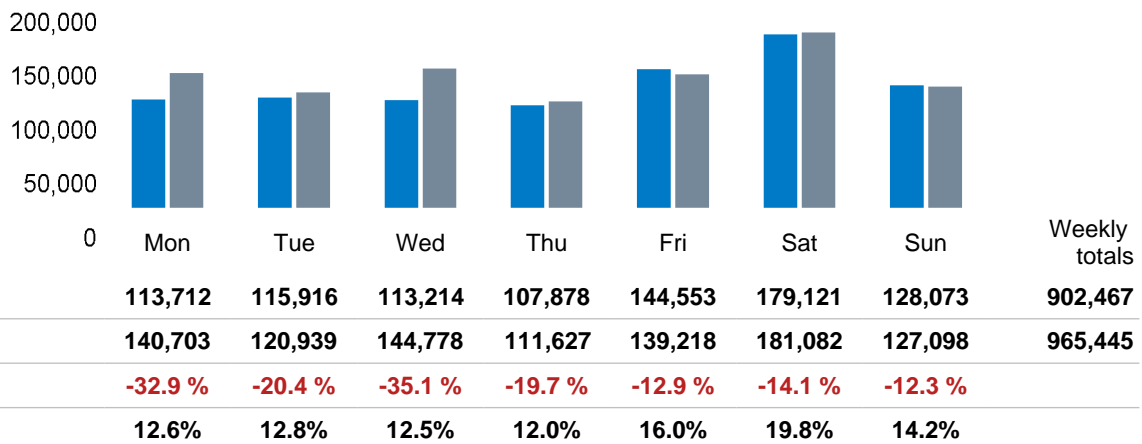
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your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

Headlines

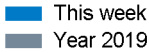







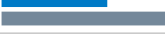


	Year to date % 2023 Vs 2019	Year on year % 2023 Vs 2019
Cambridge BID	-0.4 %	-21.0 %
East	-7.3 %	-18.0 %
High Street Index - BDSU (BDSU - Multifunctional)	-14.4 %	-16.3 %
UK	-13.8 %	-14.2 %

Cambridge BID is compared to the high street index.

Footfall Counts by day



Footfall Counts by location

	This week	2019	2023 - 2019 %	
Bridge Street	53,044	63,600	-16.6 %	
Burleigh Street	57,256			
Fitzroy Street at Waitrose	111,011	147,746	-24.9 %	
Hill Road	51,294			
Kings Parade	88,709	80,767	9.8 %	
Market Hill	102,063	132,952	-23.2 %	
One Station Square	35,179	83,533	-57.9 %	
Regent Street	60,660	93,364	-35.0 %	
Rose Crescent	78,957	98,532	-19.9 %	
Sidney Street	232,793	264,951	-12.1 %	
Silver Street	31,501			