

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% | 31.7% | 20.7% | -7.7% | 2.7% | -21.6% |
| East | 3.8% | 28.8% | 11.0% | -1.8% | 5.8% | -9.6% |
| High Street Index - BDSU (BDSU - Multifunctional) | 2.7% | 30.6% | 16.2% | -4.4% | 8.3% | -9.7% |
| UK | 3.3% | 31.2% | 15.9% | -4.2% | 8.1% | -11.1% |

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 56,132,092 which is 5.3% up on the previous year.

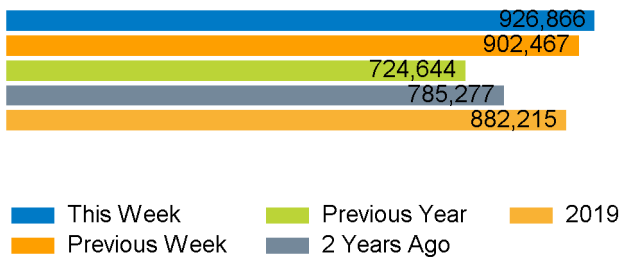
The total number of visitors for the year to date is 54,540,900 which is 5% up on the previous year.

The total number of visitors to Cambridge BID in week commencing 11 December 2023 was 926,866.

The busiest day in week commencing 11 December 2023 was Saturday with 193,667 visitors.

The peak hour of the week was 15:00 on Saturday 16 December 2023 with footfall of 23,033.

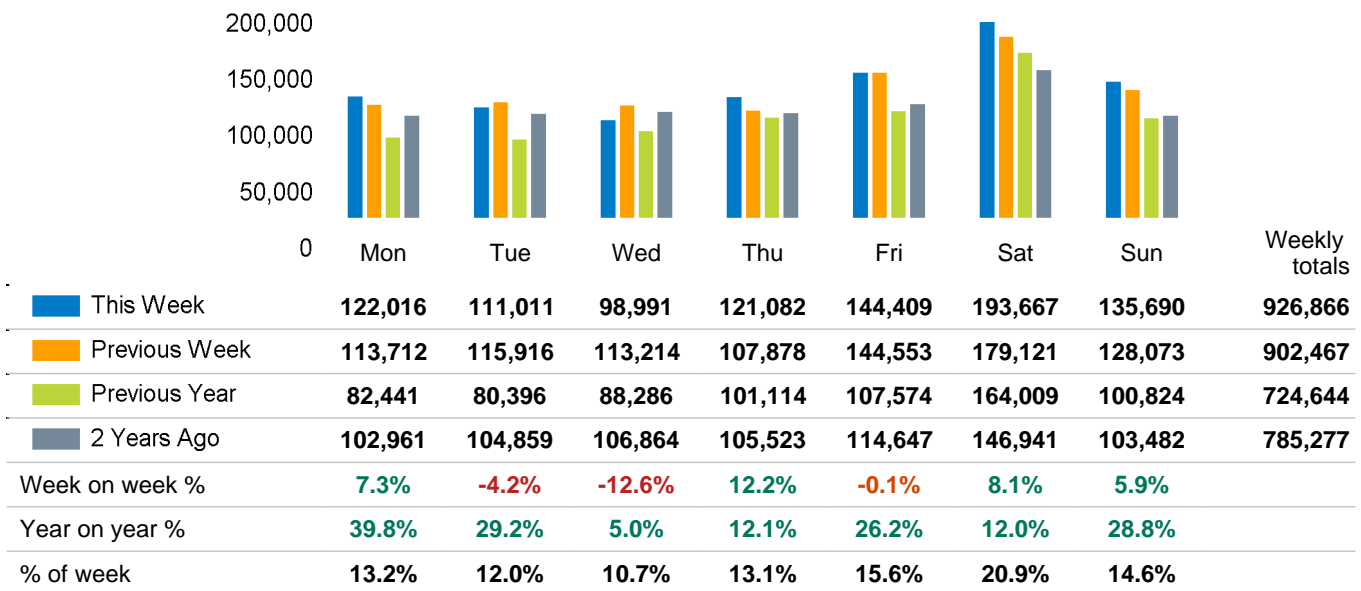
Footfall Counts by week



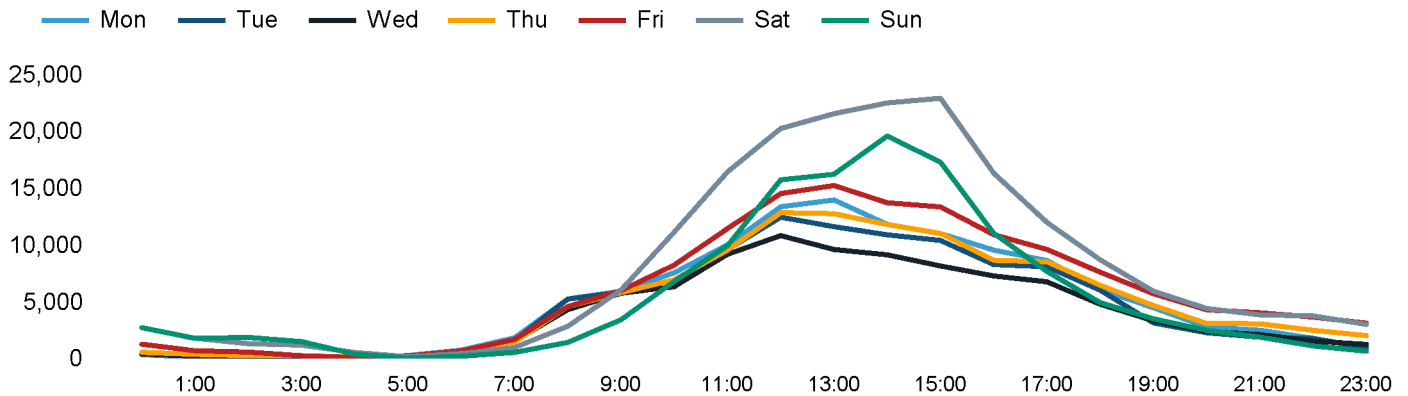
Weather

| | Mon | Tue | Wed | Thu | Fri | Sat | Sun |
|---------------|-----|-----|-----|-----|-----|-----|-----|
| This week | | | | | | | |
| | 11° | 11° | 11° | 8° | 9° | 11° | 11° |
| Previous week | | | | | | | |
| | 8° | 7° | 7° | 7° | 10° | 13° | 13° |
| Previous year | | | | | | | |
| | -1° | 1° | -2° | 0° | 0° | 0° | 3° |

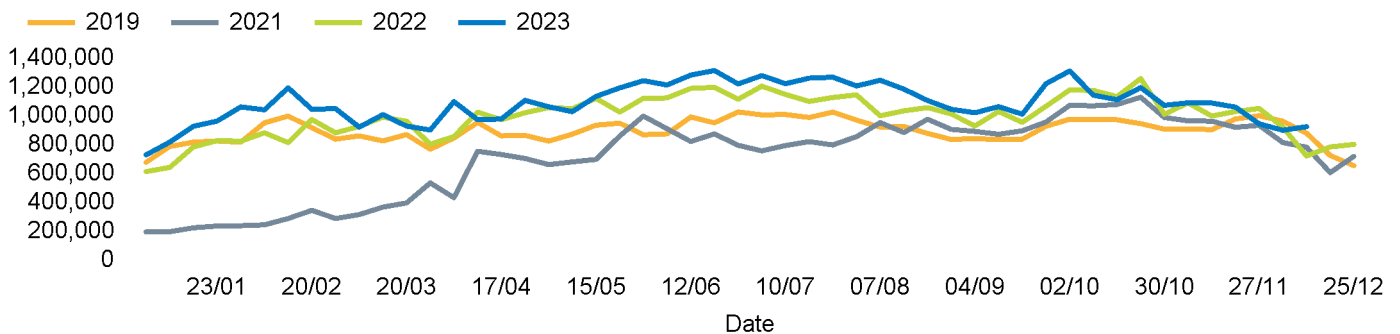
Footfall Counts by day



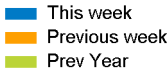
Footfall Counts by hour



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 | 55,616 | 6.0% | 53,044 | 41,927 | 4.8% | 32.6% | |
| Burleigh Street | 55,644 | 6.0% | 57,256 | 49,704 | -2.8% | 12.0% | |
| Fitzroy Street at Waitrose | 129,410 | 14.0% | 111,011 | 95,314 | 16.6% | 35.8% | |
| Hill Road | 52,398 | 5.7% | 51,294 | | 2.2% | | |
| Kings Parade | 87,285 | 9.4% | 88,709 | 52,493 | -1.6% | 66.3% | |
| Market Hill | 104,313 | 11.3% | 102,063 | 74,908 | 2.2% | 39.3% | |
| One Station Square | 30,795 | 3.3% | 35,179 | 23,473 | -12.5% | 31.2% | |
| Regent Street | 64,059 | 6.9% | 60,660 | 35,924 | 5.6% | 78.3% | |
| Rose Crescent | 76,926 | 8.3% | 78,957 | 85,481 | -2.6% | -10.0% | |
| Sidney Street | 245,039 | 26.4% | 232,793 | 217,458 | 5.3% | 12.7% | |
| Silver Street | 25,381 | 2.7% | 31,501 | 47,962 | -19.4% | -47.1% | |

Reporting dates

This week - 11 December 2023 - 17 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 50, 2023 Vs Week 1, 2022 to Week 50, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 50, 2023 Vs Week 50, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 50 2023 Vs Week 49 2023



2019 Comparison for: Cambridge BID

2019 comparison for Cambridge BID

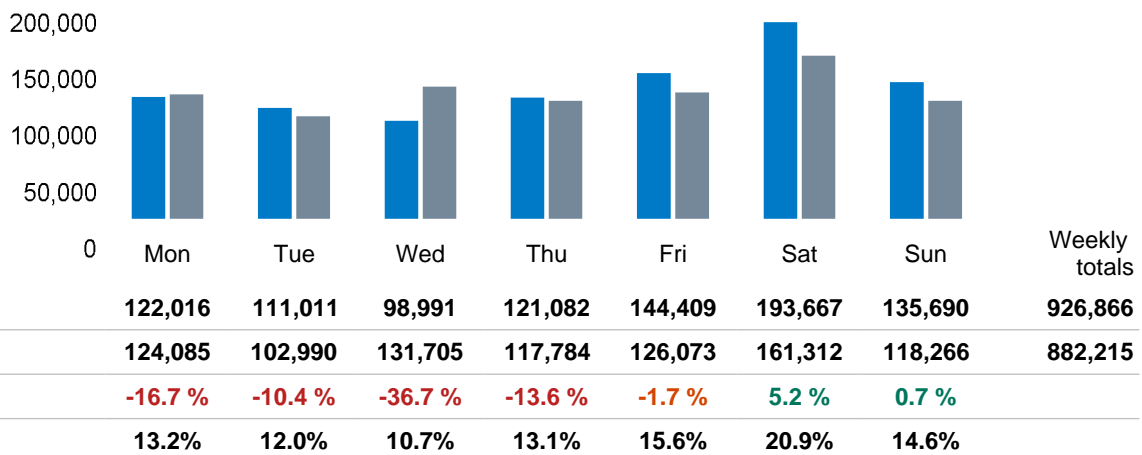
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your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

Headlines

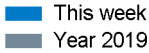











| | Year to date % 2023 Vs 2019 | Year on year % 2023 Vs 2019 |
|--|--------------------------------|--------------------------------|
| Cambridge BID | -0.6 % | -10.1 % |
| East | -7.5 % | -16.2 % |
| High Street Index - BDSU (BDSU - Multifunctional) | -14.4 % | -14.0 % |
| UK | -13.8 % | -12.6 % |

Cambridge BID is compared to the high street index.

Footfall Counts by day



Footfall Counts by location

| | This week | 2019 | 2023 - 2019 % |  |
|----------------------------|-----------|---------|---------------|--|
| Bridge Street | 55,616 | 57,519 | -3.3 % |  |
| Burleigh Street | 55,644 | | |  |
| Fitzroy Street at Waitrose | 129,410 | 149,551 | -13.5 % |  |
| Hill Road | 52,398 | | |  |
| Kings Parade | 87,285 | 59,348 | 47.1 % |  |
| Market Hill | 104,313 | 121,439 | -14.1 % |  |
| One Station Square | 30,795 | 55,006 | -44.0 % |  |
| Regent Street | 64,059 | 77,967 | -17.8 % |  |
| Rose Crescent | 76,926 | 97,950 | -21.5 % |  |
| Sidney Street | 245,039 | 263,435 | -7.0 % |  |
| Silver Street | 25,381 | | |  |

