

Footfall Report for: Cambridge BID

Weekly Footfall Counts

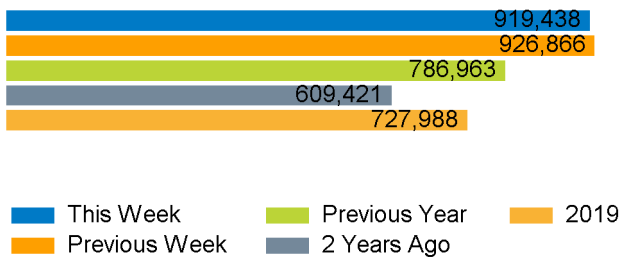
	Year to date %		Year on year %		Week on week %	
	2023	2022	2023	2022	2023	2022
Cambridge BID	5.1%	31.7%	11.5%	29.1%	-0.8%	8.6%
East	3.9%	28.7%	12.6%	26.1%	8.7%	7.3%
High Street Index - BDSU (BDSU - Multifunctional)	3.0%	30.4%	15.1%	24.2%	5.6%	6.4%
UK	3.5%	31.0%	13.8%	25.6%	2.5%	5.1%

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 56,264,567 which is 5.2% up on the previous year.
- The total number of visitors for the year to date is 55,460,338 which is 5.1% up on the previous year.
- The total number of visitors to Cambridge BID in week commencing 18 December 2023 was 919,438.
- The busiest day in week commencing 18 December 2023 was Friday with 157,901 visitors.
- The peak hour of the week was 13:00 on Friday 22 December 2023 with footfall of 19,048.

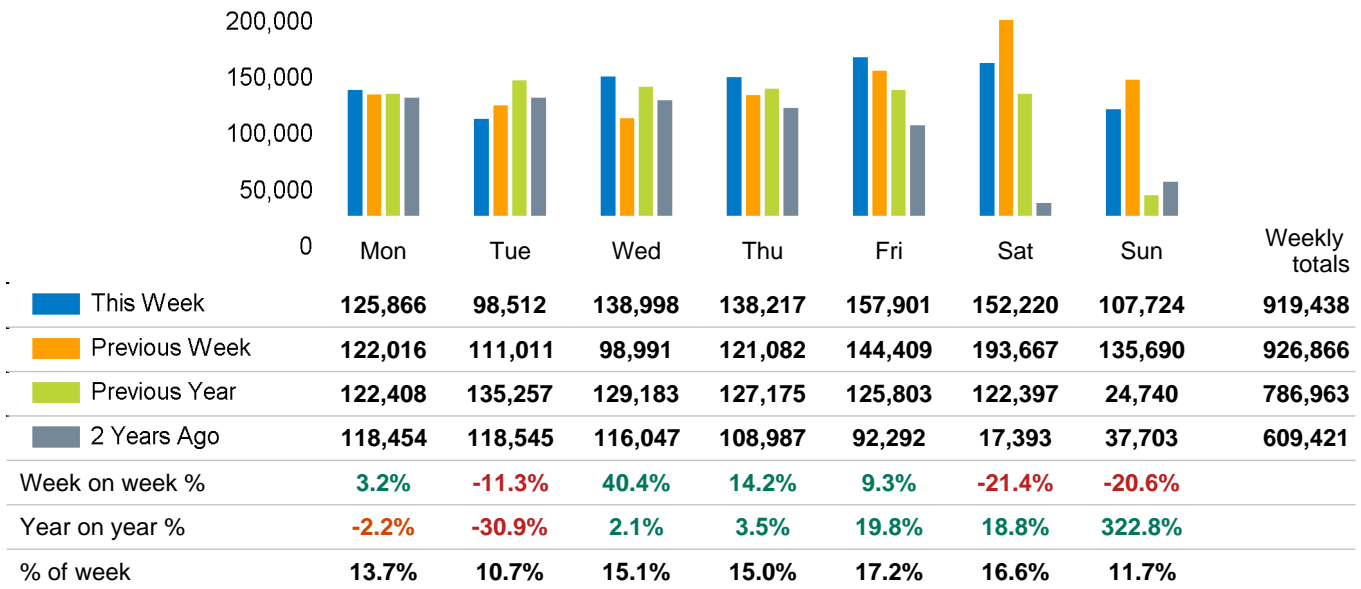
Footfall Counts by week



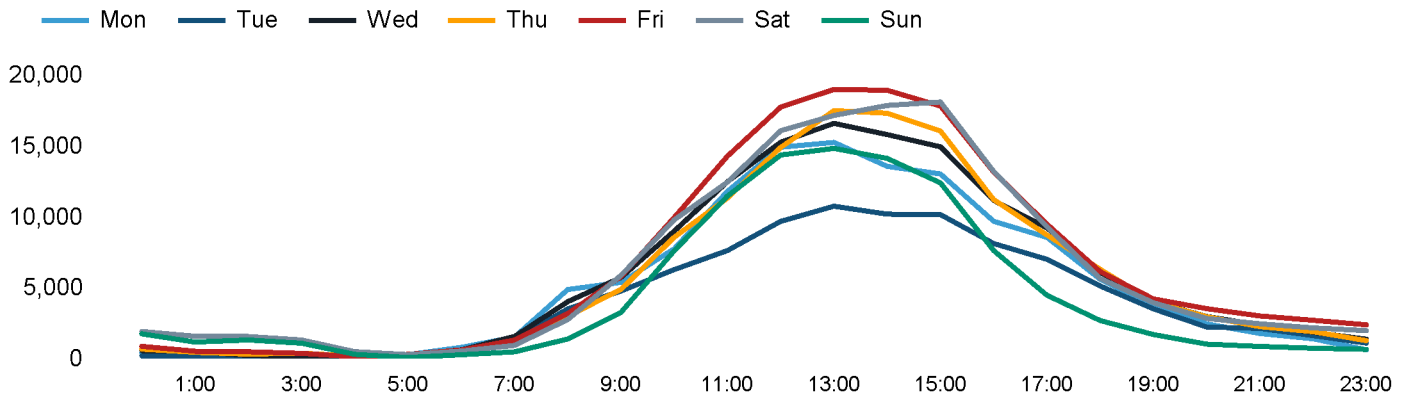
Weather

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

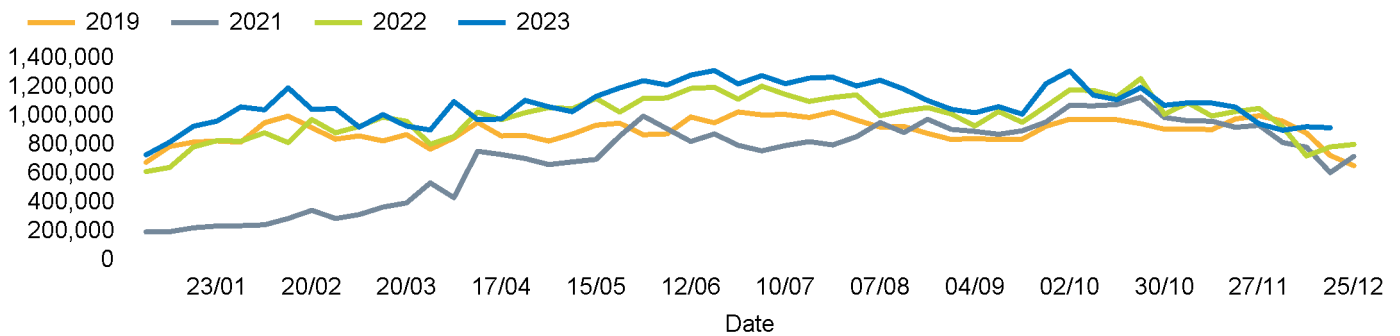
Footfall Counts by day



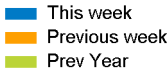











Footfall Counts by hour



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	51,041	5.6%	55,616	42,001	-8.2%	21.5%	
Burleigh Street	51,133	5.6%	55,644	46,579	-8.1%	9.8%	
Fitzroy Street at Waitrose	137,882	15.0%	129,410	100,591	6.5%	37.1%	
Hill Road	41,950	4.6%	52,398		-19.9%		
Kings Parade	76,789	8.4%	87,285	59,245	-12.0%	29.6%	
Market Hill	106,165	11.5%	104,313	97,119	1.8%	9.3%	
One Station Square	27,327	3.0%	30,795	25,677	-11.3%	6.4%	
Regent Street	60,303	6.6%	64,059	33,781	-5.9%	78.5%	
Rose Crescent	82,864	9.0%	76,926	97,498	7.7%	-15.0%	
Sidney Street	261,716	28.5%	245,039	235,043	6.8%	11.3%	
Silver Street	22,268	2.4%	25,381	49,429	-12.3%	-54.9%	

Reporting dates

This week - 18 December 2023 - 24 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 51, 2023 Vs Week 1, 2022 to Week 51, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 51, 2023 Vs Week 51, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 51 2023 Vs Week 50 2023



2019 Comparison for: Cambridge BID

2019 comparison for Cambridge BID

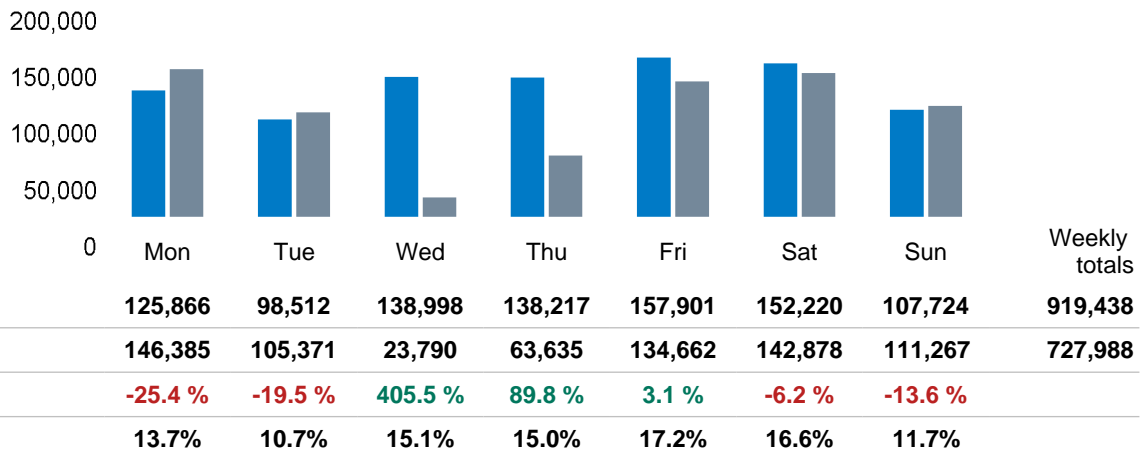
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your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

Headlines

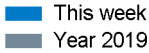










	Year to date % 2023 Vs 2019	Year on year % 2023 Vs 2019
Cambridge BID	-0.4 %	10.5 %
East	-7.1 %	13.5 %
High Street Index - BDSU (BDSU - Multifunctional)	-13.9 %	16.0 %
UK	-13.3 %	10.6 %

Cambridge BID is compared to the high street index.

Footfall Counts by day



Footfall Counts by location

	This week	2019	2023 - 2019 %	
Bridge Street	51,041	51,683	-1.2 %	
Burleigh Street	51,133			
Fitzroy Street at Waitrose	137,882	127,682	8.0 %	
Hill Road	41,950			
Kings Parade	76,789	64,078	19.8 %	
Market Hill	106,165	93,233	13.9 %	
One Station Square	27,327	33,218	-17.7 %	
Regent Street	60,303	60,090	0.4 %	
Rose Crescent	82,864	93,571	-11.4 %	
Sidney Street	261,716	204,433	28.0 %	
Silver Street	22,268			