

Footfall Report for: Cambridge BID

Weekly Footfall Counts

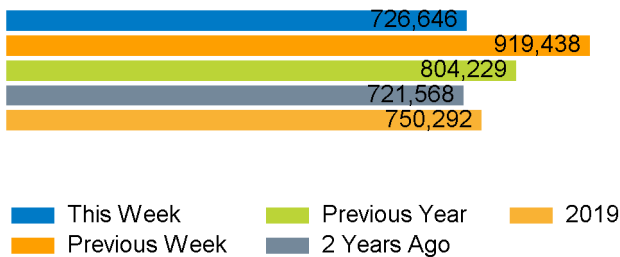
	Year to date %		Year on year %		Week on week %	
	2023	2022	2023	2022	2023	2022
Cambridge BID	4.8%	31.3%	-12.4%	11.5%	-21.0%	2.2%
East	3.7%	28.4%	-7.9%	11.3%	-30.0%	-13.9%
High Street Index - BDSU (BDSU - Multifunctional)	2.8%	30.1%	-5.8%	11.7%	-31.0%	-15.7%
UK	3.3%	30.7%	-5.2%	14.0%	-27.9%	-14.3%

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 56,186,984 which is 4.8% up on the previous year.
- The total number of visitors for the year to date is 56,186,984 which is 4.8% up on the previous year.
- The total number of visitors to Cambridge BID in week commencing 25 December 2023 was 726,646.
- The busiest day in week commencing 25 December 2023 was Thursday with 136,715 visitors.
- The peak hour of the week was 13:00 on Thursday 28 December 2023 with footfall of 19,801.

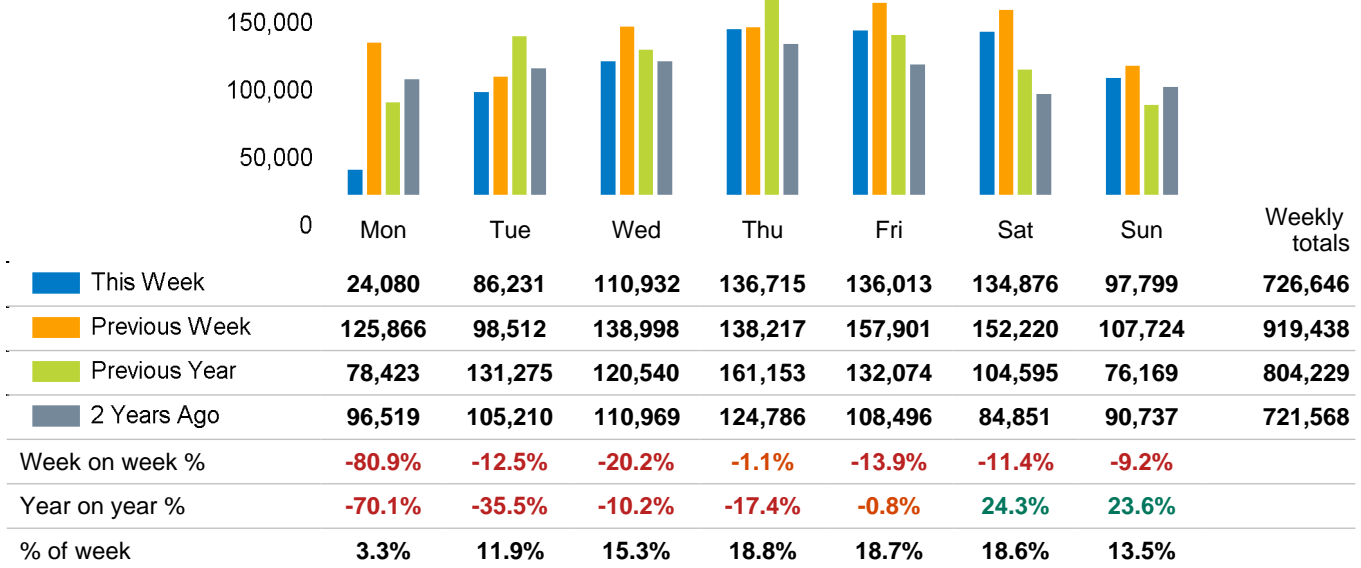
Footfall Counts by week



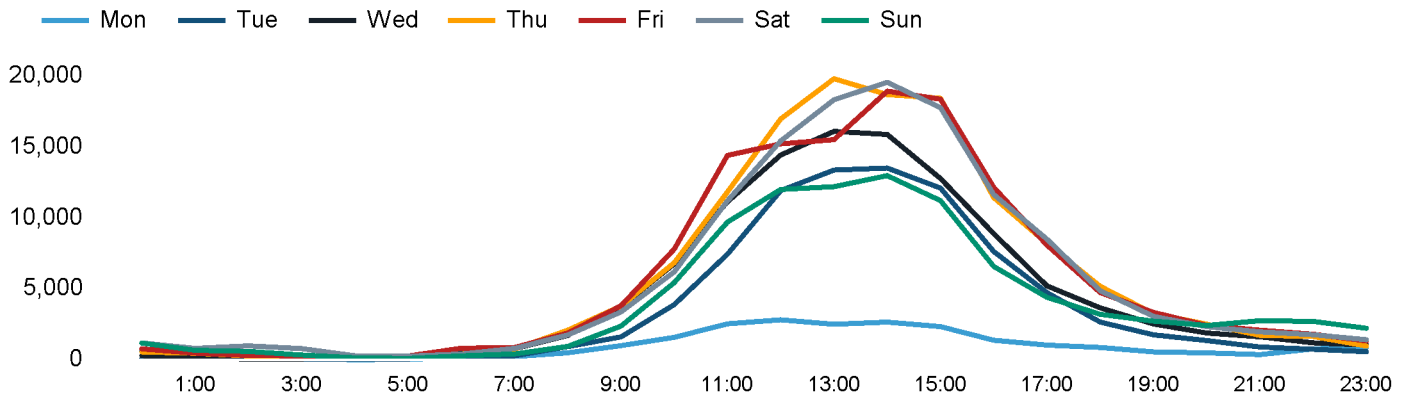
Weather

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

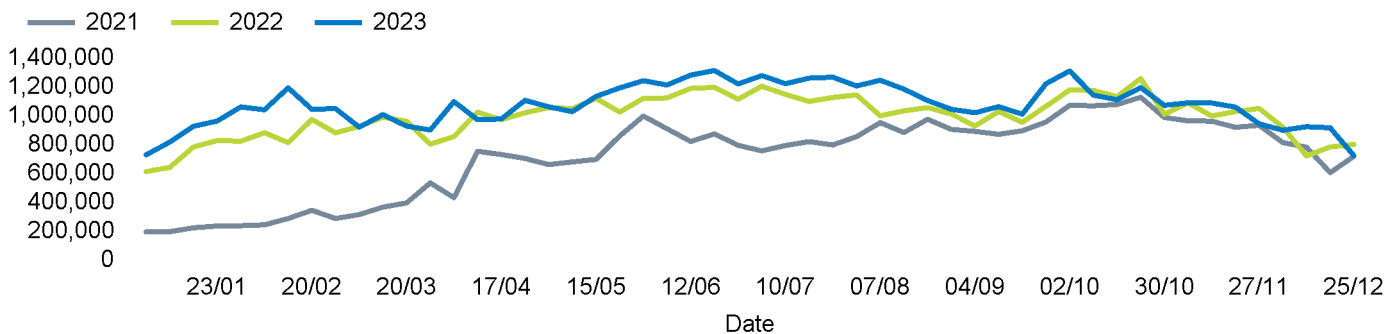
Footfall Counts by day



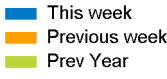











Footfall Counts by hour



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	46,588	6.4%	51,041	50,226	-8.7%	-7.2%	
Burleigh Street	38,722	5.3%	51,133	43,148	-24.3%	-10.3%	
Fitzroy Street at Waitrose	112,932	15.5%	137,882	109,518	-18.1%	3.1%	
Hill Road	21,983	3.0%	41,950		-47.6%		
Kings Parade	79,572	11.0%	76,789	75,645	3.6%	5.2%	
Market Hill	73,185	10.1%	106,165	89,860	-31.1%	-18.6%	
One Station Square	10,604	1.5%	27,327	23,447	-61.2%	-54.8%	
Regent Street	47,086	6.5%	60,303	37,922	-21.9%	24.2%	
Rose Crescent	75,322	10.4%	82,864	110,391	-9.1%	-31.8%	
Sidney Street	201,174	27.7%	261,716	221,211	-23.1%	-9.1%	
Silver Street	19,478	2.7%	22,268	42,861	-12.5%	-54.6%	

Reporting dates

This week - 25 December 2023 - 31 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 52, 2023 Vs Week 1, 2022 to Week 52, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 52, 2023 Vs Week 52, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 52 2023 Vs Week 51 2023



2019 Comparison for: Cambridge BID

2019 comparison for Cambridge BID

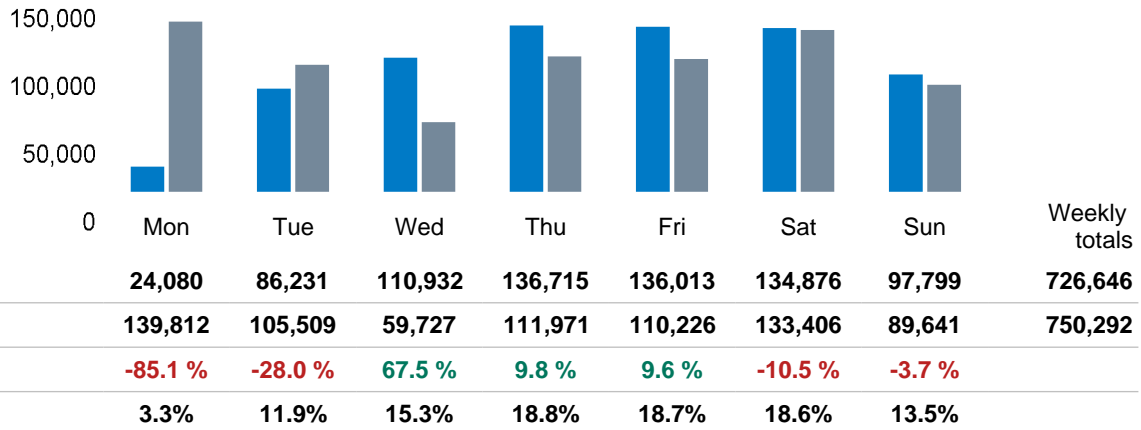
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your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

Headlines

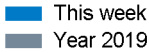










	Year to date % 2023 Vs 2019	Year on year % 2023 Vs 2019
Cambridge BID	-0.6 %	-13.8 %
East	-7.3 %	-19.0 %
High Street Index - BDSU (BDSU - Multifunctional)	-14.0 %	-20.1 %
UK	-13.5 %	-19.2 %

Cambridge BID is compared to the high street index.

Footfall Counts by day



Footfall Counts by location

	This week	2019	2023 - 2019 %	
Bridge Street	46,588	55,834	-16.6 %	
Burleigh Street	38,722			
Fitzroy Street at Waitrose	112,932	131,308	-14.0 %	
Hill Road	21,983			
Kings Parade	79,572	60,654	31.2 %	
Market Hill	73,185	89,211	-18.0 %	
One Station Square	10,604	45,288	-76.6 %	
Regent Street	47,086	69,018	-31.8 %	
Rose Crescent	75,322	90,446	-16.7 %	
Sidney Street	201,174	208,533	-3.5 %	
Silver Street	19,478			