

Week 6, 2022. 07 Feb 2022 - 13 Feb 2022 Footfall Report for: Cambridge BID

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2022	2021	2022	2021	2022	2021
Cambridge BID	202.3%	-74.0%	219.8 %	-71.6 %	7.9%	2.4%
East	154.5%	-68.5%	173.1%	-67.2%	6.4%	-1.9%
High Street Index - BDSU(BDSU - Multifunctional)	161.9%	-70.4%	169.5%	-67.5%	4.3%	1.1%
UK	172.5%	-71.9 %	181.5%	-69.7 %	3.4%	-0.3%

The footfall counter at Kings Parade was upgraded on 19th March 2021 .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

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 2021 versus 2019 in order to provide a comparison to the last normal trading year. This comparison is provided on the final pages of this report.

Headlines

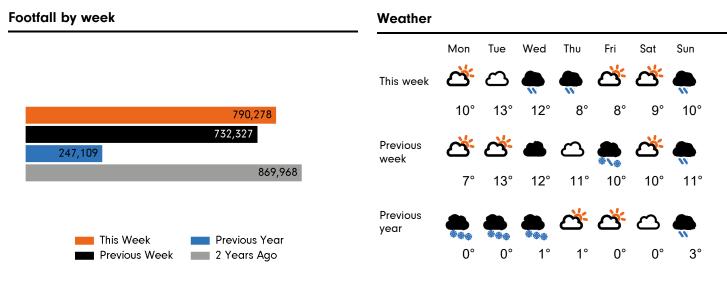
The total number of visitors to Cambridge BID for the last 52 weeks is 38,182,537 which is 69% up on the previous year.

The total number of visitors for the year to date is 4,085,815 which is 202.3% up on the previous year.

The total number of visitors to Cambridge BID in week commencing 7 February 2022 was 790,278.

The busiest day in week commencing 7 February 2022 was Saturday with 175,911 visitors.

The peak hour of the week was 14:00 on Saturday 12 February 2022 with footfall of 21,615.

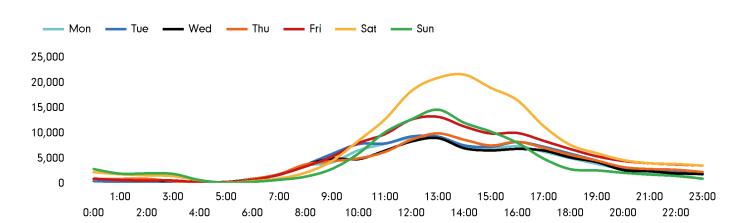


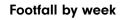
SPRINGBOARD.

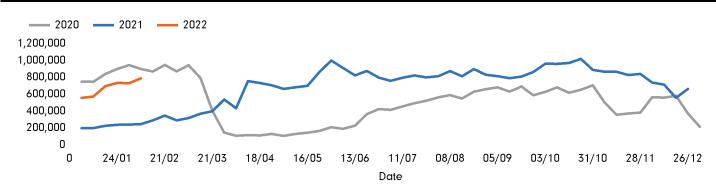
Footfall by day

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50,000								
0	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly totals
This Week	91,275	100,133	90,212	98,639	127,311	175,911	106,797	790,278
Previous Week	88,409	93,169	90,762	90,846	99,847	167,949	101,345	732,327
Previous Year	28,458	31,239	34,573	37,608	35,325	45,114	34,792	247,109
2 Years Ago	101,626	117,887	135,649	122,275	150,673	142,278	99,580	869,968
Week on week %	3.2%	7.5%	-0.6%	8.6%	27.5%	4.7%	5.4%	
Year on year %	220.7%	220.5%	160.9%	162.3%	260.4%	289.9 %	207.0%	
% of week	11.5%	12.7%	11.4%	12.5%	16.1%	22.3%	13.5%	

Footfall by hour

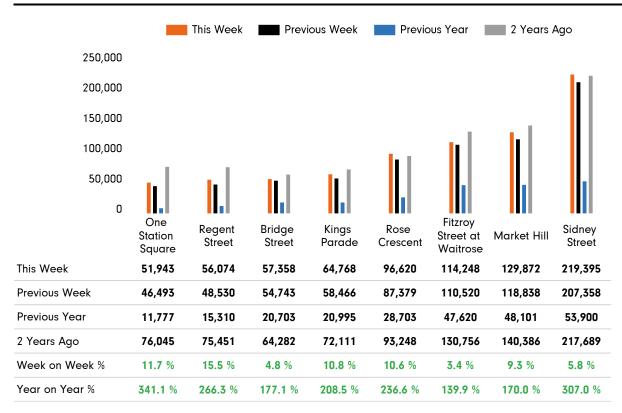




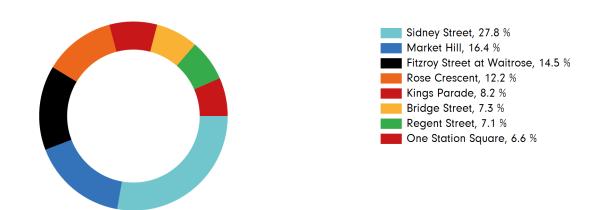








Footfall by location



Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week 1, 2022 to Week 6 , 2022 Vs Week 1, 2021 to Week 6 , 2021

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year.Week6, 2022 Vs Week 6, 2021

Week on Week % Change is the % change in footfall for this week from the previous week. Week 6 2022 Vs Week 5 2022

2021 versus 2019 comparison follows on subsequent pages



Week 6, 2022. 07 Feb 2022 - 13 Feb 2022 2019 Comparison for: Cambridge BID

2019 comparison for Cambridge BID

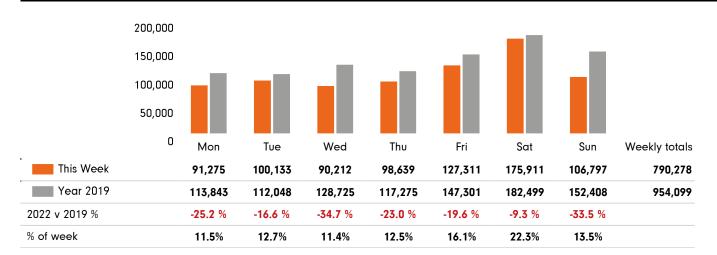
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your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

Headlines

	Year to date %	Year on year %
	2022 Vs 2019	2022 Vs 2019
Cambridge BID	-21.4 %	-22.6 %
East	-24.8 %	-25.7 %
High Street Index - BDSU(BDSU - Multifunctional)	-25.1 %	-27.4 %
UK	-25.1 %	-27.2 %

Cambridge BID is compared to the high street index.

Footfall by day



Footfall by location

	This week	2019	2022 - 2019 %	This week Year 2019
Bridge Street	57,358	81,827	-29.9 %	
Fitzroy Street at Waitrose	114,248	146,692	-22.1 %	
Kings Parade	64,768	96,890	-33.2 %	
Market Hill	129,872	173,633	-25.2 %	
One Station Square	51,943	0	l	
Regent Street	56,074	88,363	-36.5 %	
Rose Crescent	96,620	120,318	-19.7 %	
Sidney Street	219,395	246,376	-11.0 %	