

Footfall Report for: Cambridge BID

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2021	2020	2021	2020	2021	2020
Cambridge BID	-73.3 %	-2.9 %	-69.3 %	-12.7 %	17.8 %	9.0 %
East	-68.0 %	-3.8 %	-65.1 %	-7.6 %	13.0 %	5.7 %
High Street Index - BDSU(BDSU - Multifunctional)	-69.8 %	-3.8 %	-66.5 %	-9.5 %	11.0 %	7.2 %
UK	-71.5 %	-4.0 %	-69.0 %	-8.1 %	12.7 %	9.9 %

Increase in footfall totals is due to the installation of additional counters in Cambridge. 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 21,936,804 which is 55.5% down on the previous year.

The total number of visitors for the year to date is 1,642,580 which is 73.3% down on the previous year.

The total number of visitors to Cambridge BID in week commencing 15 February 2021 was 291,078.

The busiest day in week commencing 15 February 2021 was Saturday with 59,972 visitors.

The peak hour of the week was 14:00 on Saturday 20 February 2021 with footfall of 8,163.

Footfall by week

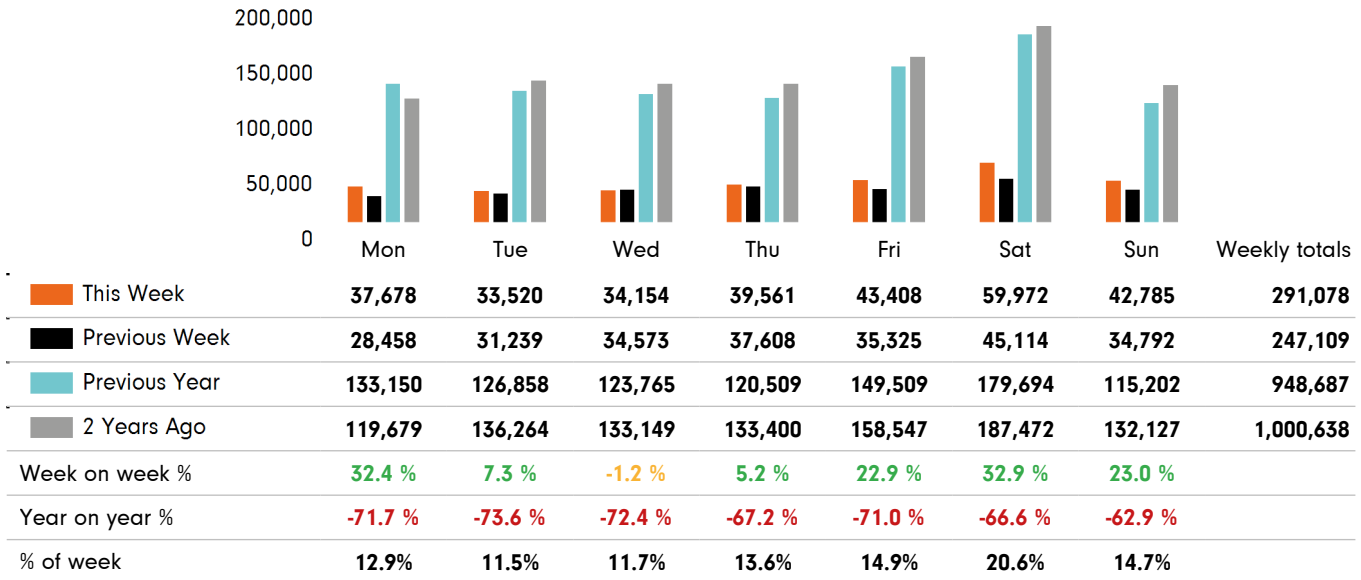


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

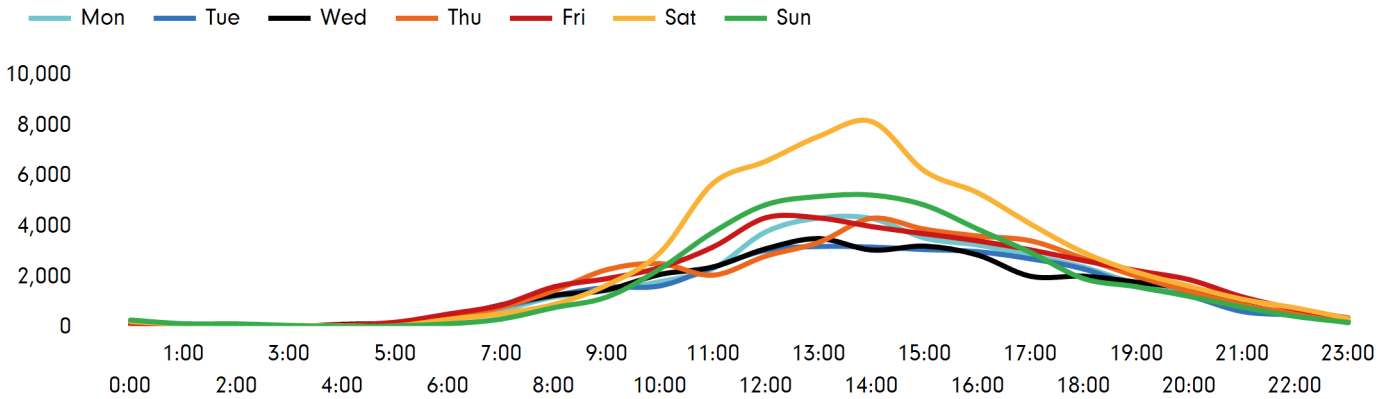
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	14°	12°	13°	10°	11°	15°	15°
Previous week	0°	0°	1°	1°	0°	0°	3°
Previous year	10°	10°	8°	11°	11°	12°	13°

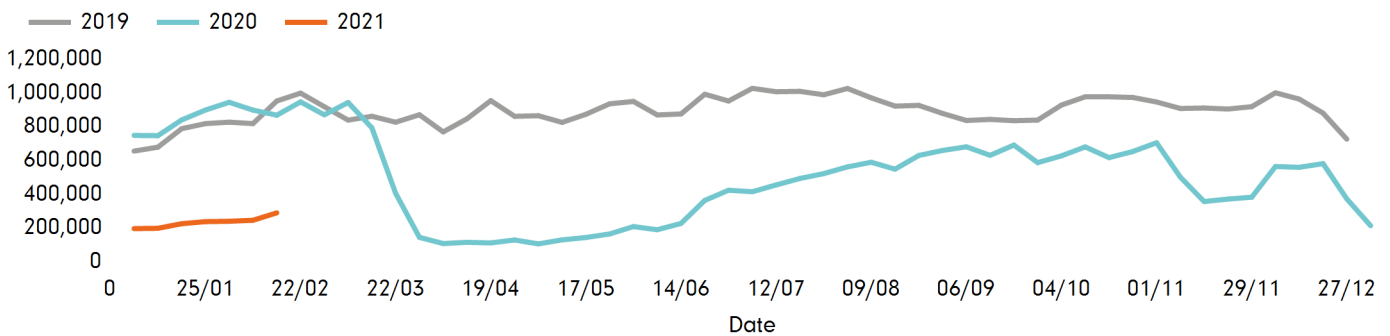
Footfall by day



Footfall by hour

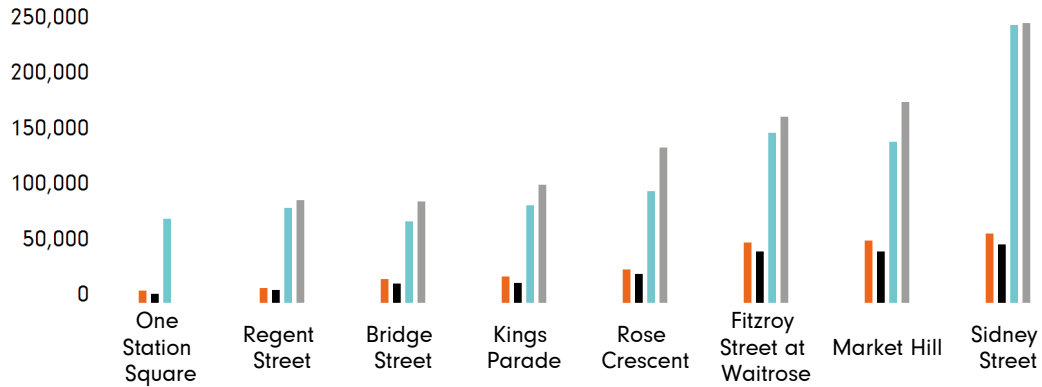


Footfall by week



Footfall by location

■ This Week
 ■ Previous Week
 ■ Previous Year
 ■ 2 Years Ago



This Week	14,674	16,660	24,235	26,672	32,827	55,473	57,326	63,211
Previous Week	11,777	15,310	20,703	20,995	28,703	47,620	48,101	53,900
Previous Year	75,515	84,846	73,203	86,899	98,800	148,583	141,078	239,763
2 Years Ago		91,270	90,159	104,620	135,963	162,135	174,777	241,714
Week on Week %	24.6 %	8.8 %	17.1 %	27.0 %	14.4 %	16.5 %	19.2 %	17.3 %
Year on Year %	-80.6 %	-80.4 %	-66.9 %	-69.3 %	-66.8 %	-62.7 %	-59.4 %	-73.6 %

Footfall by location



■ Sidney Street, 21.7 %
■ Market Hill, 19.7 %
■ Fitzroy Street at Waitrose, 19.1 %
■ Rose Crescent, 11.3 %
■ Kings Parade, 9.2 %
■ Bridge Street, 8.3 %
■ Regent Street, 5.7 %
■ One Station Square, 5.0 %

Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week1, 2021 to Week 7, 2021 Vs Week 1, 2020 to Week 7, 2020

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week7, 2021 Vs Week 7, 2020

Week on Week % Change is the % change in footfall for this week from the previous week. Week 7 2021 Vs Week 6 2021