

Footfall Report for: Cambridge BID

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2022	2021	2022	2021	2022	2021
Cambridge BID	193.4%	-73.3%	151.7%	-69.3%	-7.3%	17.8%
East	148.6%	-68.0%	120.3%	-65.1%	-7.5%	13.0%
High Street Index - BDSU(BDSU - Multifunctional)	156.6%	-69.8%	128.6%	-66.5%	-6.1%	11.0%
UK	166.0%	-71.5%	131.5%	-69.0%	-7.3%	12.7%

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 38,624,186 which is 76.1% up on the previous year.

The total number of visitors for the year to date is 4,818,542 which is 193.4% up on the previous year.

The total number of visitors to Cambridge BID in week commencing 14 February 2022 was 732,727.

The busiest day in week commencing 14 February 2022 was Thursday with 127,011 visitors.

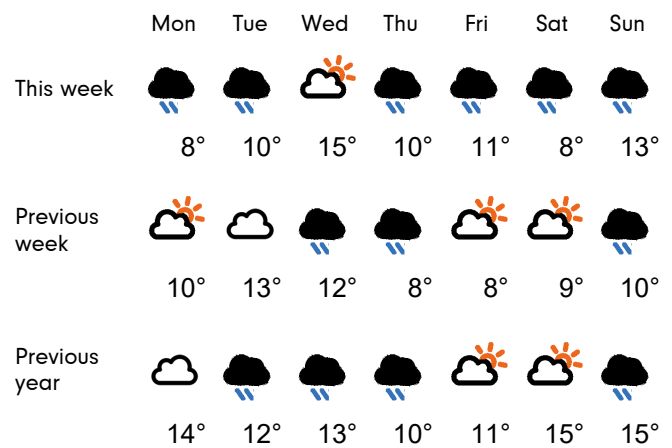
The peak hour of the week was 13:00 on Thursday 17 February 2022 with footfall of 14,541.

Footfall by week

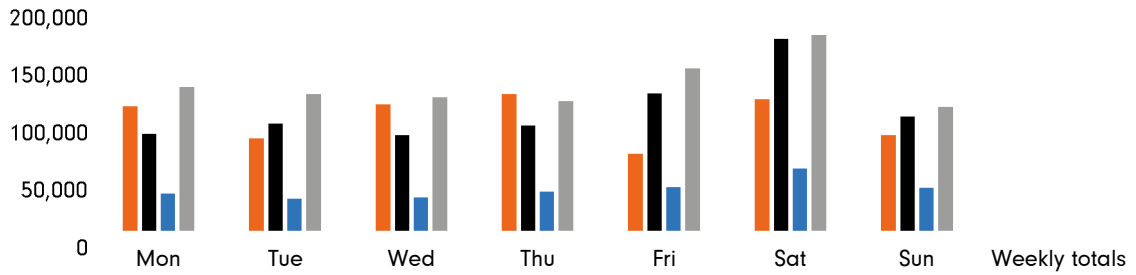


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

Weather

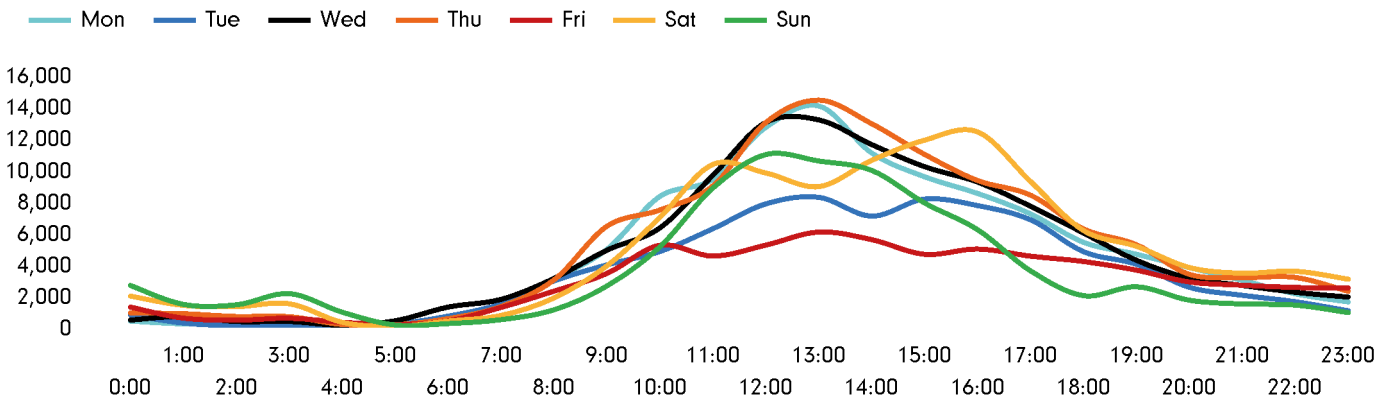


Footfall by day

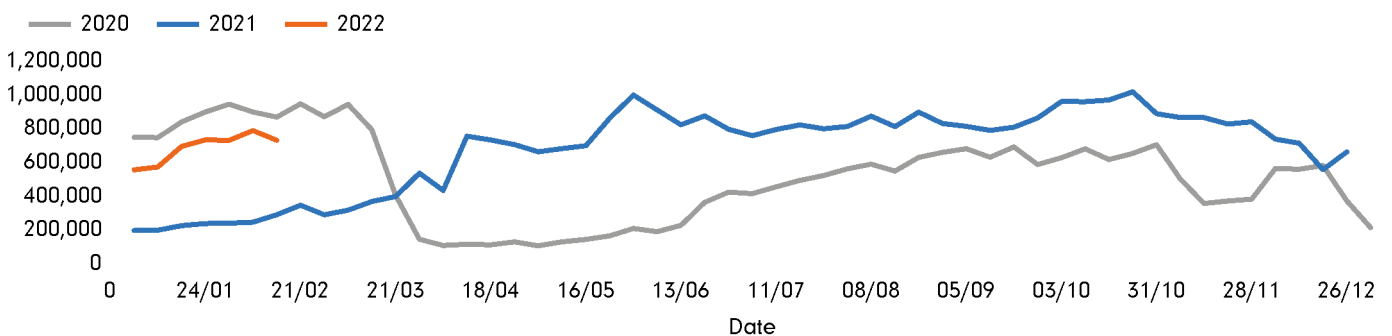


Week on week %	26.7%	-13.1%	30.6%	28.8%	-42.5%	-30.6%	-15.9%	
Year on year %	207.0%	159.5%	245.0%	221.1%	68.8%	103.6%	110.0%	
% of week	15.8%	11.9%	16.1%	17.3%	10.0%	16.7%	12.3%	

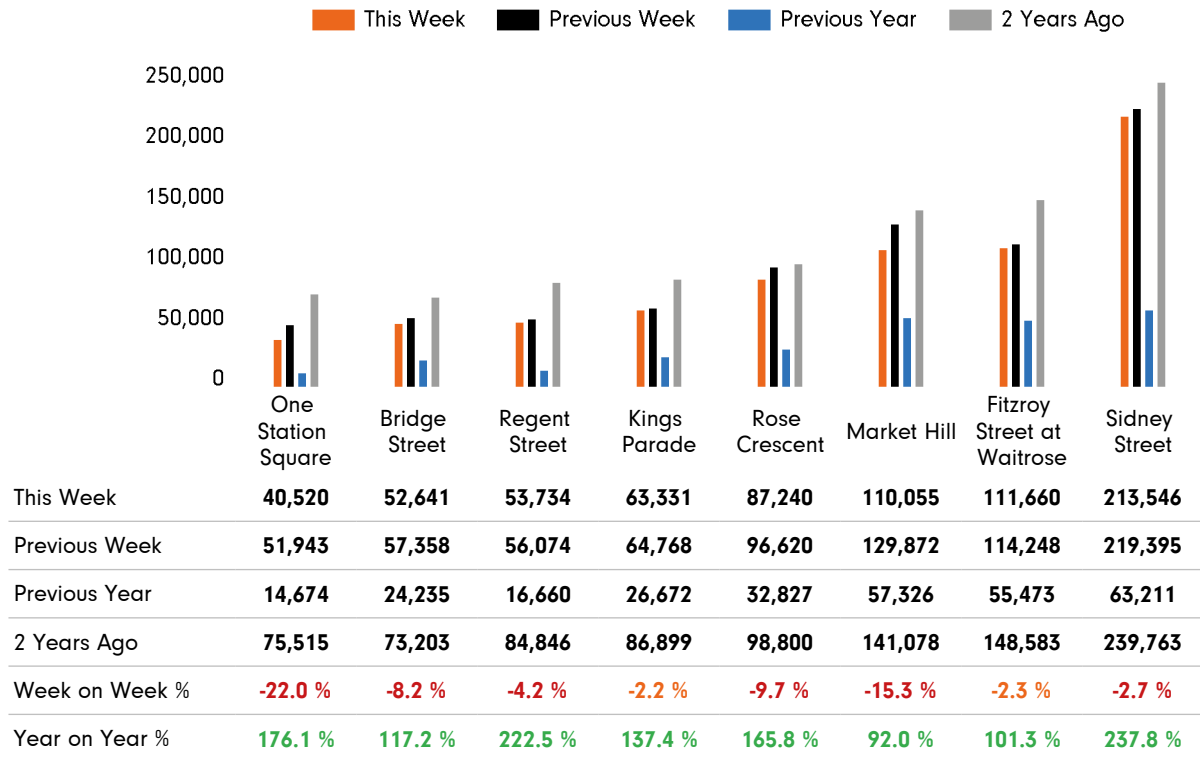
Footfall by hour



Footfall by week



Footfall by location



Footfall by location



Sidney Street, 29.1 %
Fitzroy Street at Waitrose, 15.2 %
Market Hill, 15.0 %
Rose Crescent, 11.9 %
Kings Parade, 8.6 %
Regent Street, 7.3 %
Bridge Street, 7.2 %
One Station Square, 5.5 %

Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week1, 2022 to Week 7, 2022 Vs Week 1, 2021 to Week 7, 2021

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week7, 2022 Vs Week 7, 2021

Week on Week % Change is the % change in footfall for this week from the previous week. Week 7 2022 Vs Week 6 2022

2021 versus 2019 comparison follows on subsequent pages

2019 Comparison for: Cambridge BID

2019 comparison for Cambridge BID

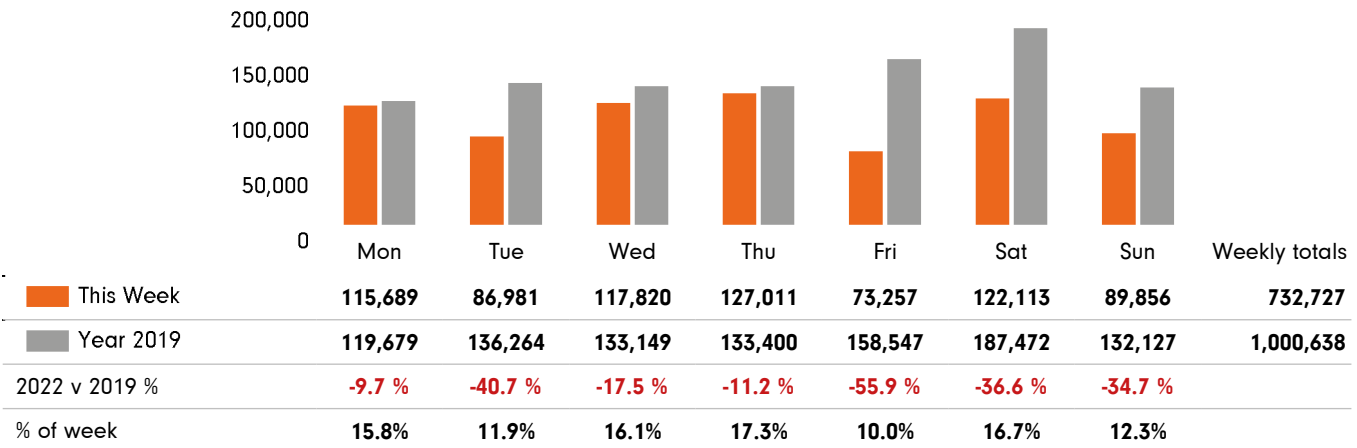
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section **below** and shows your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

Headlines








	Year to date % 2022 Vs 2019	Year on year % 2022 Vs 2019
Cambridge BID	-23.0 %	-30.8 %
East	-25.9 %	-31.4 %
High Street Index - BDSU(BDSU - Multifunctional)	-26.4 %	-33.4 %
UK	-26.8 %	-35.8 %

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	52,641	90,159	-41.6 %	
Fitzroy Street at Waitrose	111,660	162,135	-31.1 %	
Kings Parade	63,331	104,620	-39.5 %	
Market Hill	110,055	174,777	-37.0 %	
One Station Square	40,520	0		
Regent Street	53,734	91,270	-41.1 %	
Rose Crescent	87,240	135,963	-35.8 %	
Sidney Street	213,546	241,714	-11.7 %	