

# Footfall Report for: Cambridge BID

## Weekly Footfall

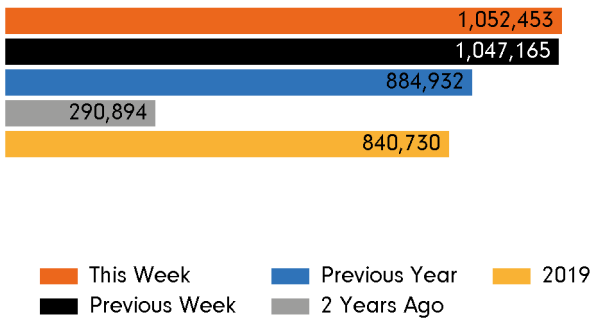
	Year to date %		Year on year %		Week on week %	
	2023	2022	2023	2022	2023	2022
Cambridge BID	21.8%	184.2%	18.9%	171.8%	0.5%	-9.4%
East	17.3%	139.7%	16.6%	117.9%	-0.7%	-9.8%
High Street Index - BDSU(BDSU - Multifunctional)	12.5%	148.6%	9.6%	125.3%	-0.4%	-7.3%
UK	15.0%	158.9%	10.1%	135.9%	-2.4%	-7.8%

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

## Headlines

- The total number of visitors to Cambridge BID for the last 52 weeks is 53,480,129 which is 21.4% up on the previous year.
- The total number of visitors for the year to date is 8,852,241 which is 21.8% up on the previous year.
- The total number of visitors to Cambridge BID in week commencing 27 February 2023 was 1,052,453.
- The busiest day in week commencing 27 February 2023 was Saturday with 221,919 visitors.
- The peak hour of the week was 14:00 on Saturday 4 March 2023 with footfall of 24,134.

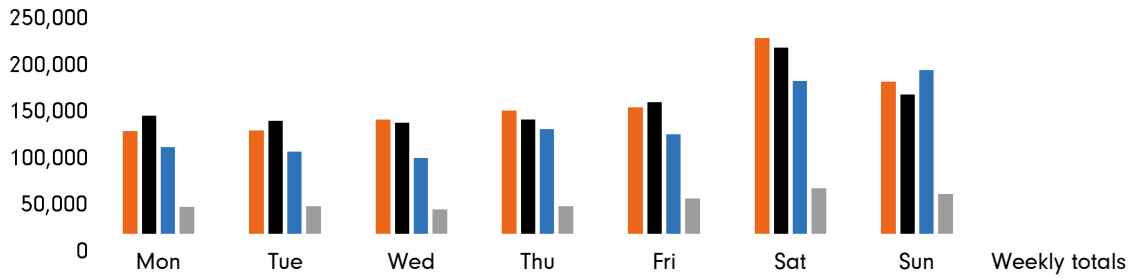
## Footfall by week



## Weather

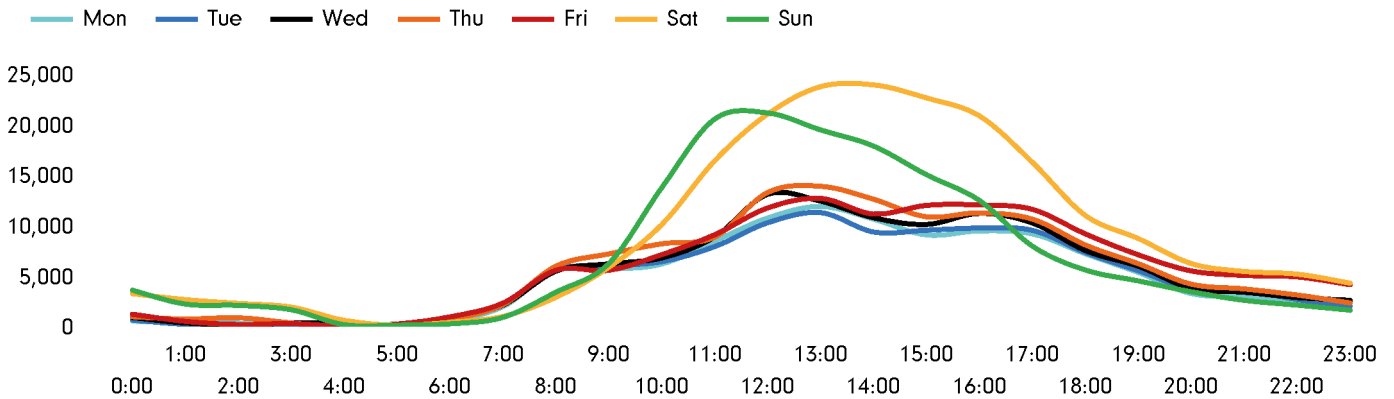
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	8°	8°	8°	8°	9°	7°	7°
Previous week	13°	15°	11°	9°	8°	10°	8°
Previous year	12°	9°	9°	13°	8°	7°	8°

## Footfall by day

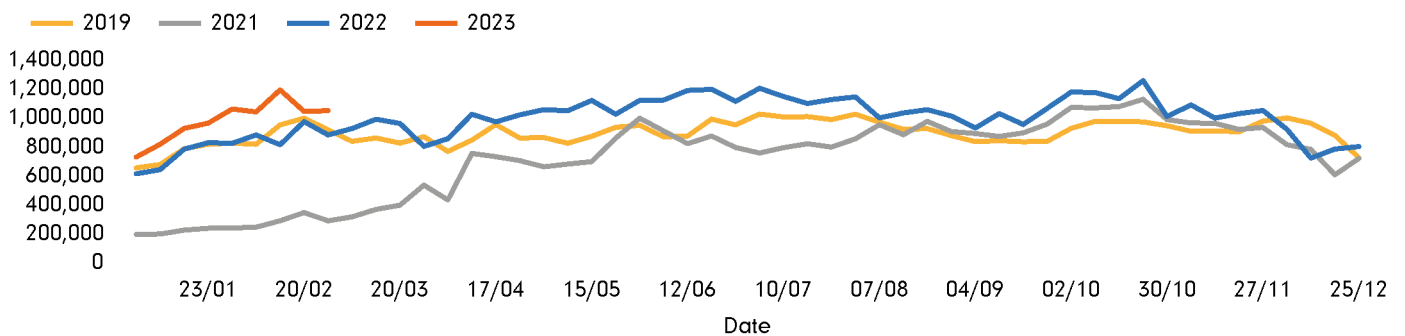


Week on week %	-12.9%	-7.9%	2.7%	7.3%	-3.6%	5.1%	9.3%	
Year on year %	16.9%	23.9%	47.6%	16.4%	25.9%	27.3%	-6.8%	
% of week	11.3%	11.4%	12.5%	13.4%	13.8%	21.1%	16.5%	

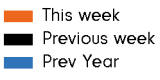










## Footfall by hour



## Footfall by week



## Footfall by location

	This week	% share of total week	Previous week	Previous year	Week on week %	Year on year %	
Bridge Street	64,865	6.2%	70,588	56,792	-8.1%	14.2%	
Burleigh Street	63,227	6.0%	60,094	53,354	5.2%	18.5%	
Fitzroy Street at Waitrose	136,947	13.0%	126,180	118,679	8.5%	15.4%	
Kings Parade	115,548	11.0%	125,838	64,526	-8.2%	79.1%	
Market Hill	132,120	12.6%	146,975	130,532	-10.1%	1.2%	
One Station Square	58,410	5.5%	54,724	51,459	6.7%	13.5%	
Regent Street	71,993	6.8%	74,712	51,763	-3.6%	39.1%	
Rose Crescent	104,296	9.9%	113,803	91,535	-8.4%	13.9%	
Sidney Street	253,804	24.1%	222,911	225,471	13.9%	12.6%	
Silver Street	51,243	4.9%	51,340	40,821	-0.2%	25.5%	

## Reporting dates

This week - 27 February 2023 - 05 March 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 9, 2023 Vs Week 1, 2022 to Week 9, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 9, 2023 Vs Week 9, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 9 2023 Vs Week 8 2023

# 2019 Comparison for: Cambridge BID

## 2019 comparison for Cambridge BID

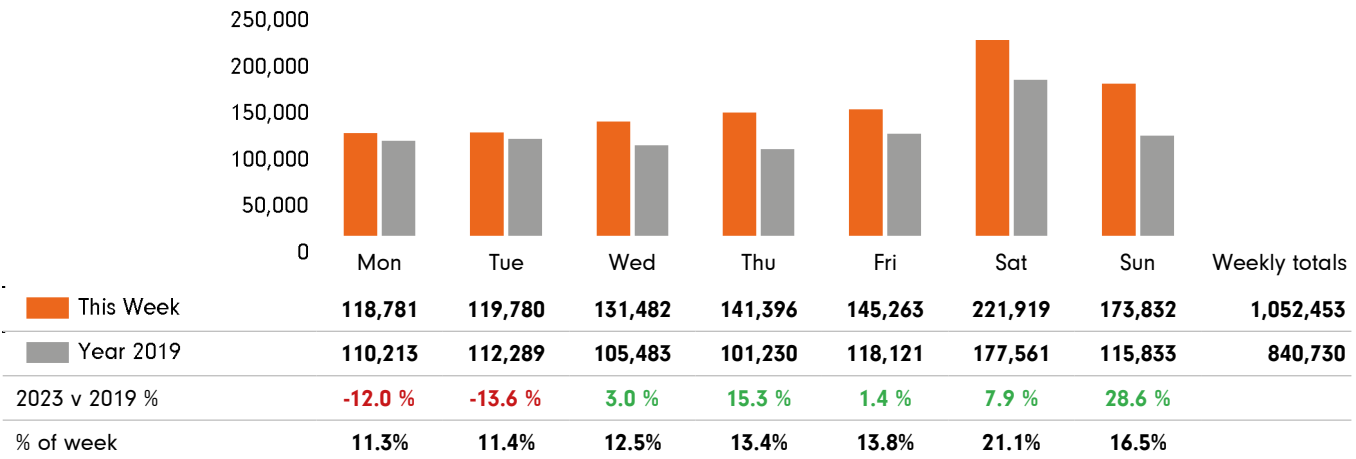
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your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

### Headlines












	Year to date %	Year on year %
	2023 Vs 2019	2023 Vs 2019
Cambridge BID	<b>-2.4 %</b>	<b>4.6 %</b>
East	<b>-10.0 %</b>	<b>-7.3 %</b>
High Street Index - BDSU(BDSU - Multifunctional)	<b>-16.1 %</b>	<b>-13.9 %</b>
UK	<b>-14.5 %</b>	<b>-12.3 %</b>

Cambridge BID is compared to the high street index.

### Footfall by day



## Footfall by location

	This week	2019	2023 - 2019 %	 This week  Year 2019
Bridge Street	64,865	68,674	-5.5 %	
Burleigh Street	63,227			
Fitzroy Street at Waitrose	136,947	133,629	2.5 %	
Kings Parade	115,548	81,150	42.4 %	
Market Hill	132,120	150,820	-12.4 %	
One Station Square	58,410			
Regent Street	71,993	73,123	-1.5 %	
Rose Crescent	104,296	100,187	4.1 %	
Sidney Street	253,804	233,147	8.9 %	
Silver Street	51,243			