

Footfall Report for: Cambridge BID

Weeks This Month: 4
Weeks Last Month: 5

Monthly Footfall Counts

	Year to date %		Year on year %		Month on month %	
	2024	2023	2024	2023	2024	2023
Cambridge BID	-10.0%	19.8%	-10.0%	19.8%	-7.1%	0.4%
East	-5.2%	15.0%	-4.9%	15.1%	-12.4%	-8.1%
High Street Index - BDSU (BDSU - Multifunctional)	-2.3%	11.9%	-2.2%	11.9%	-17.7%	-13.2%
UK	-2.4%	15.6%	-2.3%	15.4%	-20.3%	-16.6%

Benchmark calculations (Year on Year and Month on Month) have been calculated using like for like data sets (only those counters available in both comparison periods) to ensure statistical accuracy

Headlines

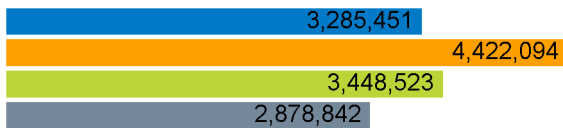
The total number of visitors for the year to date is 3,285,451 which is 10% down on the previous year.

The total number of visitors to Cambridge BID in month commencing 1 January 2024 was 3,285,451.

The busiest day in month commencing 1 January 2024 was Saturday 27 January with 209,627 visitors.

The peak hour of the month was 15:00 on Saturday 27 January 2024 with footfall of 25,030.

Footfall Counts by month



■ This Month ■ Previous Year
■ Previous Month ■ 2 Years Ago

Figures shown below are calculated using monthly totals.

Weather



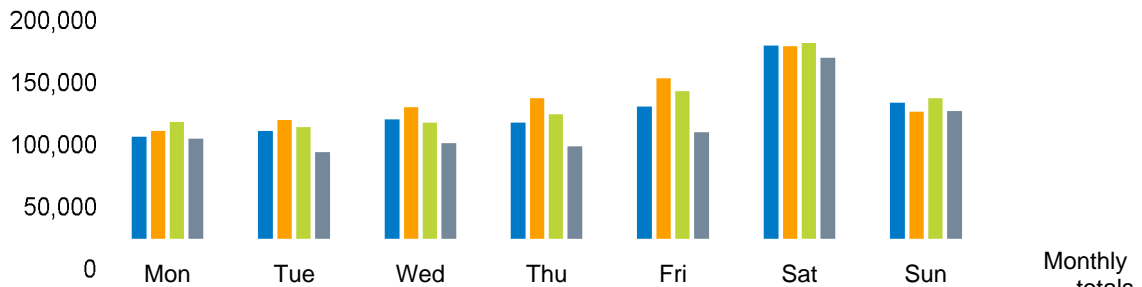
	Sun	Cloud	Rain	Snow	Wind
Number of days this month	15	11	2		
Number of days same month last year	18	7	3		
Number of days same month two years ago	14	6	5	1	2

Average temperature

	Maximum temperature	Minimum temperature
2024	9°	1°
2023	8°	1°
2022	7°	1°

Footfall Counts by day

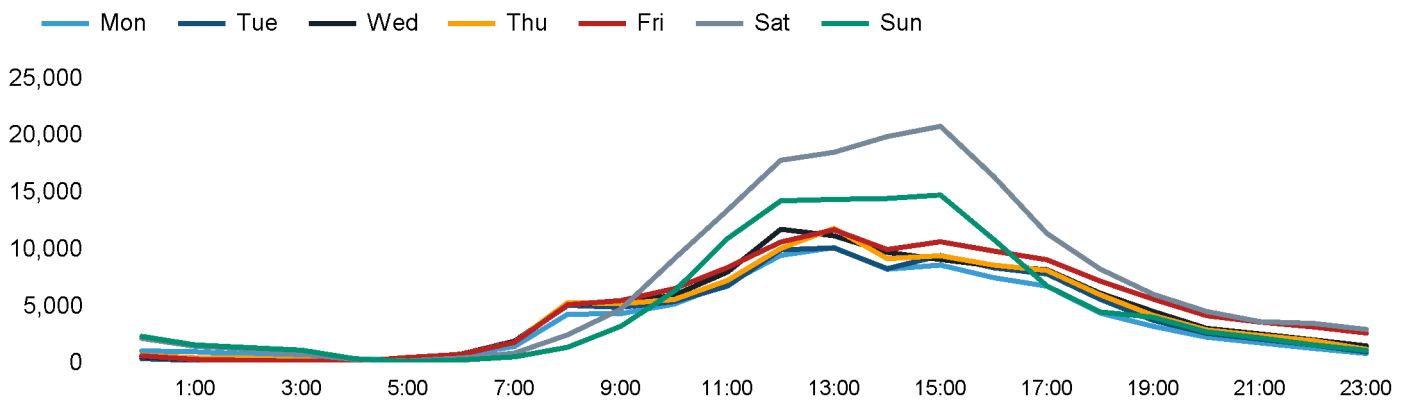
The figures shown below are calculated using weekly averages.



This Month	93,147	98,319	108,738	105,778	119,965	172,539	122,876	821,362
Previous Month	98,589	108,105	118,928	126,694	144,230	172,525	115,347	884,418
Previous Year	106,473	101,907	105,608	113,197	133,019	175,241	126,685	862,130
2 Years Ago	91,677	79,740	87,996	84,905	97,276	162,400	115,716	719,710
Month on month %	-5.5%	-9.1%	-8.6%	-16.5%	-16.8%	0.0%	6.5%	
Year on year %	-17.2%	-9.2%	-3.1%	-12.2%	-15.3%	-6.8%	-7.5%	

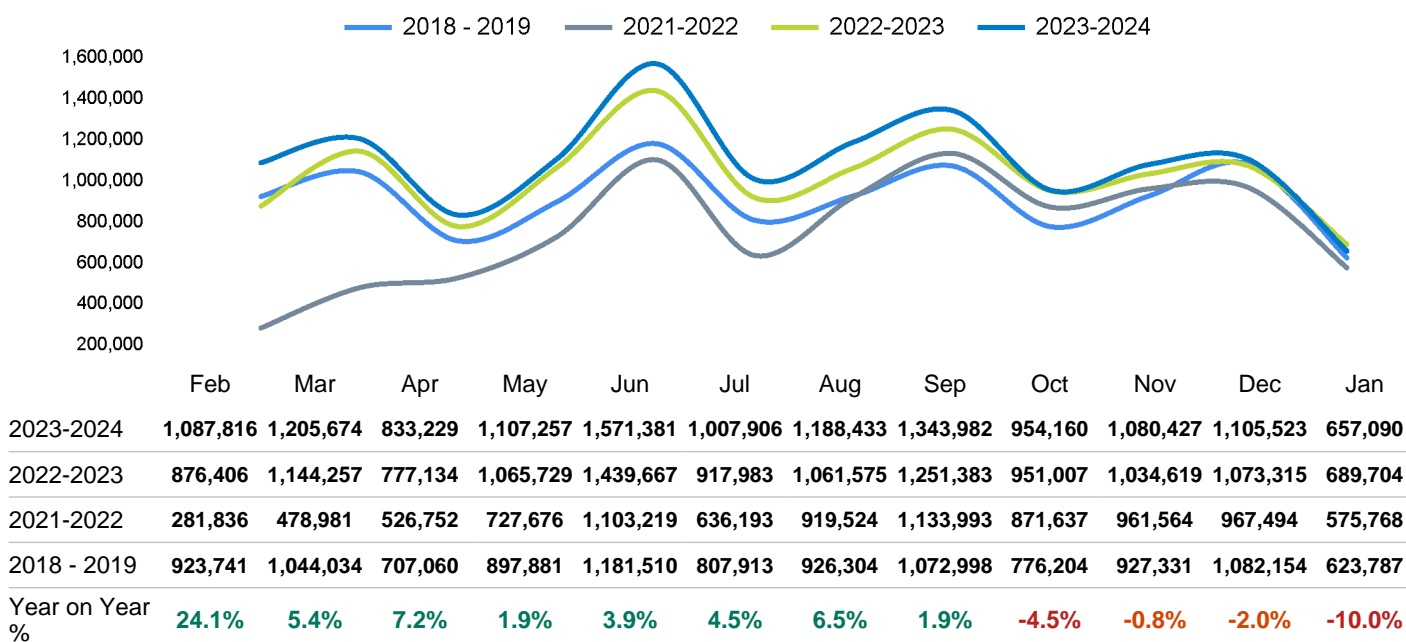
Footfall Counts by hour

The figures shown below are calculated using a weekly average



Footfall Counts - rolling 12 months

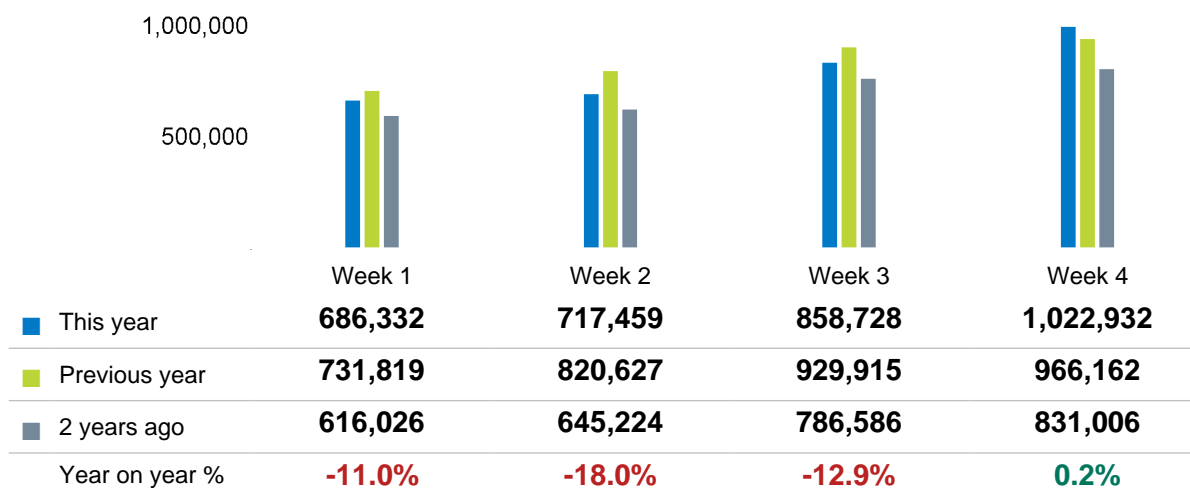
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2023-2024 period with the 2022-2023 period i.e the figure for January compares January 2024 to January 2023

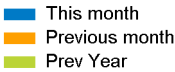











Footfall Counts by week of month

The figures shown below are calculated using weekly totals.



Footfall Counts by location

The figures shown below are calculated using weekly averages.

	This month	% share of total month	Previous month	Previous year	Month on month %	Year on year %	
Bridge Street	51,125	6.2%	52,698	55,298	-3.0%	-7.5%	
Burleigh Street	51,094	6.2%	52,452	56,298	-2.6%	-9.2%	
Fitzroy Street at Waitrose	106,332	12.9%	123,334	113,372	-13.8%	-6.2%	
Hill Road	45,669	5.6%	43,076		6.0%		
Kings Parade	96,525	11.8%	87,700	86,169	10.1%	12.0%	
Market Hill	73,818	9.0%	97,304	101,595	-24.1%	-27.3%	
One Station Square	36,326	4.4%	27,569	38,274	31.8%	-5.1%	
Regent Street	62,411	7.6%	60,185	57,374	3.7%	8.8%	
Rose Crescent	75,752	9.2%	78,979	93,426	-4.1%	-18.9%	
Sidney Street	184,858	22.5%	232,268	216,243	-20.4%	-14.5%	
Silver Street	37,450	4.6%	28,850	44,077	29.8%	-15.0%	

Reporting dates

This month - 01 January 2024 - 28 January 2024

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2024 to January, 2024 Vs January, 2023 to January, 2023

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. January, 2024 Vs January, 2023

Month on Month % Change is the % change in footfall for this Month from the previous Month. 1 2024 Vs December 2023

