

# Footfall Report for: Cambridge BID

Weeks This Month: 4  
Weeks Last Month: 4

## Monthly Footfall Counts

	Year to date %		Year on year %		Month on month %	
	2024	2023	2024	2023	2024	2023
Cambridge BID	-6.7%	22.2%	-6.4%	24.1%	26.5%	26.2%
East	-5.7%	17.4%	-6.1%	19.6%	16.1%	17.6%
High Street Index - BDSU (BDSU - Multifunctional)	-2.8%	12.9%	-3.3%	13.9%	13.1%	14.1%
UK	-3.1%	15.7%	-3.7%	15.7%	11.4%	12.7%

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

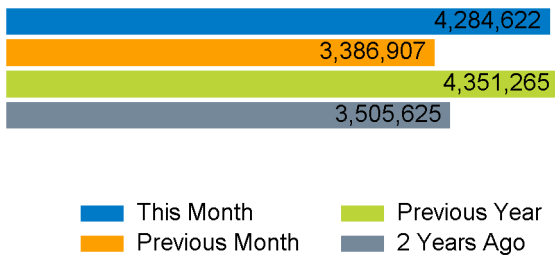
The total number of visitors for the year to date is 7,671,529 which is 6.7% down on the previous year.

The total number of visitors to Cambridge BID in month commencing 29 January 2024 was 4,284,622.

The busiest day in month commencing 29 January 2024 was Saturday 24 February with 226,314 visitors.

The peak hour of the month was 14:00 on Saturday 24 February 2024 with footfall of 25,737.

## Footfall Counts by month



Figures shown below are calculated using monthly totals.

## Weather

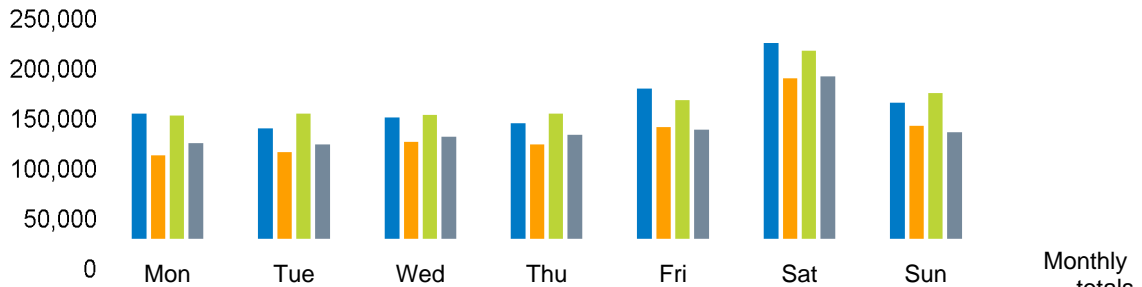
Number of days this month	8	15	5		
Number of days same month last year	10	17			1
Number of days same month two years ago	12	3	12	1	

## Average temperature

	Maximum temperature	Minimum temperature
2024	13°	5°
2023	11°	3°
2022	10°	4°

## Footfall Counts by day

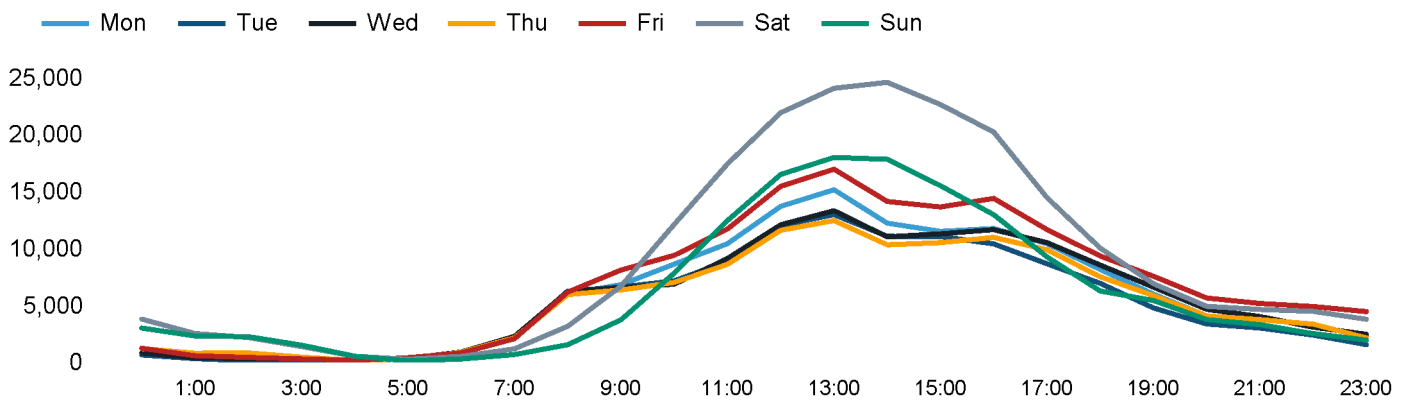
The figures shown below are calculated using weekly averages.



This Month	140,743	125,118	136,675	130,326	167,895	217,624	152,774	1,071,155
Previous Month	95,510	99,571	110,438	107,915	126,239	179,082	127,971	846,726
Previous Year	138,714	141,185	139,365	140,729	155,690	209,158	162,975	1,087,816
2 Years Ago	109,124	107,948	115,824	118,101	123,721	180,995	120,693	876,406
Month on month %	47.4%	25.7%	23.8%	20.8%	33.0%	21.5%	19.4%	
Year on year %	-3.7%	-16.0%	-7.2%	-12.2%	2.4%	-1.1%	-10.2%	

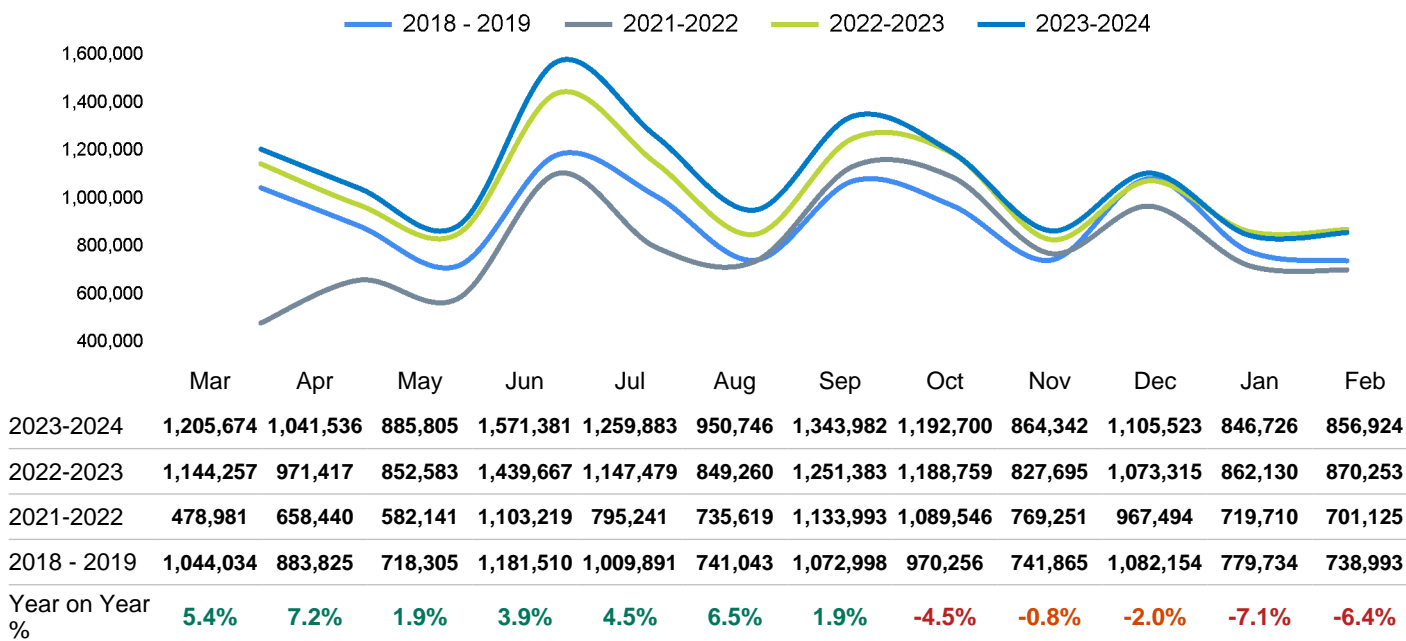
## Footfall Counts by hour

The figures shown below are calculated using a weekly average



## Footfall Counts - rolling 12 months

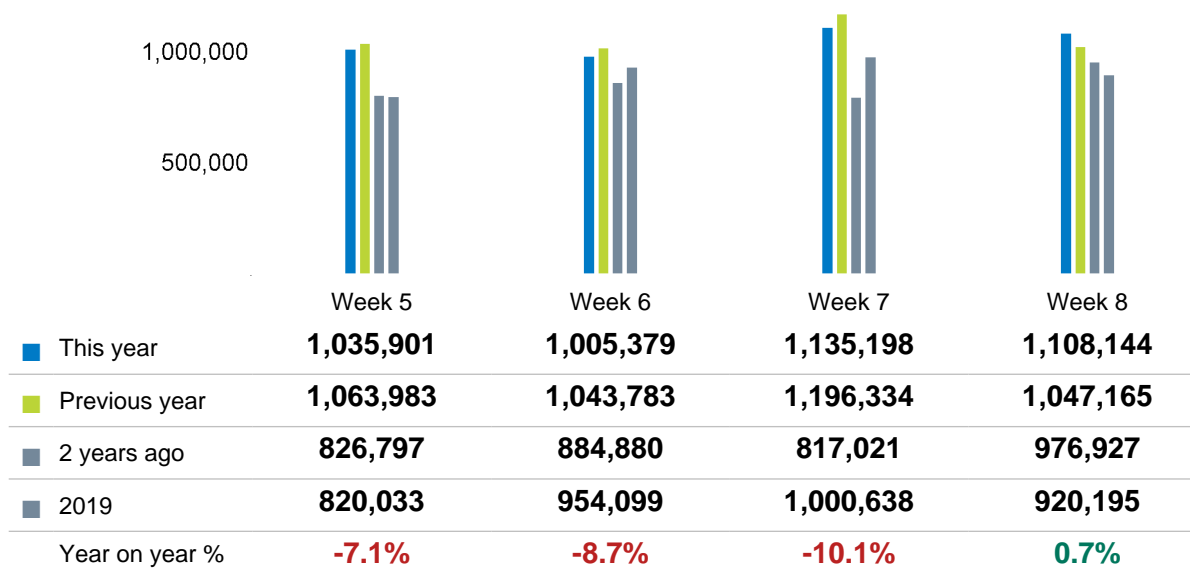
The figures shown below are calculated using weekly averages.



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

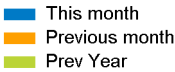











## Footfall Counts by week of month

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	60,600	5.7%	51,125	72,958	18.5%	-16.9%	
Burleigh Street	59,742	5.6%	51,094	63,285	16.9%	-5.6%	
Fitzroy Street at Waitrose	120,198	11.2%	106,332	132,024	13.0%	-9.0%	
Hill Road	53,340	5.0%	45,669		16.8%		
Kings Parade	131,199	12.2%	96,525	131,301	35.9%	-0.1%	
Market Hill	147,544	13.8%	99,182	153,386	48.8%	-3.8%	
One Station Square	38,114	3.6%	36,326	48,422	4.9%	-21.3%	
Regent Street	68,127	6.4%	62,411	76,649	9.2%	-11.1%	
Rose Crescent	106,784	10.0%	75,752	119,280	41.0%	-10.5%	
Sidney Street	229,517	21.4%	184,858	238,906	24.2%	-3.9%	
Silver Street	55,987	5.2%	37,450	51,601	49.5%	8.5%	

## Reporting dates

This month - 29 January 2024 - 25 February 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 February, 2024 Vs January, 2023 to February, 2023

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 2 2024 Vs 1 2024

