

Footfall Report for: Cambridge BID

Weeks This Month: 5
Weeks Last Month: 4

Monthly Footfall Counts

	Year to date %		Year on year %		Month on month %	
	2024	2023	2024	2023	2024	2023
Cambridge BID	-3.1%	15.2%	2.7%	5.4%	-2.4%	-11.3%
East	-3.1%	11.6%	1.0%	3.4%	-0.8%	-7.8%
High Street Index - BDSU (BDSU - Multifunctional)	-0.3%	7.1%	3.7%	-1.0%	1.3%	-4.9%
UK	-0.8%	8.9%	2.8%	-0.3%	1.1%	-5.2%

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 12,897,741 which is 3.1% down on the previous year.

The total number of visitors to Cambridge BID in month commencing 26 February 2024 was 5,226,212.

The busiest day in month commencing 26 February 2024 was Saturday 9 March with 243,039 visitors.

The peak hour of the month was 13:00 on Saturday 9 March 2024 with footfall of 27,258.

Footfall Counts by month



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

Figures shown below are calculated using monthly totals.

Weather

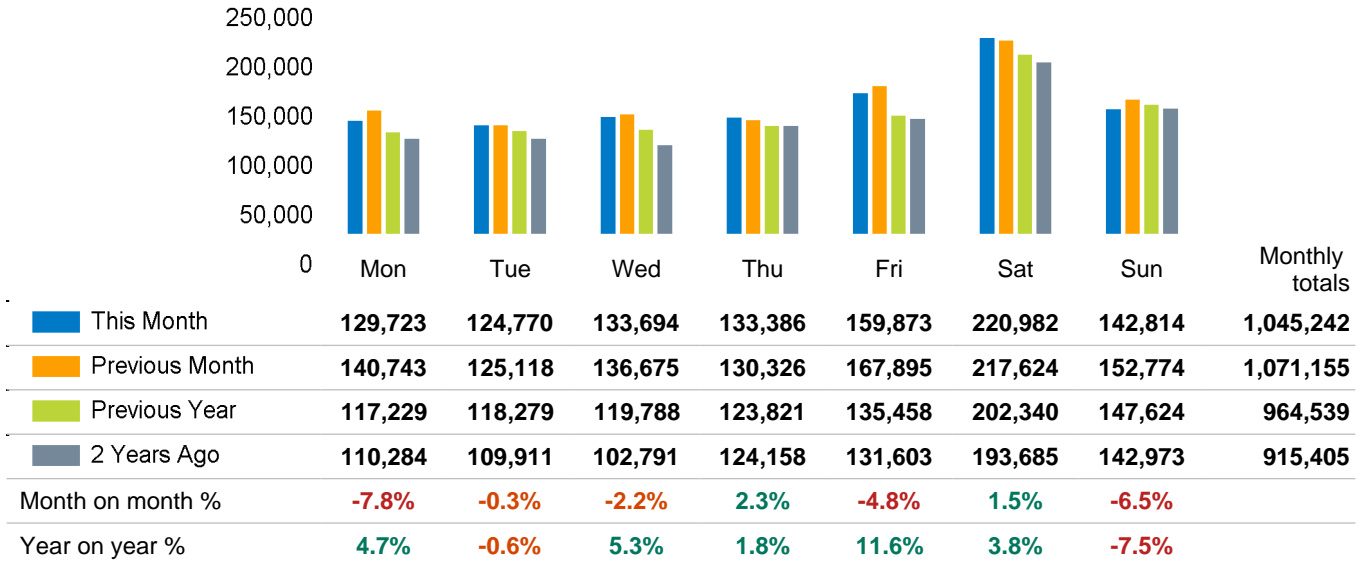
Number of days this month	17	13	3		2
Number of days same month last year	8	16	9	2	
Number of days same month two years ago	18	2	12	1	2

Average temperature

	Maximum temperature	Minimum temperature
2024	13°	1°
2023	10°	3°
2022	13°	3°

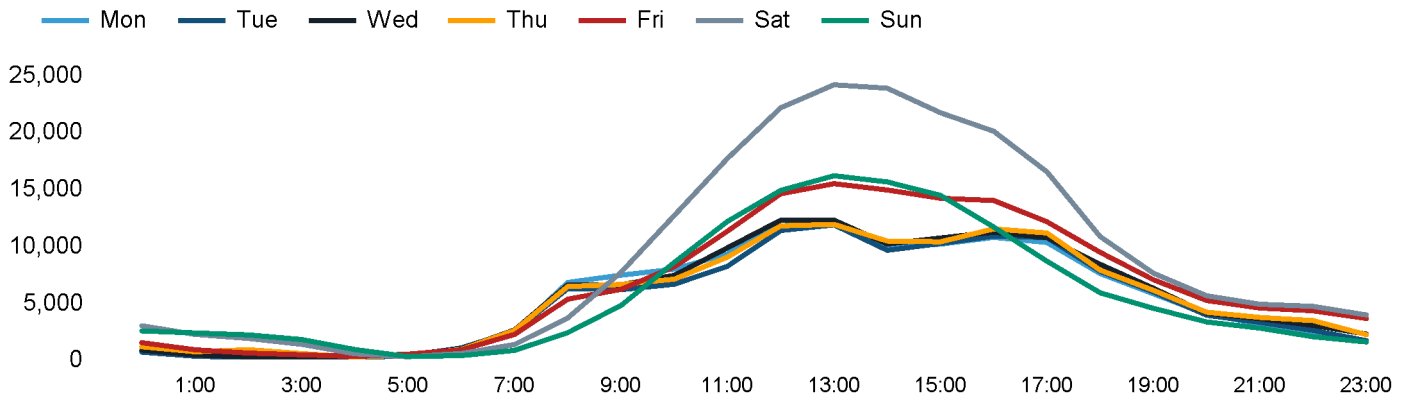
Footfall Counts by day

The figures shown below are calculated using weekly averages.



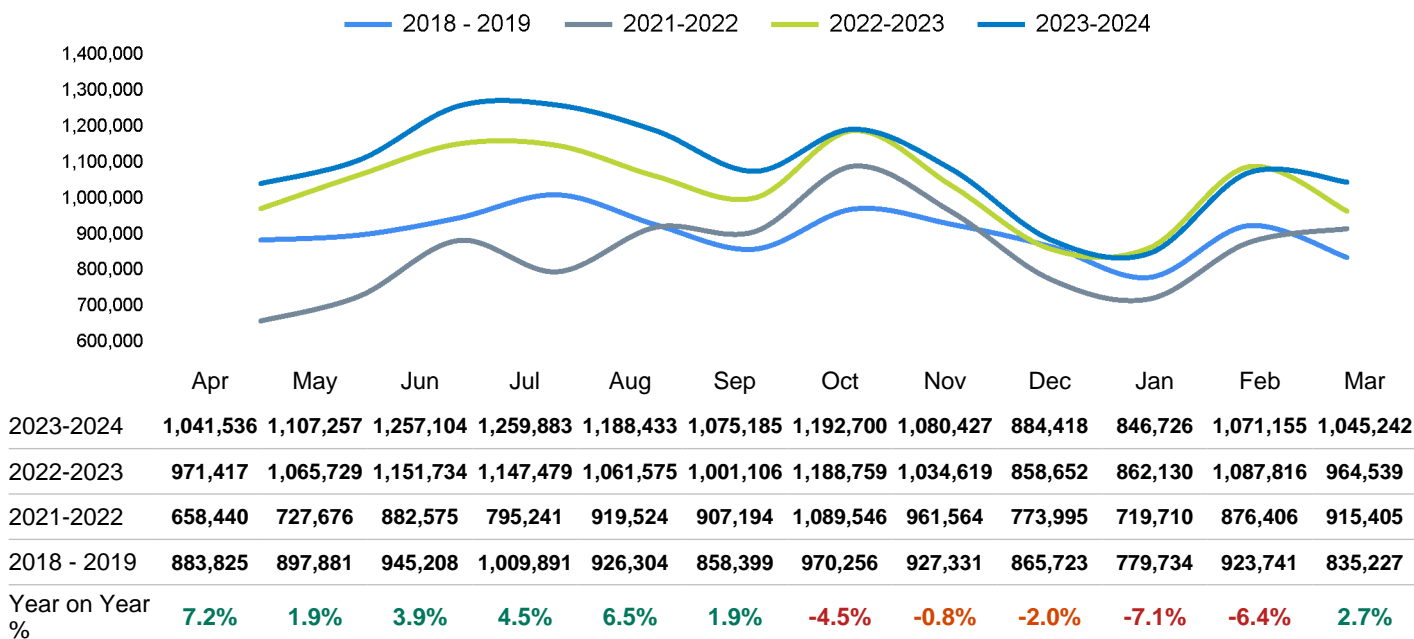
Footfall Counts by hour

The figures shown below are calculated using a weekly average



Footfall Counts - rolling 12 months

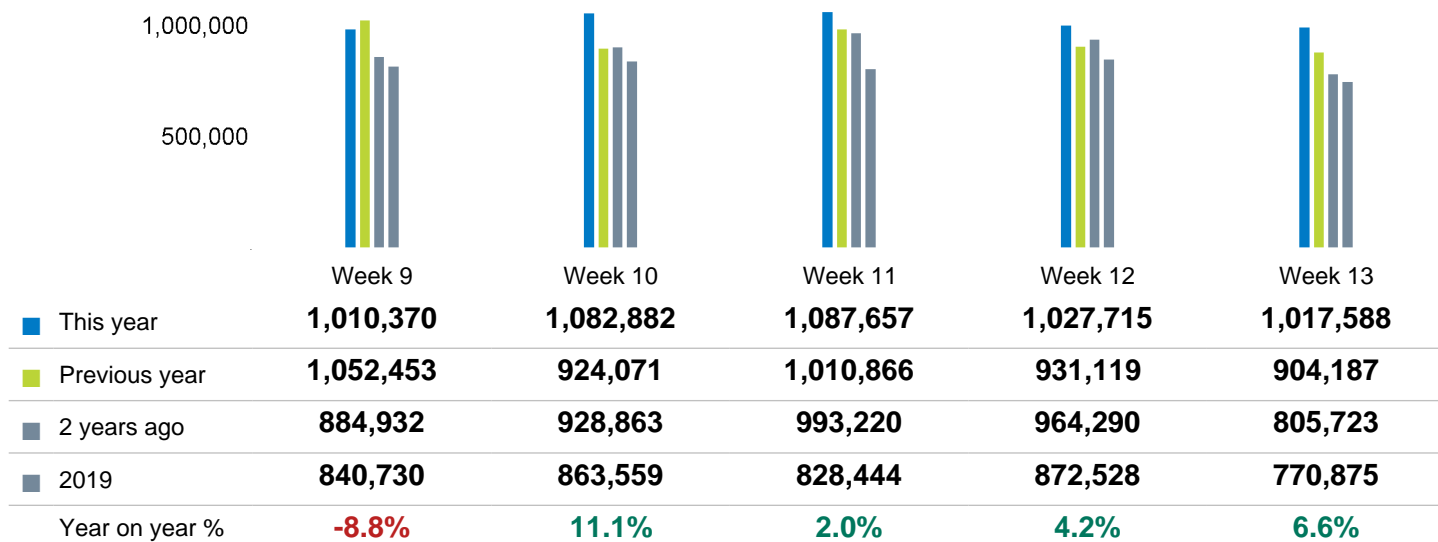
The figures shown below are calculated using weekly averages.



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

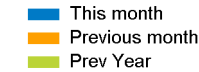











Footfall Counts by week of month

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	57,918	5.5%	60,600	59,868	-4.4%	-3.3%	
Burleigh Street	57,849	5.5%	59,742	60,036	-3.2%	-3.6%	
Fitzroy Street at Waitrose	118,618	11.3%	120,198	123,327	-1.3%	-3.8%	
Hill Road	55,009	5.3%	53,340		3.1%		
Kings Parade	129,049	12.3%	131,199	106,476	-1.6%	21.2%	
Market Hill	142,302	13.6%	147,544	119,659	-3.6%	18.9%	
One Station Square	44,880	4.3%	38,114	58,257	17.8%	-23.0%	
Regent Street	66,297	6.3%	68,127	66,785	-2.7%	-0.7%	
Rose Crescent	100,895	9.7%	106,784	100,881	-5.5%	0.0%	
Sidney Street	224,624	21.5%	229,517	225,817	-2.1%	-0.5%	
Silver Street	47,796	4.6%	55,987	43,429	-14.6%	10.1%	



Reporting dates

This month - 26 February 2024 - 31 March 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 March, 2024 Vs January, 2023 to March, 2023

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 3 2024 Vs 2 2024

