

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	-3.8%	13.1%	-5.8%	7.2%	-1.1%	8.0%
East	-4.0%	9.9%	-6.8%	4.9%	0.9%	8.0%
High Street Index - BDSU (BDSU - Multifunctional)	-0.5%	5.9%	-0.9%	2.3%	2.0%	6.6%
UK	-1.1%	7.8%	-2.3%	4.8%	4.0%	9.7%

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

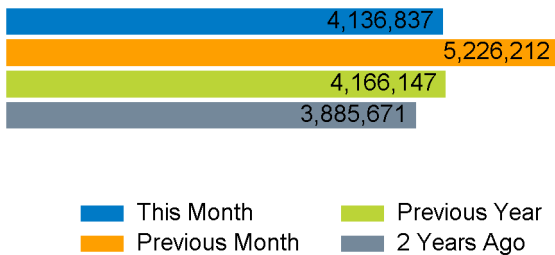
The total number of visitors for the year to date is 17,034,578 which is 3.8% down on the previous year.

The total number of visitors to Cambridge BID in month commencing 1 April 2024 was 4,136,837.

The busiest day in month commencing 1 April 2024 was Saturday 27 April with 217,191 visitors.

The peak hour of the month was 14:00 on Saturday 13 April 2024 with footfall of 23,559.

Footfall Counts by month



Figures shown below are calculated using monthly totals.

Weather



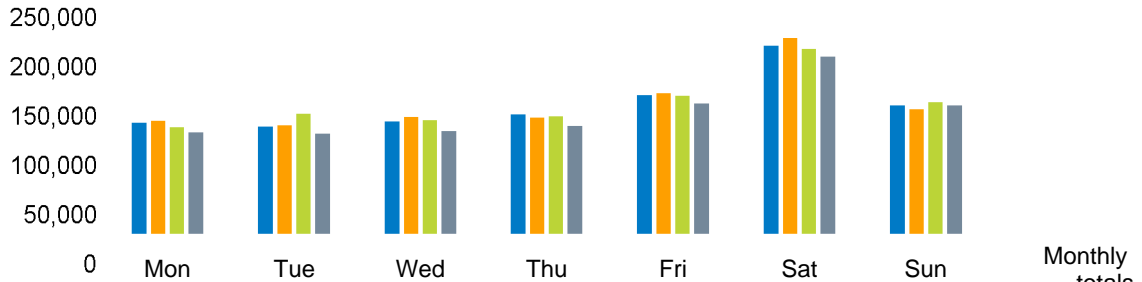
	Sun	Cloud	Rain	Menu
Number of days this month	15	11	2	
Number of days same month last year	12	8	6	2
Number of days same month two years ago	13	8	7	

Average temperature

	Maximum temperature	Minimum temperature
2024	15°	5°
2023	14°	4°
2022	15°	6°

Footfall Counts by day

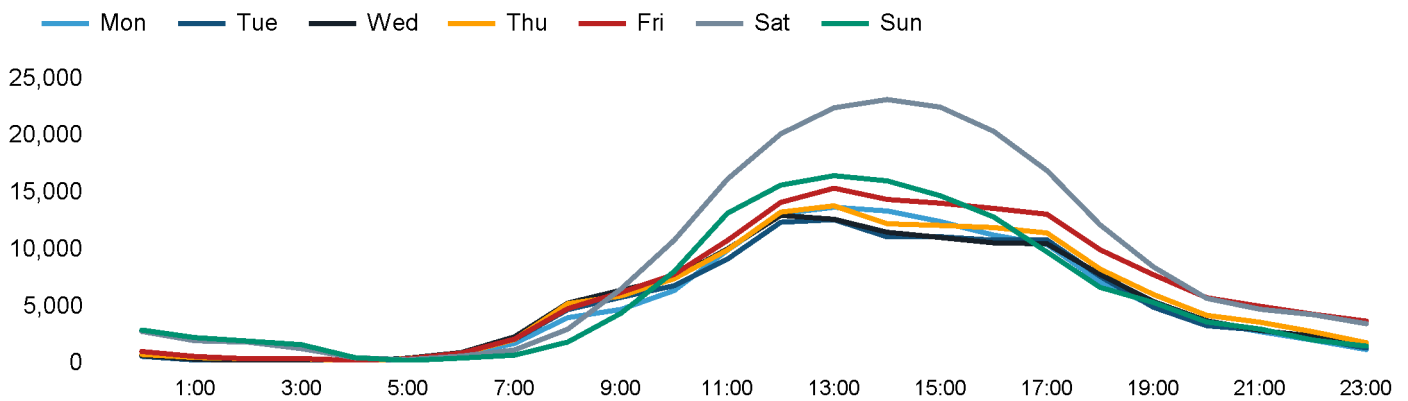
The figures shown below are calculated using weekly averages.



This Month	127,313	123,409	129,024	136,892	158,057	212,512	147,002	1,034,209
Previous Month	129,723	124,770	133,694	133,386	159,873	220,982	142,814	1,045,242
Previous Year	122,913	137,649	130,568	134,470	157,034	208,578	150,324	1,041,536
2 Years Ago	117,263	115,799	118,621	124,197	148,704	200,095	146,738	971,417
Month on month %	-1.9%	-1.1%	-3.5%	2.6%	-1.1%	-3.8%	2.9%	
Year on year %	-1.4%	-15.4%	-7.0%	-3.9%	-5.2%	-2.8%	-6.0%	

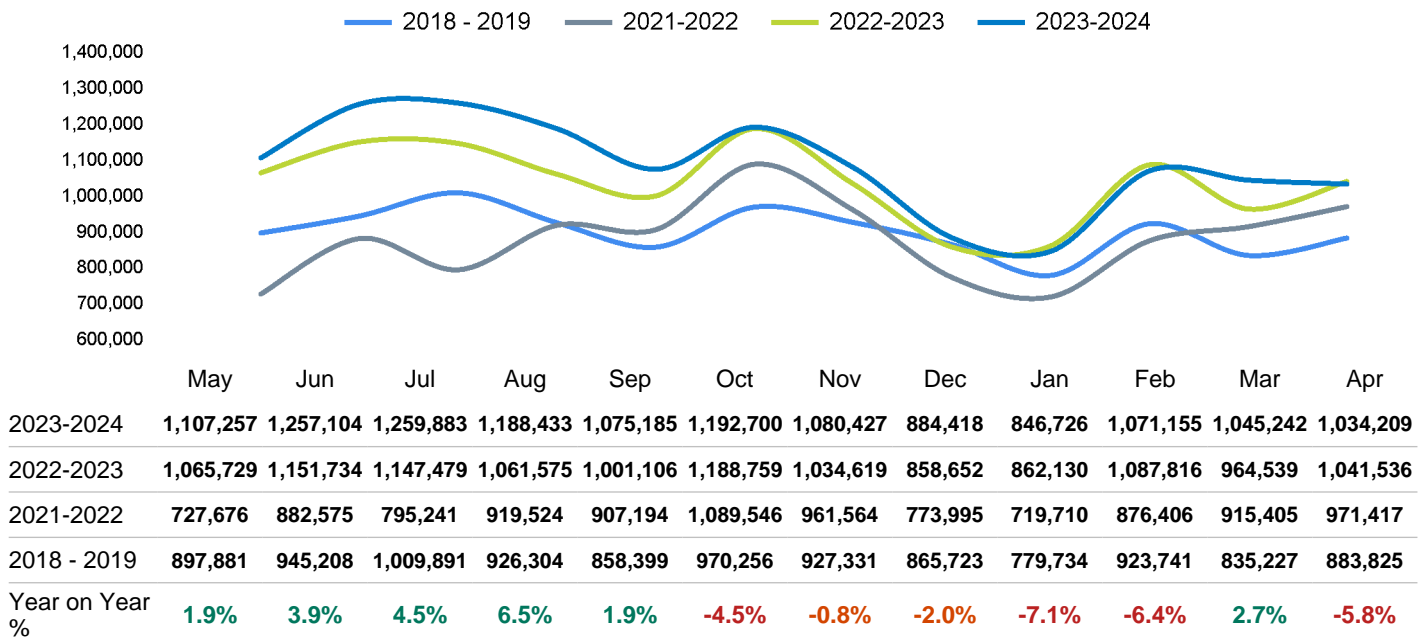
Footfall Counts by hour

The figures shown below are calculated using a weekly average



Footfall Counts - rolling 12 months

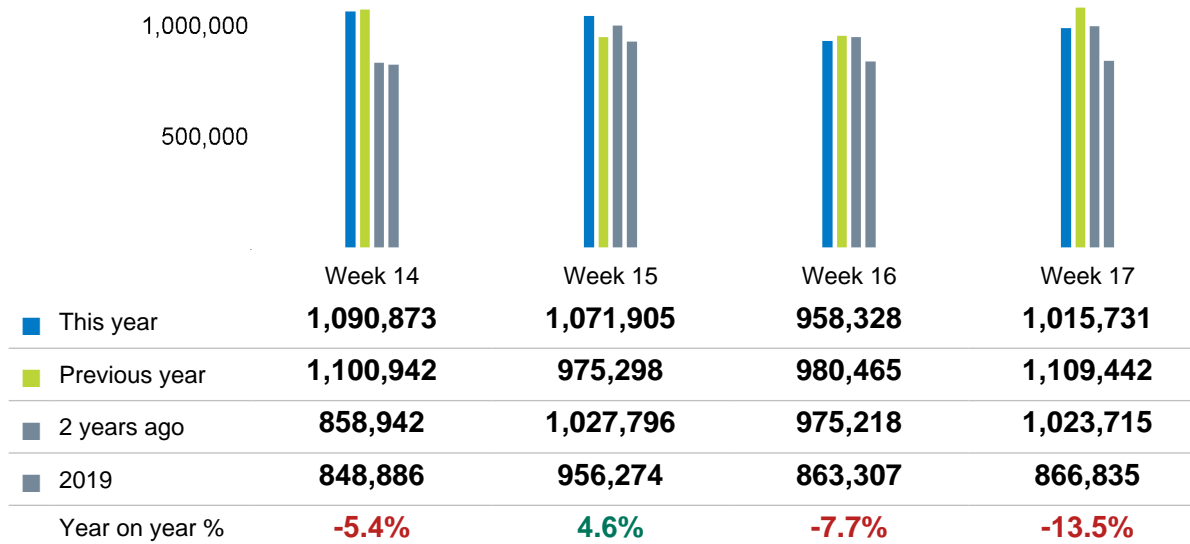
The figures shown below are calculated using weekly averages.



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

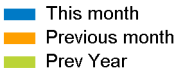











Footfall Counts by week of month

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	61,210	5.9%	57,918	68,931	5.7%	-11.2%	
Burleigh Street	56,027	5.4%	57,849	57,448	-3.1%	-2.5%	
Fitzroy Street at Waitrose	123,300	11.9%	118,618	131,085	3.9%	-5.9%	
Hill Road	52,804	5.1%	55,009		-4.0%		
Kings Parade	130,617	12.6%	129,049	129,202	1.2%	1.1%	
Market Hill	136,343	13.2%	142,302	135,128	-4.2%	0.9%	
One Station Square	36,143	3.5%	44,880	63,647	-19.5%	-43.2%	
Regent Street	63,778	6.2%	66,297	69,107	-3.8%	-7.7%	
Rose Crescent	104,715	10.1%	100,895	116,214	3.8%	-9.9%	
Sidney Street	227,234	22.0%	224,624	228,668	1.2%	-0.6%	
Silver Street	42,034	4.1%	47,796	42,102	-12.1%	-0.2%	



Reporting dates

This month - 01 April 2024 - 28 April 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 April, 2024 Vs January, 2023 to April, 2023

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 4 2024 Vs 3 2024

