

Footfall Report for: Cambridge BID

Weekly Footfall Counts

	Year to date %		Year on year %		Week on week %	
	2024	2023	2024	2023	2024	2023
Cambridge BID	-5.3%	19.2%	11.1%	-0.5%	7.2%	-12.2%
East	-4.2%	15.1%	13.2%	-2.7%	9.4%	-9.9%
High Street Index - BDSU (BDSU - Multifunctional)	-1.2%	10.5%	13.0%	-5.8%	3.5%	-9.5%
UK	-1.6%	12.8%	12.0%	-4.7%	3.1%	-9.7%

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 56,175,453 which is 0.7% up on the previous year.

The total number of visitors for the year to date is 9,764,781 which is 5.3% down on the previous year.

The total number of visitors to Cambridge BID in week commencing 4 March 2024 was 1,082,882.

The busiest day in week commencing 4 March 2024 was Saturday with 243,039 visitors.

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

Footfall Counts by week

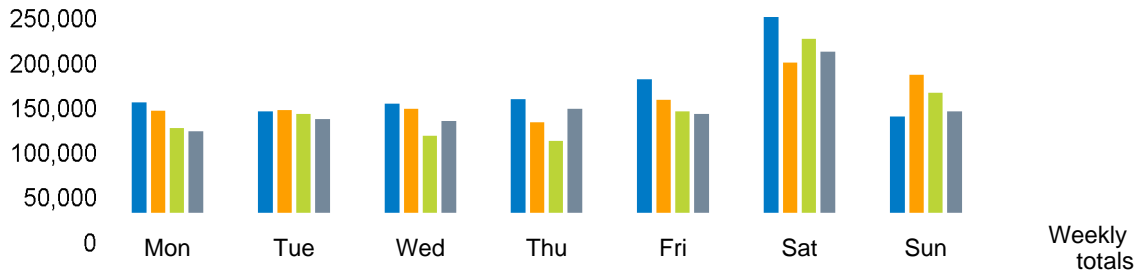


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

Weather

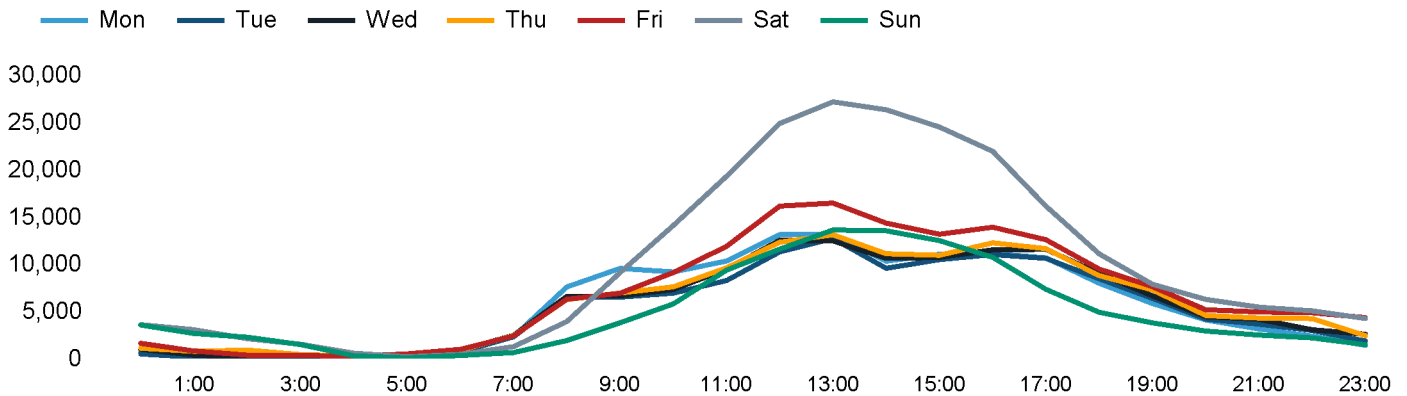
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	11°	11°	11°	11°	10°	14°	14°
Previous week	9°	8°	11°	11°	11°	9°	9°
Previous year	5°	9°	6°	3°	5°	5°	8°

Footfall Counts by day

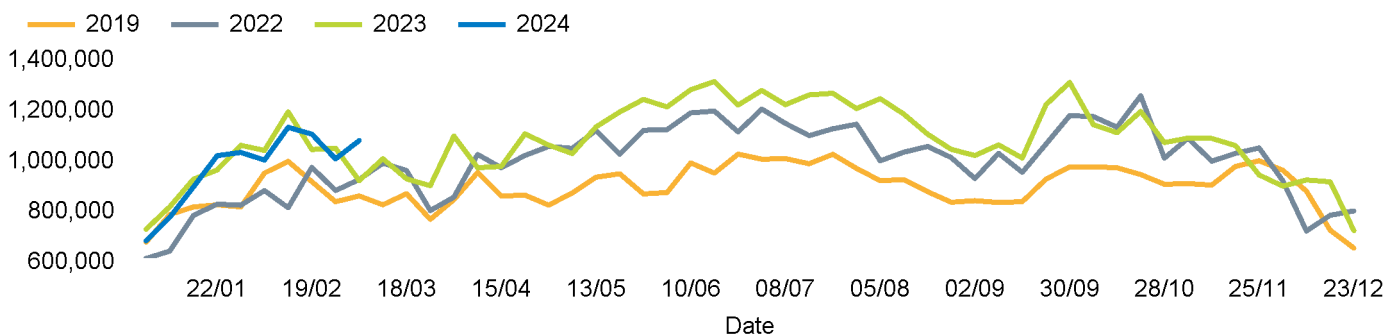


Week on week %	7.4%	-1.0%	4.8%	24.7%	17.3%	29.4%	-29.2%	
Year on year %	21.7%	-3.4%	31.5%	45.6%	22.7%	6.6%	-22.5%	
% of week	12.9%	11.9%	12.8%	13.3%	15.5%	22.4%	11.3%	


Footfall Counts by hour



Footfall Counts by week



Footfall Counts by location

	This week	% share of total week	Previous week	Previous year	Week on week %	Year on year %	
Bridge Street	59,808	5.5%	56,805	58,511	5.3%	2.2%	
Burleigh Street	59,689	5.5%	59,549	56,089	0.2%	6.4%	
Fitzroy Street at Waitrose	117,087	10.8%	124,252	119,527	-5.8%	-2.0%	
Hill Road	55,981	5.2%	50,988		9.8%		
Kings Parade	131,512	12.1%	118,012	103,500	11.4%	27.1%	
Market Hill	150,539	13.9%	135,377	118,264	11.2%	27.3%	
One Station Square	45,666	4.2%	38,258	52,639	19.4%	-13.2%	
Regent Street	67,449	6.2%	66,200	63,132	1.9%	6.8%	
Rose Crescent	104,522	9.7%	86,045	92,101	21.5%	13.5%	
Sidney Street	237,070	21.9%	223,284	215,638	6.2%	9.9%	
Silver Street	53,559	4.9%	51,600	44,670	3.8%	19.9%	



Reporting dates

This week - 04 March 2024 - 10 March 2024

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week 1, 2024 to Week 10, 2024 Vs Week 1, 2023 to Week 10, 2023

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 10, 2024 Vs Week 10, 2023

Week on Week % Change is the % change in footfall for this week from the previous week. Week 10 2024 Vs Week 9 2024

