

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	-4.6%	17.4%	2.0%	1.8%	0.4%	9.4%
East	-4.1%	13.8%	-2.9%	2.6%	-4.4%	11.1%
High Street Index - BDSU (BDSU - Multifunctional)	-1.2%	9.4%	-1.2%	0.4%	-3.2%	11.3%
UK	-1.6%	11.5%	-2.2%	0.8%	-2.8%	10.9%

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 56,252,244 which is 0.8% up on the previous year.

The total number of visitors for the year to date is 10,852,438 which is 4.6% down on the previous year.

The total number of visitors to Cambridge BID in week commencing 11 March 2024 was 1,087,657.

The busiest day in week commencing 11 March 2024 was Saturday with 233,870 visitors.






















The peak hour of the week was 14:00 on Saturday 16 March 2024 with footfall of 24,232.

Footfall Counts by week

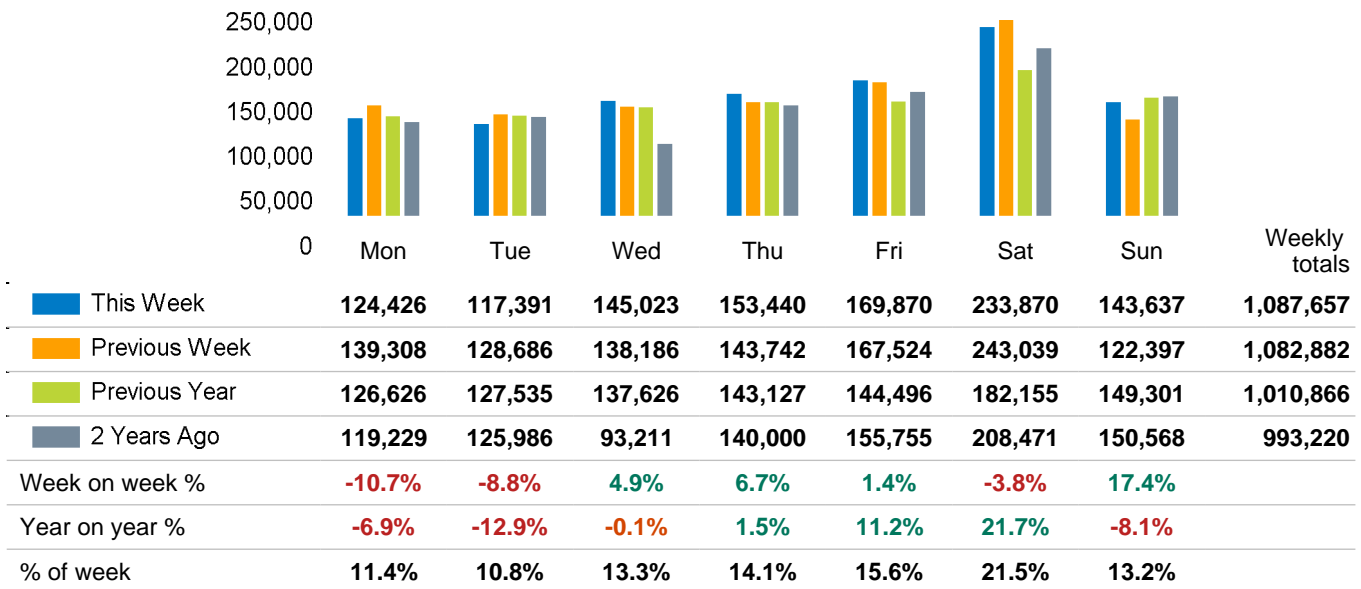


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

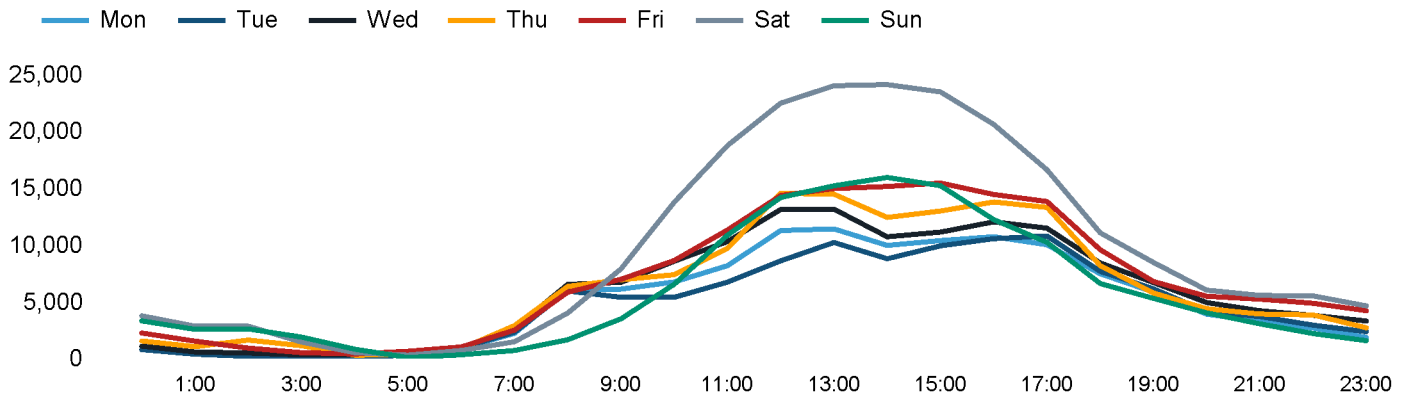
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	 10°	 14°	 14°	 17°	 17°	 16°	 16°
Previous week	 11°	 11°	 11°	 11°	 10°	 14°	 14°
Previous year	 14°	 16°	 9°	 8°	 14°	 14°	 12°

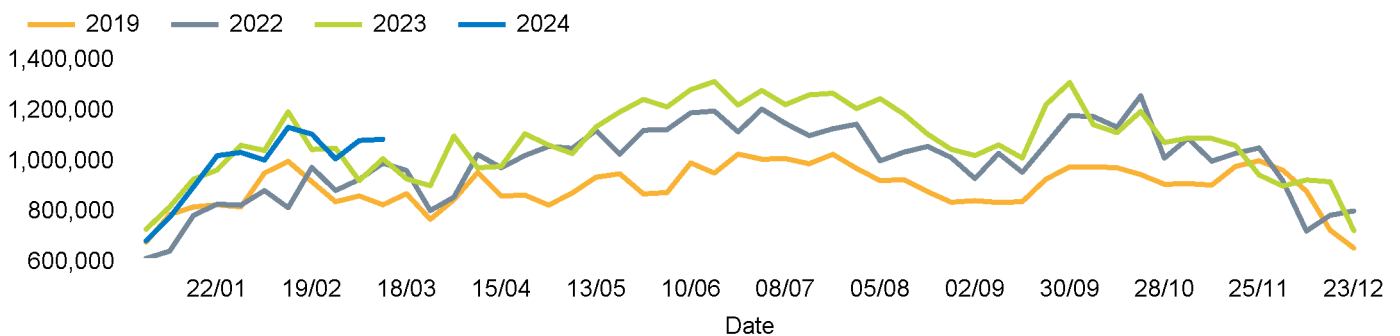
Footfall Counts by day



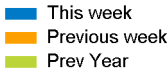











Footfall Counts by hour



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	59,967	5.5%	59,808	60,755	0.3%	-1.3%	
Burleigh Street	59,600	5.5%	59,689	59,880	-0.1%	-0.5%	
Fitzroy Street at Waitrose	117,951	10.8%	117,087	123,640	0.7%	-4.6%	
Hill Road	56,495	5.2%	55,981		0.9%		
Kings Parade	136,218	12.5%	131,512	112,611	3.6%	21.0%	
Market Hill	147,149	13.5%	150,539	132,015	-2.3%	11.5%	
One Station Square	46,726	4.3%	45,666	53,890	2.3%	-13.3%	
Regent Street	67,398	6.2%	67,449	69,187	-0.1%	-2.6%	
Rose Crescent	108,154	9.9%	104,522	110,592	3.5%	-2.2%	
Sidney Street	233,508	21.5%	237,070	238,429	-1.5%	-2.1%	
Silver Street	54,491	5.0%	53,559	49,867	1.7%	9.3%	



Reporting dates

This week - 11 March 2024 - 17 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 11, 2024 Vs Week 1, 2023 to Week 11, 2023

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 11, 2024 Vs Week 11, 2023

Week on Week % Change is the % change in footfall for this week from the previous week. Week 11 2024 Vs Week 10 2024

