

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	-3.9%	15.4%	4.2%	-3.4%	-5.5%	-7.9%
East	-3.7%	11.8%	0.7%	-6.2%	0.1%	-3.6%
High Street Index - BDSU (BDSU - Multifunctional)	-0.7%	7.5%	4.5%	-10.2%	2.5%	-3.3%
UK	-1.1%	9.4%	4.1%	-9.9%	2.9%	-2.8%

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 56,348,840 which is 0.9% up on the previous year.

The total number of visitors for the year to date is 11,880,153 which is 3.9% down on the previous year.

The total number of visitors to Cambridge BID in week commencing 18 March 2024 was 1,027,715.

The busiest day in week commencing 18 March 2024 was Saturday with 214,149 visitors.

The peak hour of the week was 13:00 on Saturday 23 March 2024 with footfall of 23,479.

Footfall Counts by week

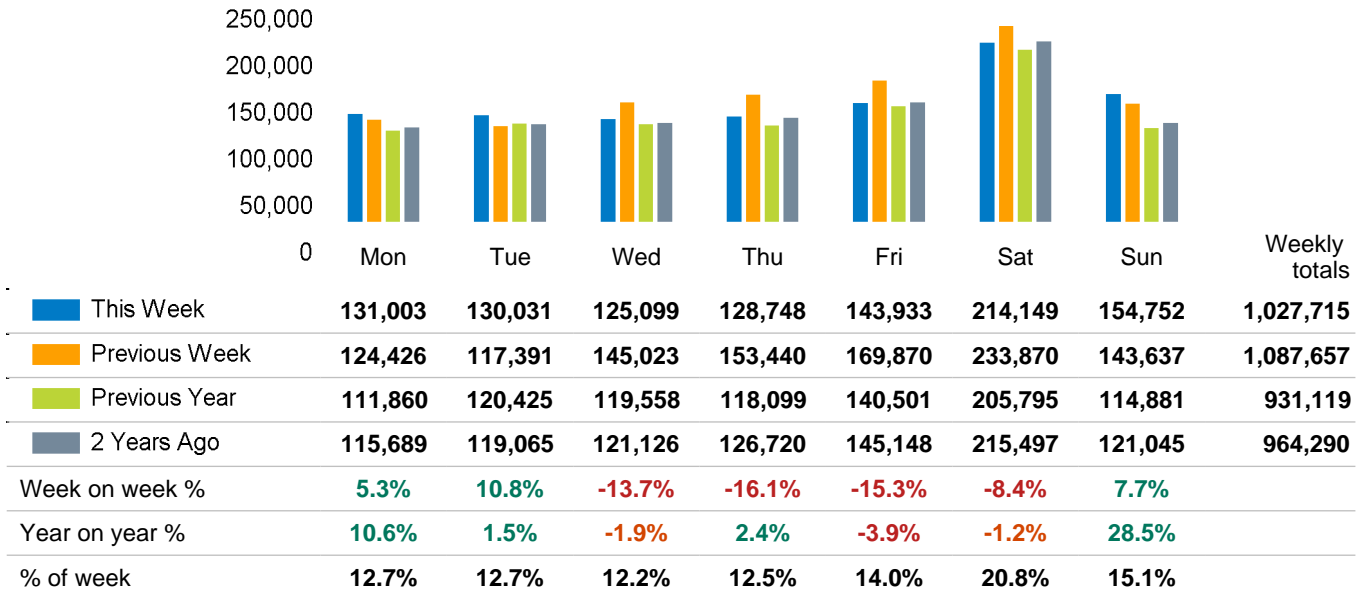


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

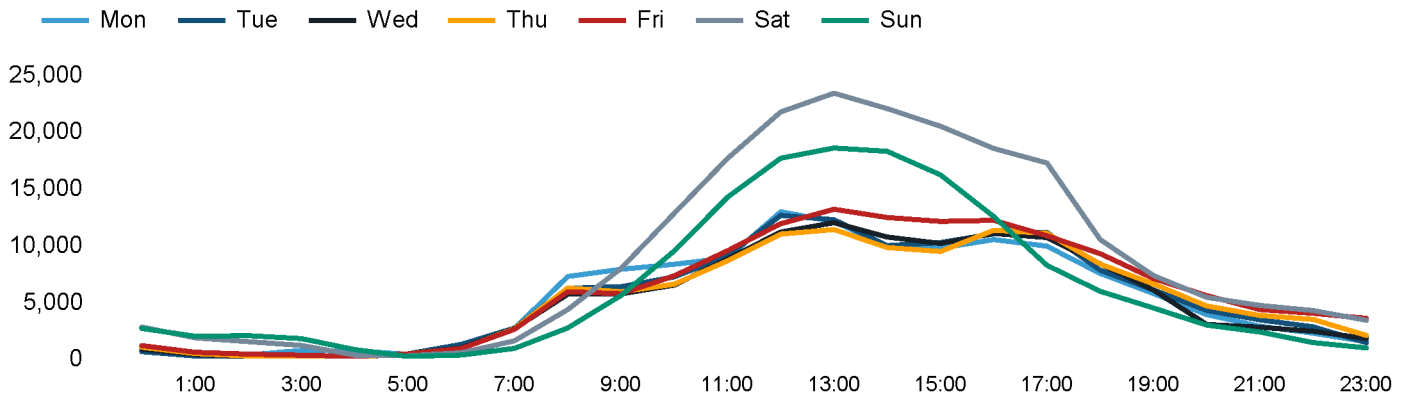
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	16°	16°	16°	16°	15°	12°	13°
Previous week	10°	14°	14°	17°	17°	16°	16°
Previous year	12°	15°	15°	15°	15°	14°	14°

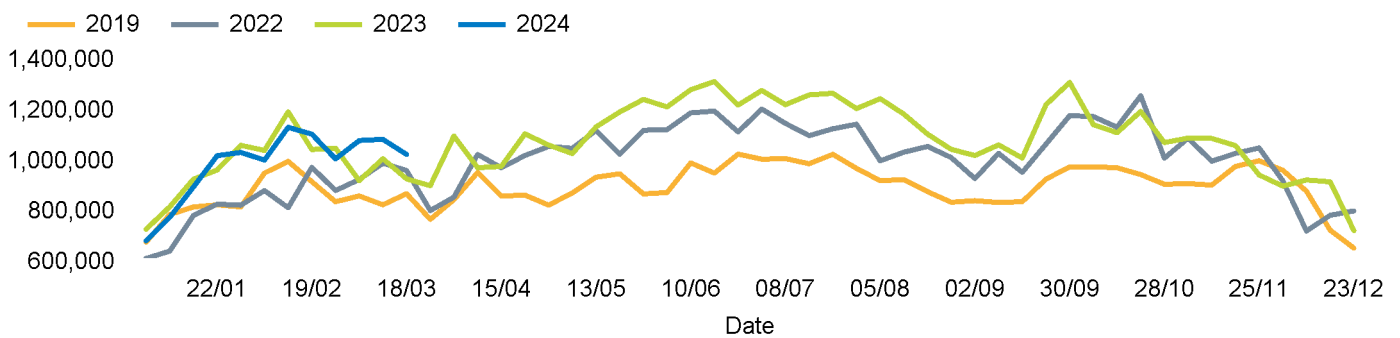
Footfall Counts by day



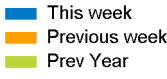
Footfall Counts by hour



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	52,496	5.1%	59,967	58,941	-12.5%	-10.9%	
Burleigh Street	59,929	5.8%	59,600	61,573	0.6%	-2.7%	
Fitzroy Street at Waitrose	118,668	11.5%	117,951	117,990	0.6%	0.6%	
Hill Road	57,584	5.6%	56,495		1.9%		
Kings Parade	126,786	12.3%	136,218	103,738	-6.9%	22.2%	
Market Hill	137,070	13.3%	147,149	111,165	-6.8%	23.3%	
One Station Square	49,718	4.8%	46,726	63,476	6.4%	-21.7%	
Regent Street	65,346	6.4%	67,398	66,227	-3.0%	-1.3%	
Rose Crescent	100,168	9.7%	108,154	100,640	-7.4%	-0.5%	
Sidney Street	217,947	21.2%	233,508	211,357	-6.7%	3.1%	
Silver Street	42,003	4.1%	54,491	36,012	-22.9%	16.6%	



Reporting dates

This week - 18 March 2024 - 24 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 12, 2024 Vs Week 1, 2023 to Week 12, 2023

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 12, 2024 Vs Week 12, 2023

Week on Week % Change is the % change in footfall for this week from the previous week. Week 12 2024 Vs Week 11 2024

