

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 | -3.1% | 15.2% | 6.6% | 12.2% | -1.0% | -2.9% |
| East | -3.1% | 11.6% | 4.1% | 9.1% | 0.3% | -2.4% |
| High Street Index - BDSU (BDSU - Multifunctional) | -0.3% | 7.1% | 4.1% | 2.2% | -0.7% | -0.4% |
| UK | -0.8% | 8.9% | 3.7% | 3.4% | 0.0% | 0.5% |

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 56,462,241 which is 0.8% up on the previous year.

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 week commencing 25 March 2024 was 1,017,588.

The busiest day in week commencing 25 March 2024 was Saturday with 226,008 visitors.

The peak hour of the week was 13:00 on Saturday 30 March 2024 with footfall of 25,888.

Footfall Counts by week

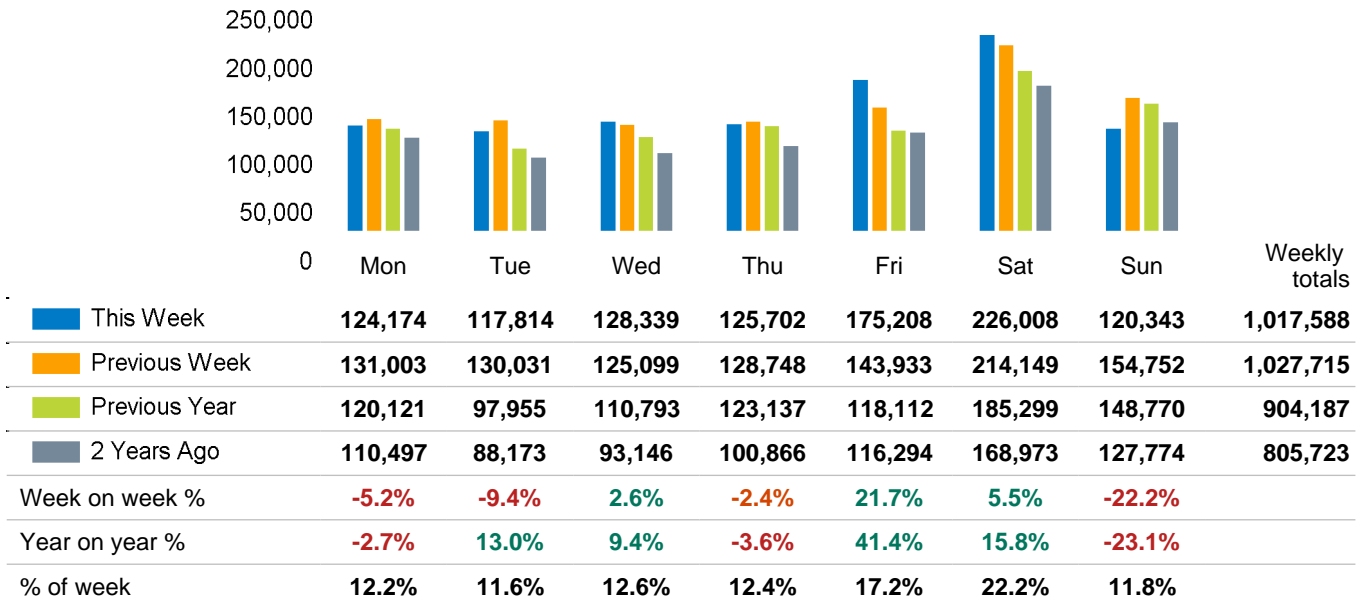


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

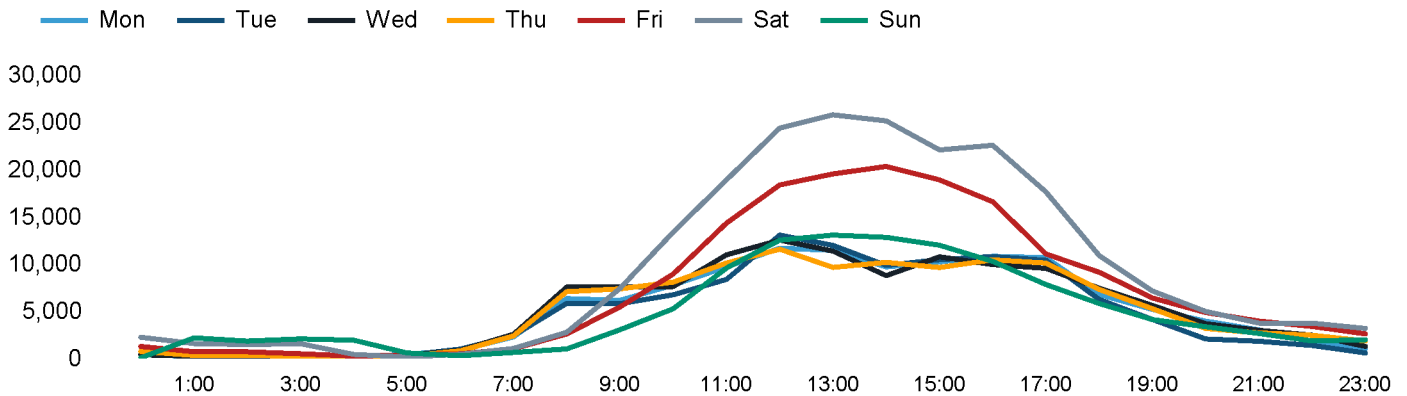
Weather

| | Mon | Tue | Wed | Thu | Fri | Sat | Sun |
|---------------|-----|-----|-----|-----|-----|-----|-----|
| This week | | | | | | | |
| | 13° | 15° | 15° | 12° | 14° | 16° | 16° |
| Previous week | | | | | | | |
| | 16° | 16° | 16° | 16° | 15° | 12° | 13° |
| Previous year | | | | | | | |
| | 8° | 9° | 8° | 15° | 17° | 14° | 10° |

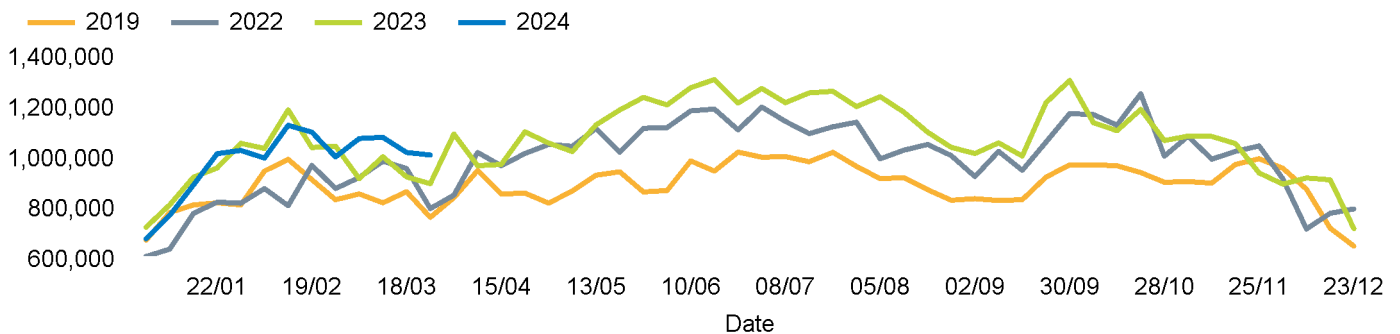
Footfall Counts by day















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 | 60,516 | 5.9% | 52,496 | 56,271 | 15.3% | 7.5% |  |
| Burleigh Street | 50,478 | 5.0% | 59,929 | 59,413 | -15.8% | -15.0% |  |
| Fitzroy Street at Waitrose | 115,136 | 11.3% | 118,668 | 118,534 | -3.0% | -2.9% |  |
| Hill Road | 53,998 | 5.3% | 57,584 | | -6.2% | |  |
| Kings Parade | 132,721 | 13.0% | 126,786 | 96,984 | 4.7% | 36.8% |  |
| Market Hill | 141,379 | 13.9% | 137,070 | 104,734 | 3.1% | 35.0% |  |
| One Station Square | 44,035 | 4.3% | 49,718 | 62,870 | -11.4% | -30.0% |  |
| Regent Street | 65,096 | 6.4% | 65,346 | 63,388 | -0.4% | 2.7% |  |
| Rose Crescent | 105,589 | 10.4% | 100,168 | 96,779 | 5.4% | 9.1% |  |
| Sidney Street | 211,313 | 20.8% | 217,947 | 209,858 | -3.0% | 0.7% |  |
| Silver Street | 37,327 | 3.7% | 42,003 | 35,356 | -11.1% | 5.6% |  |



Reporting dates

This week - 25 March 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. Week 1, 2024 to Week 13, 2024 Vs Week 1, 2023 to Week 13, 2023

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 13, 2024 Vs Week 13, 2023

Week on Week % Change is the % change in footfall for this week from the previous week. Week 13 2024 Vs Week 12 2024

