

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	-3.3%	16.1%	-5.4%	28.2%	7.2%	21.8%
East	-3.4%	12.3%	-7.0%	20.3%	4.7%	14.4%
High Street Index - BDSU (BDSU - Multifunctional)	-0.7%	7.5%	-4.4%	12.0%	1.6%	10.6%
UK	-1.2%	9.3%	-5.8%	15.0%	2.0%	12.4%

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 56,452,172 which is 0.2% up on the previous year.

The total number of visitors for the year to date is 13,988,614 which is 3.3% down on the previous year.

The total number of visitors to Cambridge BID in week commencing 1 April 2024 was 1,090,873.

The busiest day in week commencing 1 April 2024 was Saturday with 210,458 visitors.






















The peak hour of the week was 14:00 on Saturday 6 April 2024 with footfall of 23,485.

Footfall Counts by week

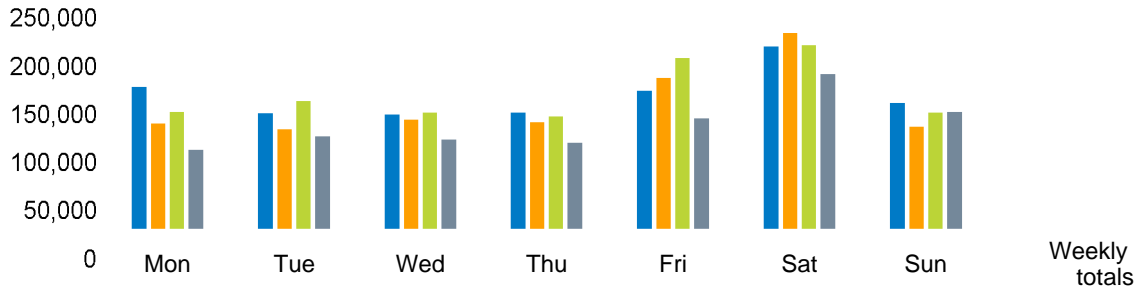


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

Weather

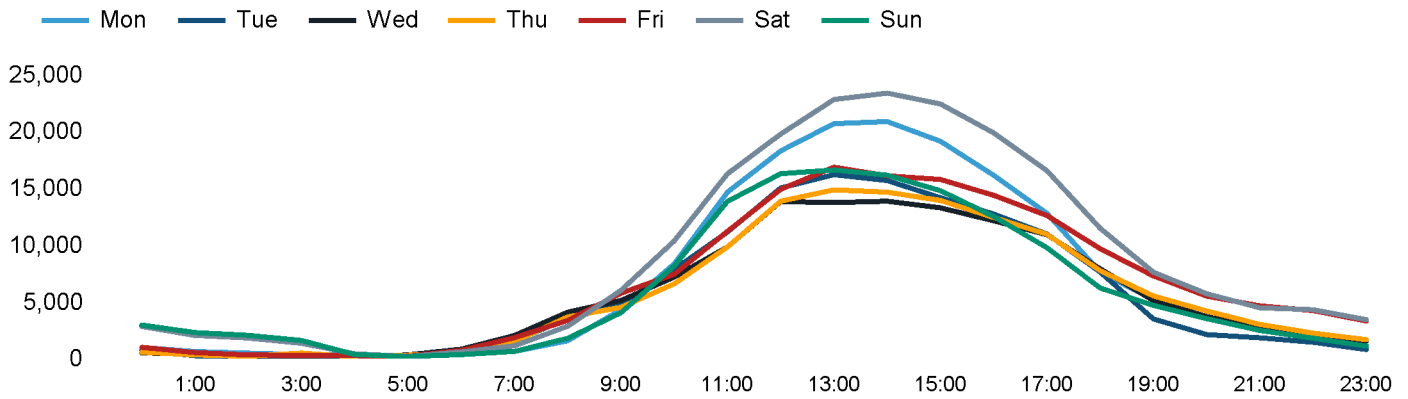
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	 16°	 15°	 15°	 16°	 18°	 20°	 20°
Previous week	 13°	 15°	 15°	 12°	 14°	 16°	 16°
Previous year	 11°	 12°	 13°	 14°	 14°	 14°	 14°

Footfall Counts by day

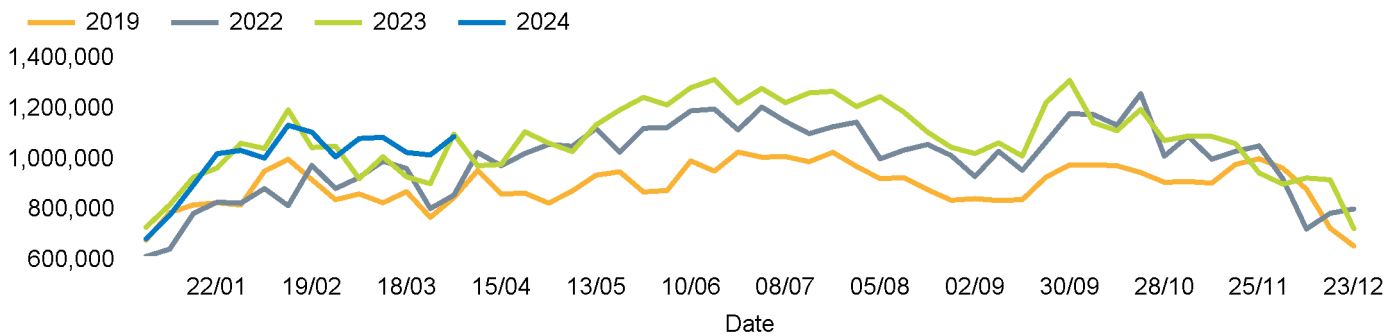


Week on week %	33.3%	15.3%	4.8%	8.7%	-8.1%	-6.9%	22.1%	
Year on year %	15.8%	-14.2%	-6.7%	-1.5%	-23.0%	-4.5%	4.3%	
% of week	15.2%	12.5%	12.3%	12.5%	14.8%	19.3%	13.5%	




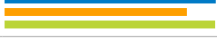








Footfall Counts by hour



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	64,255	5.9%	60,516	76,665	6.2%	-16.2%	
Burleigh Street	53,359	4.9%	50,478	54,109	5.7%	-1.4%	
Fitzroy Street at Waitrose	132,721	12.2%	115,136	132,579	15.3%	0.1%	
Hill Road	49,797	4.6%	53,998		-7.8%		
Kings Parade	141,661	13.0%	132,721	144,260	6.7%	-1.8%	
Market Hill	142,525	13.1%	141,379	150,735	0.8%	-5.4%	
One Station Square	52,616	4.8%	44,035	74,824	19.5%	-29.7%	
Regent Street	64,314	5.9%	65,096	75,393	-1.2%	-14.7%	
Rose Crescent	120,918	11.1%	105,589	130,108	14.5%	-7.1%	
Sidney Street	230,608	21.1%	211,313	222,083	9.1%	3.8%	
Silver Street	38,099	3.5%	37,327	40,186	2.1%	-5.2%	



Reporting dates

This week - 01 April 2024 - 07 April 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 14, 2024 Vs Week 1, 2023 to Week 14, 2023

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 14, 2024 Vs Week 14, 2023

Week on Week % Change is the % change in footfall for this week from the previous week. Week 14 2024 Vs Week 13 2024

