

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	-2.8%	14.4%	4.6%	-5.1%	-1.7%	-11.4%
East	-3.0%	11.0%	2.2%	-3.3%	1.1%	-9.2%
High Street Index - BDSU (BDSU - Multifunctional)	-0.1%	6.5%	7.7%	-5.8%	2.6%	-8.9%
UK	-0.7%	8.3%	5.2%	-5.0%	2.6%	-8.9%

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 56,548,779 which is 0.4% up on the previous year.
- The total number of visitors for the year to date is 15,060,519 which is 2.8% down on the previous year.
- The total number of visitors to Cambridge BID in week commencing 8 April 2024 was 1,071,905.
- The busiest day in week commencing 8 April 2024 was Saturday with 209,161 visitors.
- The peak hour of the week was 14:00 on Saturday 13 April 2024 with footfall of 23,559.

Footfall Counts by week

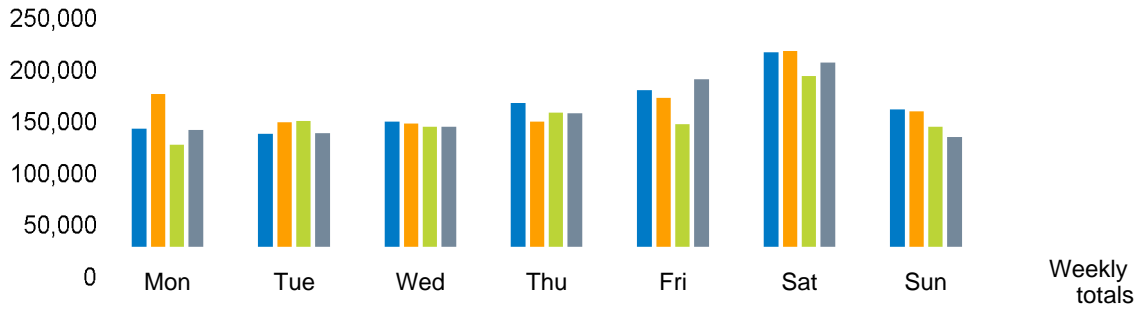


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

Weather

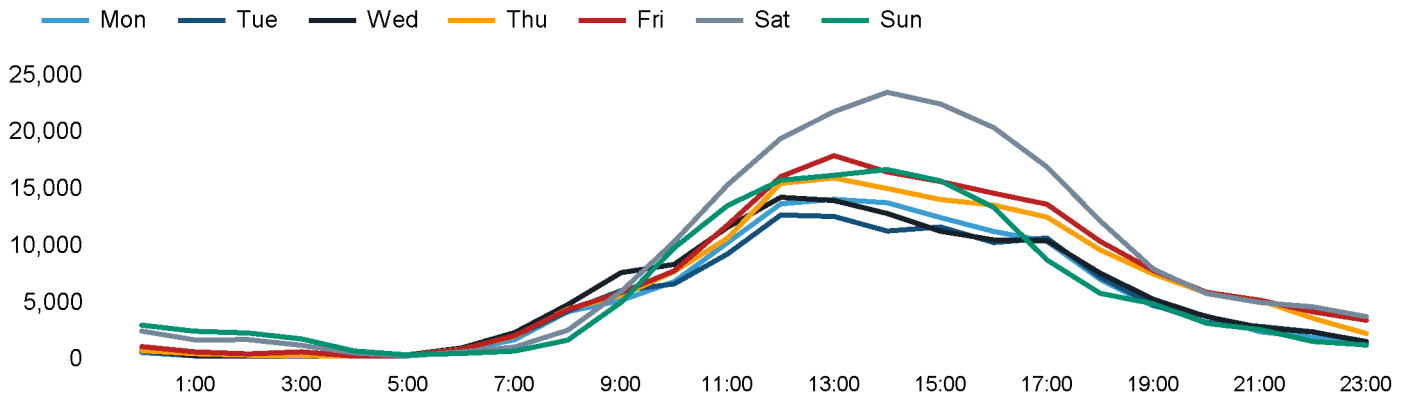
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week							
	18°	17°	14°	20°	20°	20°	20°
Previous week							
	16°	15°	15°	16°	18°	20°	20°
Previous year							
	16°	16°	14°	12°	14°	14°	15°

Footfall Counts by day

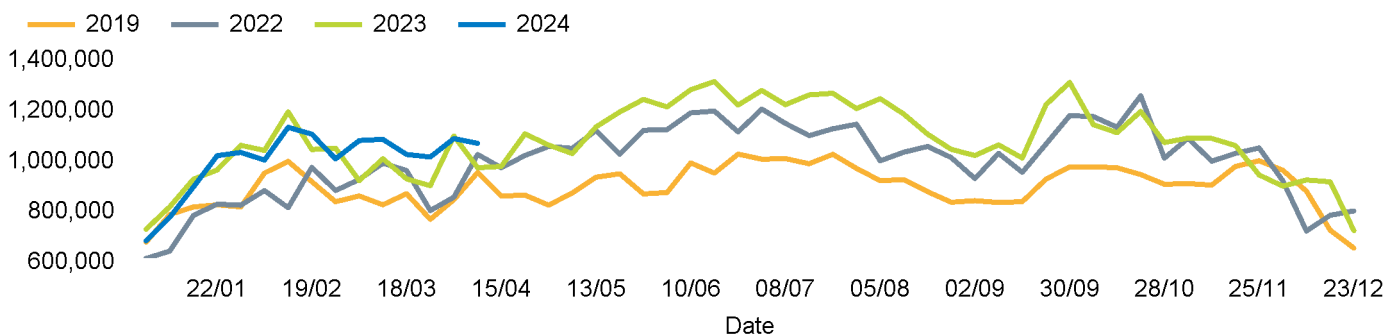


Week on week %	-22.1%	-9.0%	1.2%	14.2%	5.0%	-0.6%	1.5%	
Year on year %	10.4%	-14.3%	-1.9%	0.8%	18.9%	8.6%	9.7%	
% of week	12.0%	11.5%	12.7%	14.5%	15.8%	19.5%	13.9%	

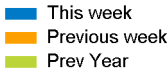











Footfall Counts by hour



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	63,615	5.9%	64,255	62,086	-1.0%	2.5%	
Burleigh Street	61,463	5.7%	53,359	54,246	15.2%	13.3%	
Fitzroy Street at Waitrose	134,516	12.5%	132,721	132,008	1.4%	1.9%	
Hill Road	51,887	4.8%	49,797		4.2%		
Kings Parade	131,672	12.3%	141,661	104,758	-7.1%	25.7%	
Market Hill	140,761	13.1%	142,525	127,199	-1.2%	10.7%	
One Station Square	35,100	3.3%	52,616	60,161	-33.3%	-41.7%	
Regent Street	65,216	6.1%	64,314	64,732	1.4%	0.7%	
Rose Crescent	117,346	10.9%	120,918	115,904	-3.0%	1.2%	
Sidney Street	231,417	21.6%	230,608	221,532	0.4%	4.5%	
Silver Street	38,912	3.6%	38,099	32,672	2.1%	19.1%	



Reporting dates

This week - 08 April 2024 - 14 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 15, 2024 Vs Week 1, 2023 to Week 15, 2023

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 15, 2024 Vs Week 15, 2023

Week on Week % Change is the % change in footfall for this week from the previous week. Week 15 2024 Vs Week 14 2024

