

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	-3.8%	13.1%	-13.5%	8.4%	6.0%	13.2%
East	-4.0%	9.9%	-13.5%	7.4%	1.5%	7.4%
High Street Index - BDSU (BDSU - Multifunctional)	-0.5%	5.9%	-6.3%	4.7%	-0.3%	6.5%
UK	-1.1%	7.8%	-6.6%	7.5%	0.9%	6.0%

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 56,432,931 which is 0.2% down on the previous year.

The total number of visitors for the year to date is 17,034,578 which is 3.8% down on the previous year.

The total number of visitors to Cambridge BID in week commencing 22 April 2024 was 1,015,731.

The busiest day in week commencing 22 April 2024 was Saturday with 217,191 visitors.






















The peak hour of the week was 14:00 on Saturday 27 April 2024 with footfall of 23,145.

Footfall Counts by week

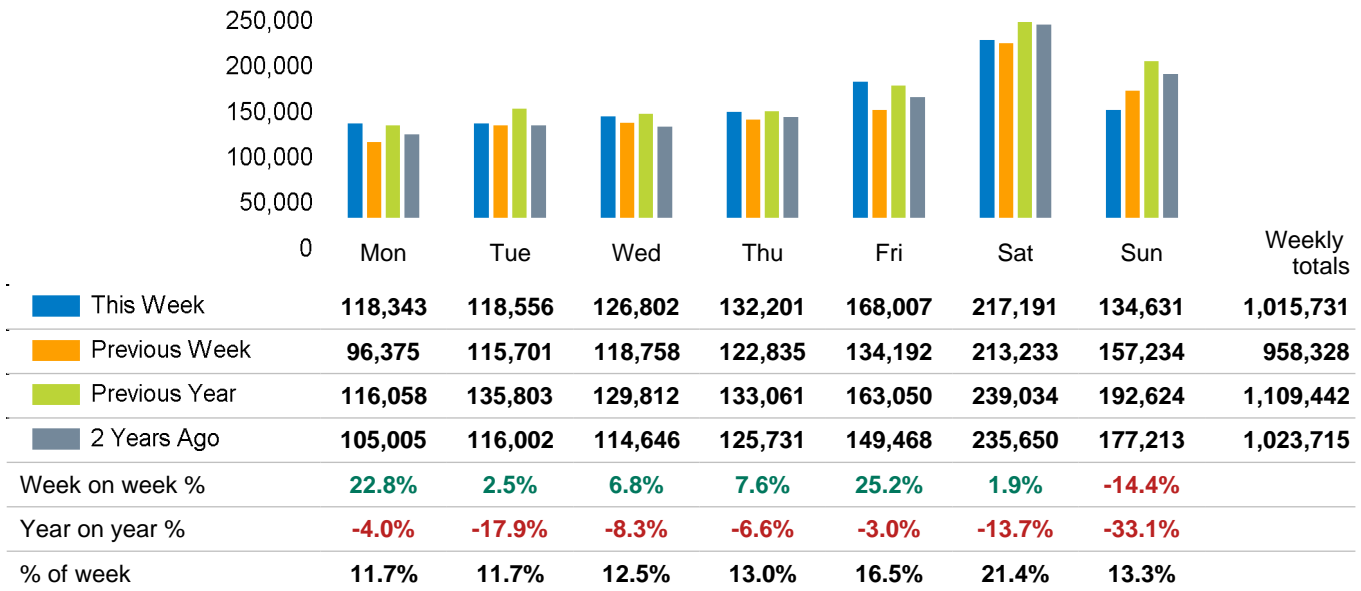


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

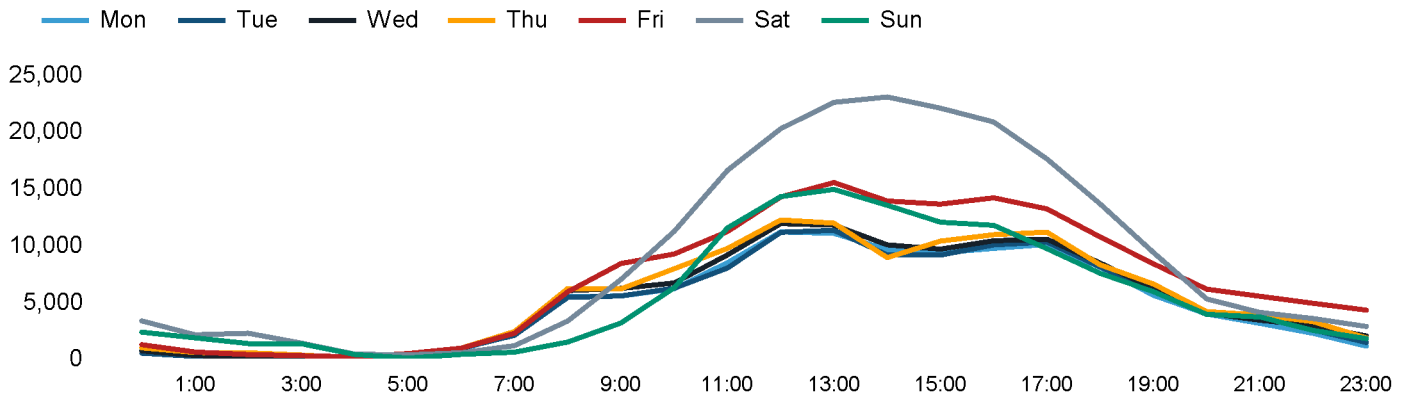
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	 11°	 10°	 10°	 12°	 12°	 12°	 11°
Previous week	 15°	 11°	 11°	 13°	 14°	 14°	 11°
Previous year	 12°	 12°	 11°	 12°	 14°	 14°	 19°

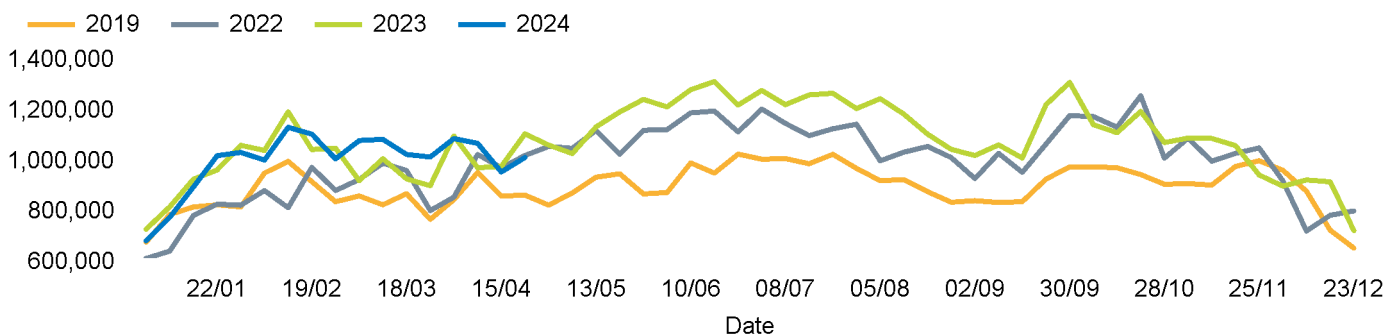
Footfall Counts by day




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	57,395	5.7%	59,577	72,813	-3.7%	-21.2%	
Burleigh Street	53,899	5.3%	55,390	61,436	-2.7%	-12.3%	
Fitzroy Street at Waitrose	114,675	11.3%	111,290	134,101	3.0%	-14.5%	
Hill Road	55,919	5.5%	53,614		4.3%		
Kings Parade	134,478	13.2%	114,659	149,232	17.3%	-9.9%	
Market Hill	133,989	13.2%	128,097	141,650	4.6%	-5.4%	
One Station Square	27,547	2.7%	29,309	57,869	-6.0%	-52.4%	
Regent Street	64,228	6.3%	61,357	71,405	4.7%	-10.1%	
Rose Crescent	92,860	9.1%	87,737	115,712	5.8%	-19.7%	
Sidney Street	230,528	22.7%	216,384	251,049	6.5%	-8.2%	
Silver Street	50,213	4.9%	40,914	54,175	22.7%	-7.3%	



Reporting dates

This week - 22 April 2024 - 28 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 17, 2024 Vs Week 1, 2023 to Week 17, 2023

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 17, 2024 Vs Week 17, 2023

Week on Week % Change is the % change in footfall for this week from the previous week. Week 17 2024 Vs Week 16 2024

