

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	-11.0%	18.8%	-11.0%	18.8%	-5.5%	-9.0%
East	-7.7%	17.5%	-7.7%	17.5%	-0.7%	-2.2%
High Street Index - BDSU (BDSU - Multifunctional)	-0.2%	14.4%	-0.2%	14.4%	-1.1%	-6.5%
UK	0.6%	19.7%	0.6%	19.7%	-3.2%	-8.1%

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 56,141,497 which is 4.4% up on the previous year.

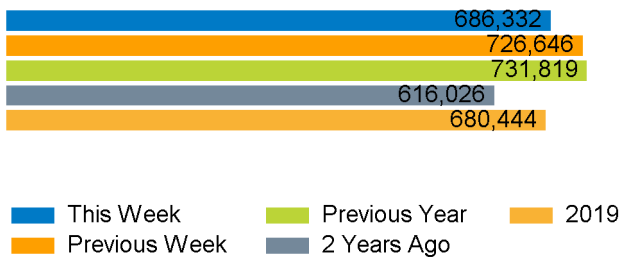
The total number of visitors for the year to date is 686,332 which is 11% down on the previous year.

The total number of visitors to Cambridge BID in week commencing 1 January 2024 was 686,332.






















The busiest day in week commencing 1 January 2024 was Saturday with 141,467 visitors.

The peak hour of the week was 14:00 on Saturday 6 January 2024 with footfall of 19,002.

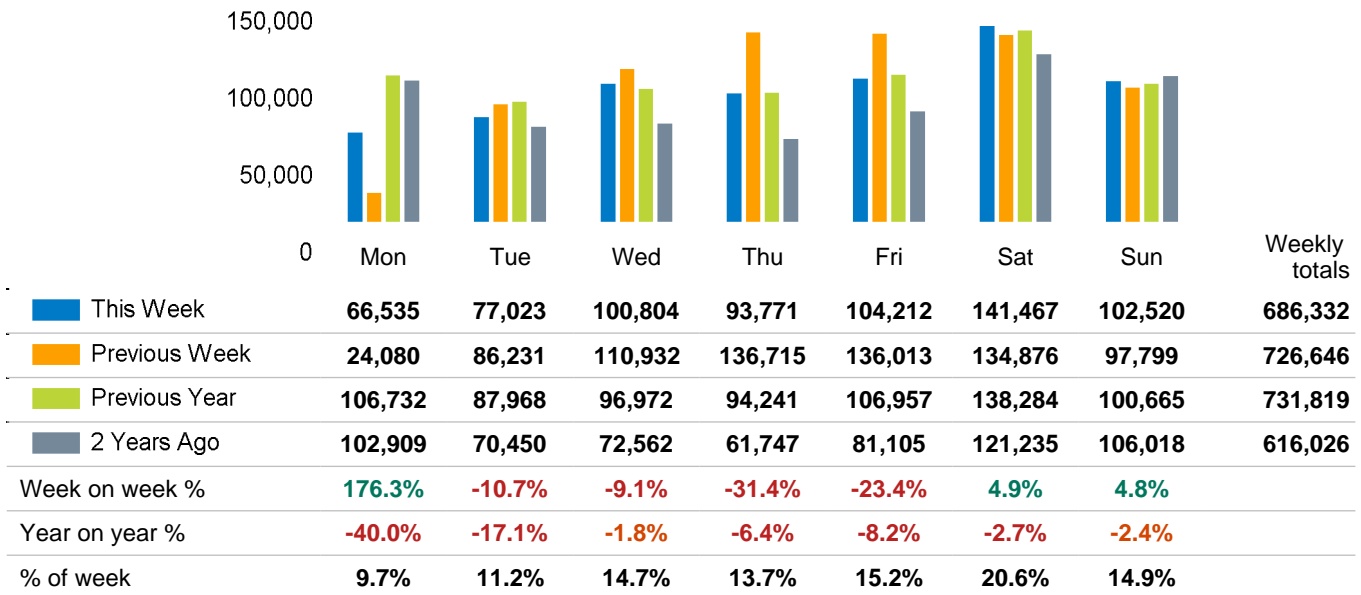
Footfall Counts by week



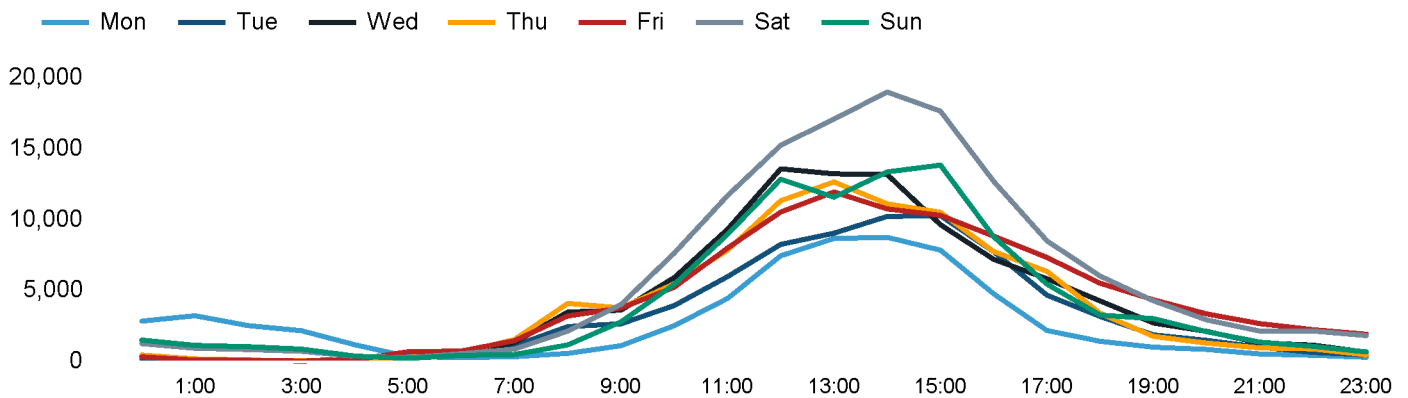
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	 12°	 13°	 13°	 10°	 8°	 7°	 6°
Previous week	 14°	 12°	 12°	 12°	 12°	 12°	 12°
Previous year	 12°	 8°	 13°	 14°	 13°	 12°	 13°

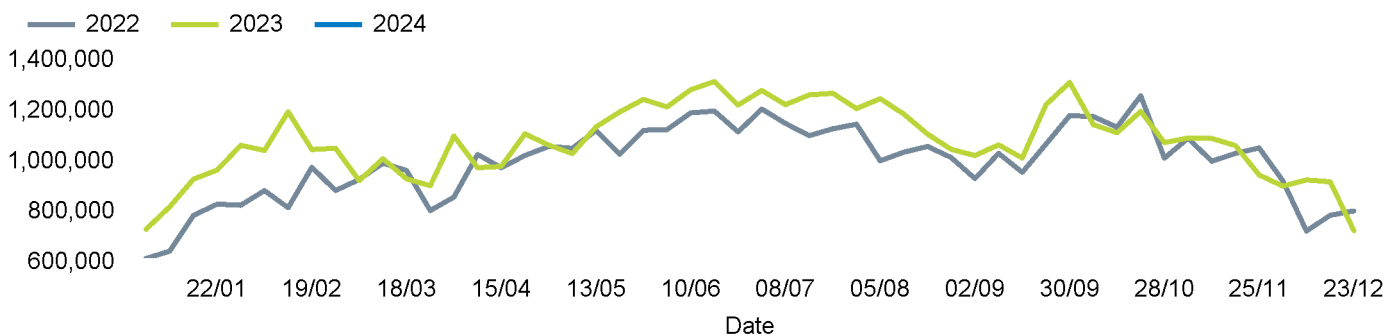
Footfall Counts by day



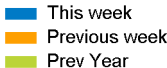
Footfall Counts by hour



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	40,345	5.9%	46,588	44,557	-13.4%	-9.5%	
Burleigh Street	40,343	5.9%	38,722	46,972	4.2%	-14.1%	
Fitzroy Street at Waitrose	101,628	14.8%	112,932	106,415	-10.0%	-4.5%	
Hill Road	34,847	5.1%	21,983		58.5%		
Kings Parade	71,376	10.4%	79,572	60,281	-10.3%	18.4%	
Market Hill	77,146	11.2%	73,185	88,074	5.4%	-12.4%	
One Station Square	23,951	3.5%	10,604	21,168	125.9%	13.1%	
Regent Street	48,027	7.0%	47,086	34,348	2.0%	39.8%	
Rose Crescent	64,275	9.4%	75,322	89,271	-14.7%	-28.0%	
Sidney Street	164,936	24.0%	201,174	195,938	-18.0%	-15.8%	
Silver Street	19,458	2.8%	19,478	44,795	-0.1%	-56.6%	

Reporting dates

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

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 1, 2024 Vs Week 1, 2023

Week on Week % Change is the % change in footfall for this week from the previous week. Week 1 2024 Vs Week 52 2023



2019 Comparison for: Cambridge BID

2019 comparison for Cambridge BID

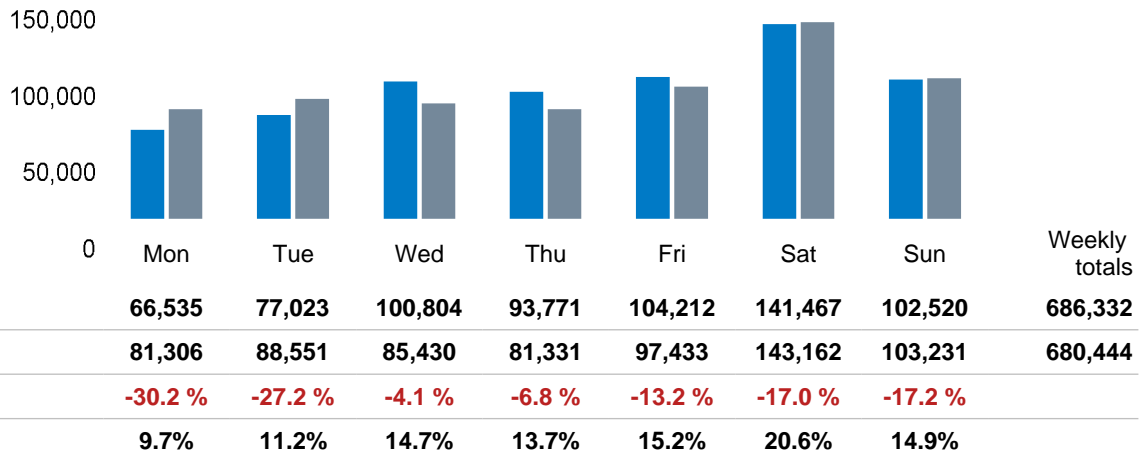
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your current performance in 2022 against the similar time period in 2019

Headlines

	Year to date % 2024 Vs 2019	Year on year % 2024 Vs 2019
Cambridge BID	-16.6 %	-16.6 %
East	-20.2 %	-20.2 %
High Street Index - BDSU (BDSU - Multifunctional)	-21.2 %	-21.2 %
UK	-17.6 %	-17.6 %

Cambridge BID is compared to the high street index.

Footfall Counts by day



Footfall Counts by location

