

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	-14.7%	23.1%	-18.0%	27.2%	4.5%	12.1%
East	-6.6%	16.4%	-5.7%	15.4%	5.5%	3.5%
High Street Index - BDSU (BDSU - Multifunctional)	-1.5%	13.0%	-2.7%	11.7%	3.9%	5.9%
UK	-0.9%	16.9%	-2.4%	14.3%	0.9%	3.3%

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 56,038,329 which is 3.8% up on the previous year.

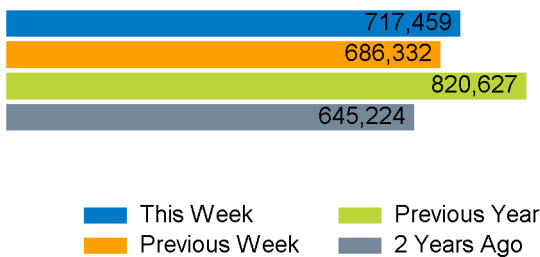
The total number of visitors for the year to date is 1,403,791 which is 14.7% down on the previous year.

The total number of visitors to Cambridge BID in week commencing 8 January 2024 was 717,459.

The busiest day in week commencing 8 January 2024 was Saturday with 153,487 visitors.

The peak hour of the week was 15:00 on Saturday 13 January 2024 with footfall of 19,286.

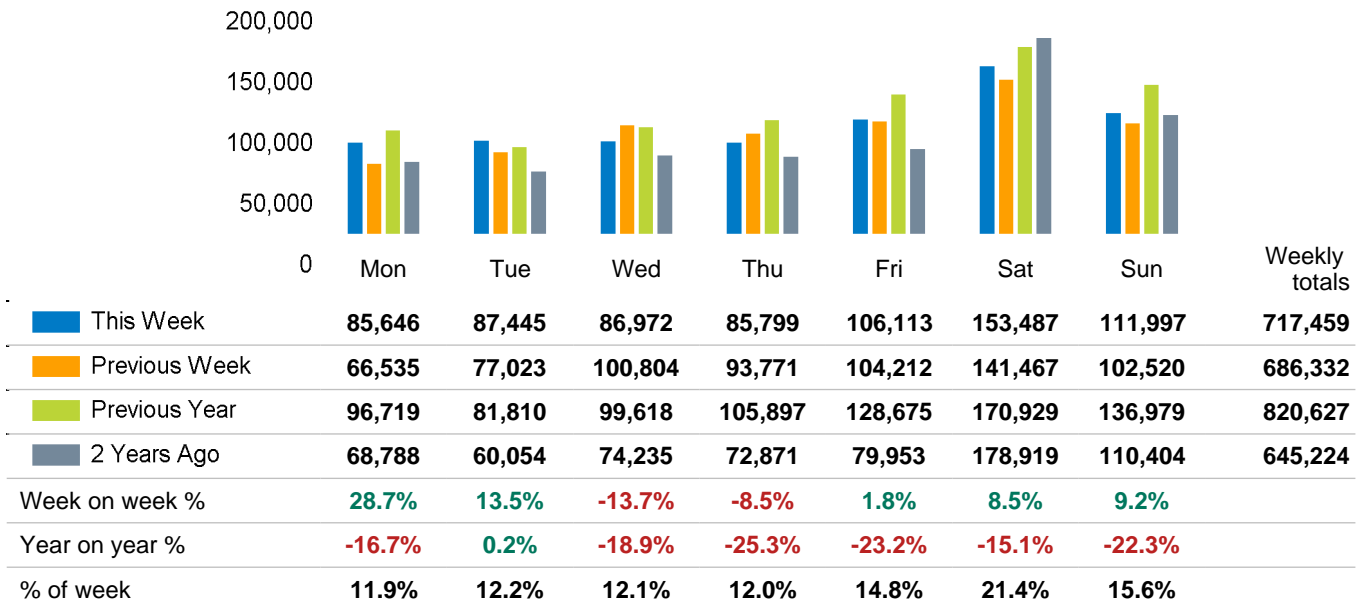
Footfall Counts by week



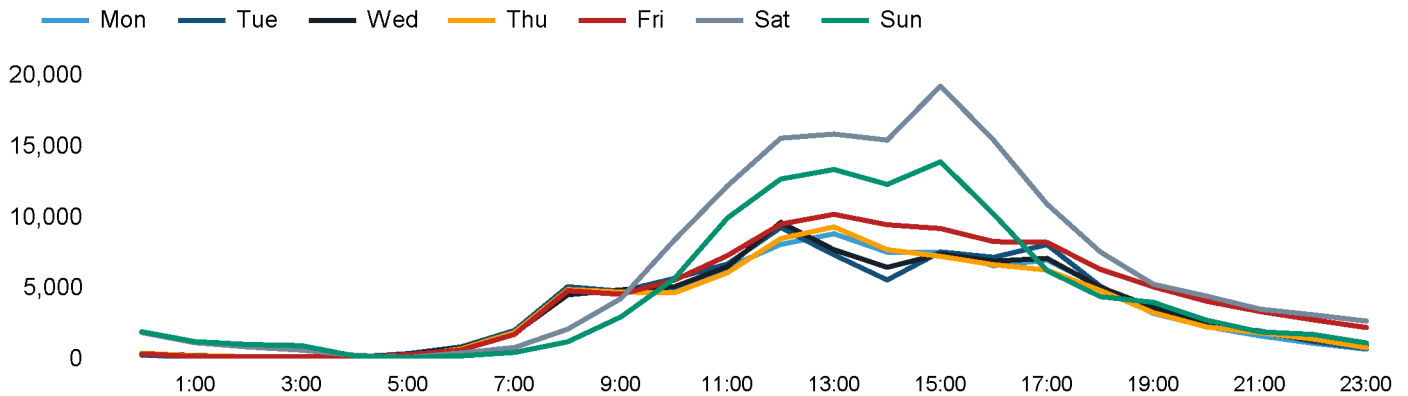
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	5°	4°	5°	5°	6°	7°	7°
Previous week	12°	13°	13°	10°	8°	7°	6°
Previous year	9°	9°	13°	11°	13°	10°	12°

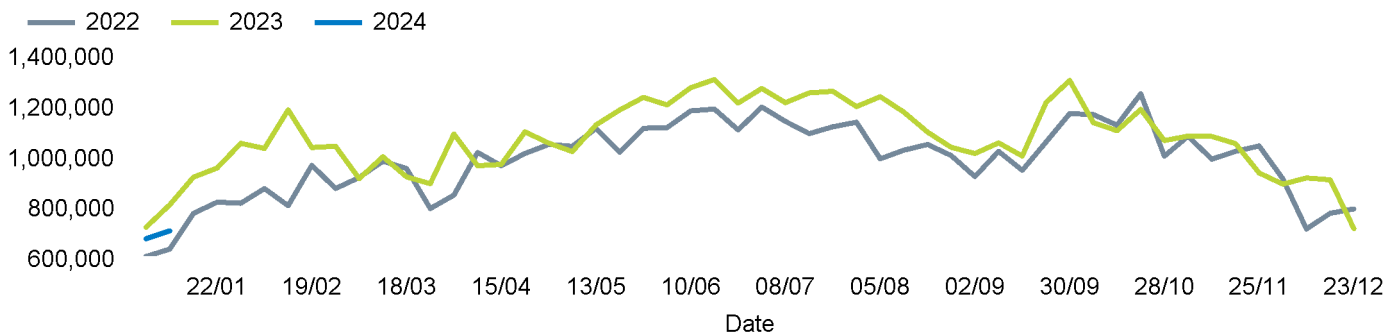
Footfall Counts by day




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	47,171	6.6%	40,345	51,243	16.9%	-7.9%	
Burleigh Street	47,496	6.6%	40,343	53,377	17.7%	-11.0%	
Fitzroy Street at Waitrose	100,531	14.0%	101,628	108,629	-1.1%	-7.5%	
Hill Road	44,595	6.2%	34,847		28.0%		
Kings Parade	79,103	11.0%	71,376	70,365	10.8%	12.4%	
Market Hill	42,124	5.9%	77,146	100,830	-45.4%	-58.2%	
One Station Square	33,676	4.7%	23,951	42,370	40.6%	-20.5%	
Regent Street	58,941	8.2%	48,027	55,846	22.7%	5.5%	
Rose Crescent	62,195	8.7%	64,275	87,478	-3.2%	-28.9%	
Sidney Street	173,246	24.1%	164,936	209,772	5.0%	-17.4%	
Silver Street	28,381	4.0%	19,458	40,717	45.9%	-30.3%	

Reporting dates

This week - 08 January 2024 - 14 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 2, 2024 Vs Week 1, 2023 to Week 2, 2023

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 2, 2024 Vs Week 2, 2023

Week on Week % Change is the % change in footfall for this week from the previous week. Week 2 2024 Vs Week 1 2024

