

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	-14.0%	21.2%	-12.9%	18.2%	19.7%	13.3%
East	-6.7%	15.7%	-6.7%	14.4%	5.1%	6.2%
High Street Index - BDSU (BDSU - Multifunctional)	-2.5%	12.1%	-4.4%	10.5%	1.1%	3.1%
UK	-2.4%	16.0%	-5.1%	14.3%	0.8%	3.9%

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 55,967,142 which is 3.3% up on the previous year.
- The total number of visitors for the year to date is 2,262,519 which is 14% down on the previous year.
- The total number of visitors to Cambridge BID in week commencing 15 January 2024 was 858,728.
- The busiest day in week commencing 15 January 2024 was Saturday with 185,568 visitors.
- The peak hour of the week was 14:00 on Saturday 20 January 2024 with footfall of 21,747.

Footfall Counts by week

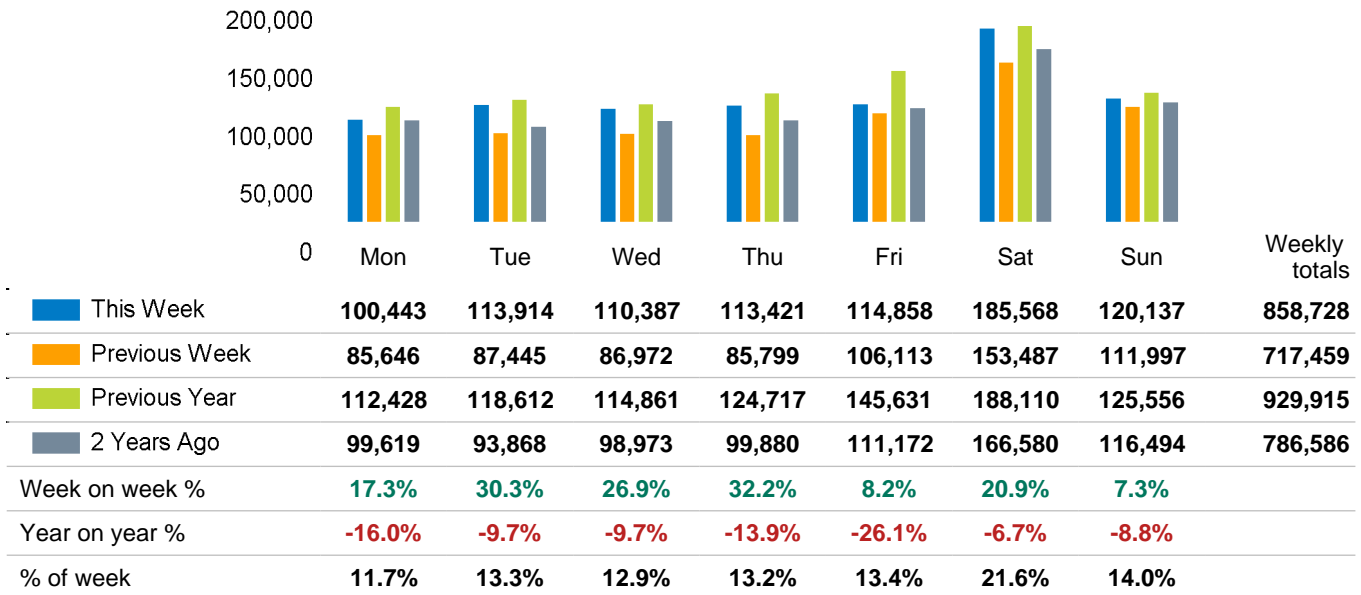


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

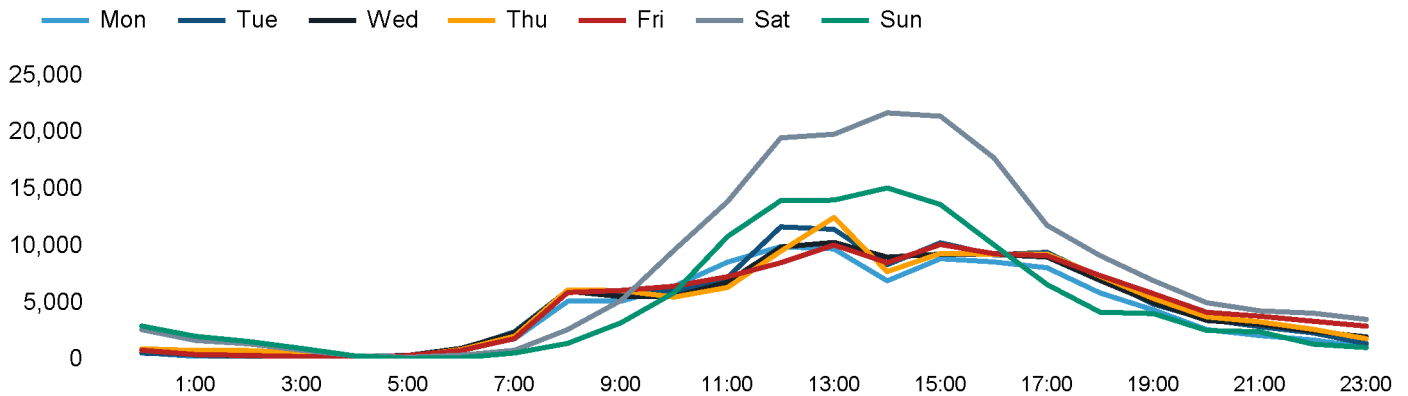
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	6°	4°	4°	3°	5°	6°	13°
Previous week	5°	4°	5°	5°	6°	7°	7°
Previous year	7°	4°	3°	5°	4°	6°	6°

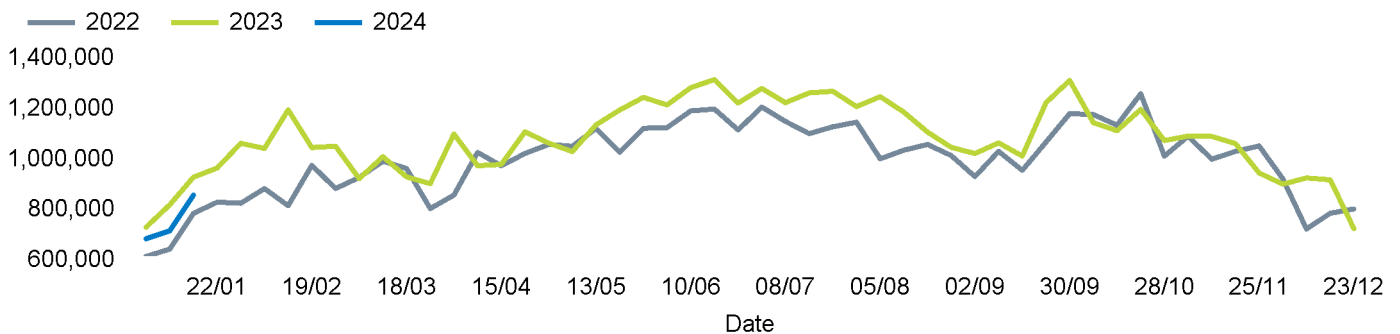
Footfall Counts by day



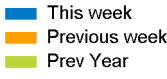
Footfall Counts by hour



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	55,429	6.5%	47,171	62,920	17.5%	-11.9%	
Burleigh Street	57,376	6.7%	47,496	61,982	20.8%	-7.4%	
Fitzroy Street at Waitrose	107,460	12.5%	100,531	119,000	6.9%	-9.7%	
Hill Road	48,649	5.7%	44,595		9.1%		
Kings Parade	106,521	12.4%	79,103	107,091	34.7%	-0.5%	
Market Hill	63,046	7.3%	42,124	107,632	49.7%	-41.4%	
One Station Square	40,290	4.7%	33,676	46,169	19.6%	-12.7%	
Regent Street	70,402	8.2%	58,941	68,816	19.4%	2.3%	
Rose Crescent	78,289	9.1%	62,195	94,092	25.9%	-16.8%	
Sidney Street	185,589	21.6%	173,246	221,485	7.1%	-16.2%	
Silver Street	45,677	5.3%	28,381	40,728	60.9%	12.2%	

Reporting dates

This week - 15 January 2024 - 21 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 3, 2024 Vs Week 1, 2023 to Week 3, 2023

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 3, 2024 Vs Week 3, 2023

Week on Week % Change is the % change in footfall for this week from the previous week. Week 3 2024 Vs Week 2 2024

