

# 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	-10.0%	19.8%	0.2%	16.3%	19.1%	3.9%
East	-5.2%	15.0%	-1.1%	13.2%	9.4%	3.3%
High Street Index - BDSU (BDSU - Multifunctional)	-2.3%	11.9%	-1.7%	11.2%	7.6%	5.0%
UK	-2.4%	15.6%	-2.5%	14.4%	7.6%	4.5%

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 56,023,912 which is 3% up on the previous year.

The total number of visitors for the year to date is 3,285,451 which is 10% down on the previous year.

The total number of visitors to Cambridge BID in week commencing 22 January 2024 was 1,022,932.

The busiest day in week commencing 22 January 2024 was Saturday with 209,627 visitors.

The peak hour of the week was 15:00 on Saturday 27 January 2024 with footfall of 25,030.

## Footfall Counts by week

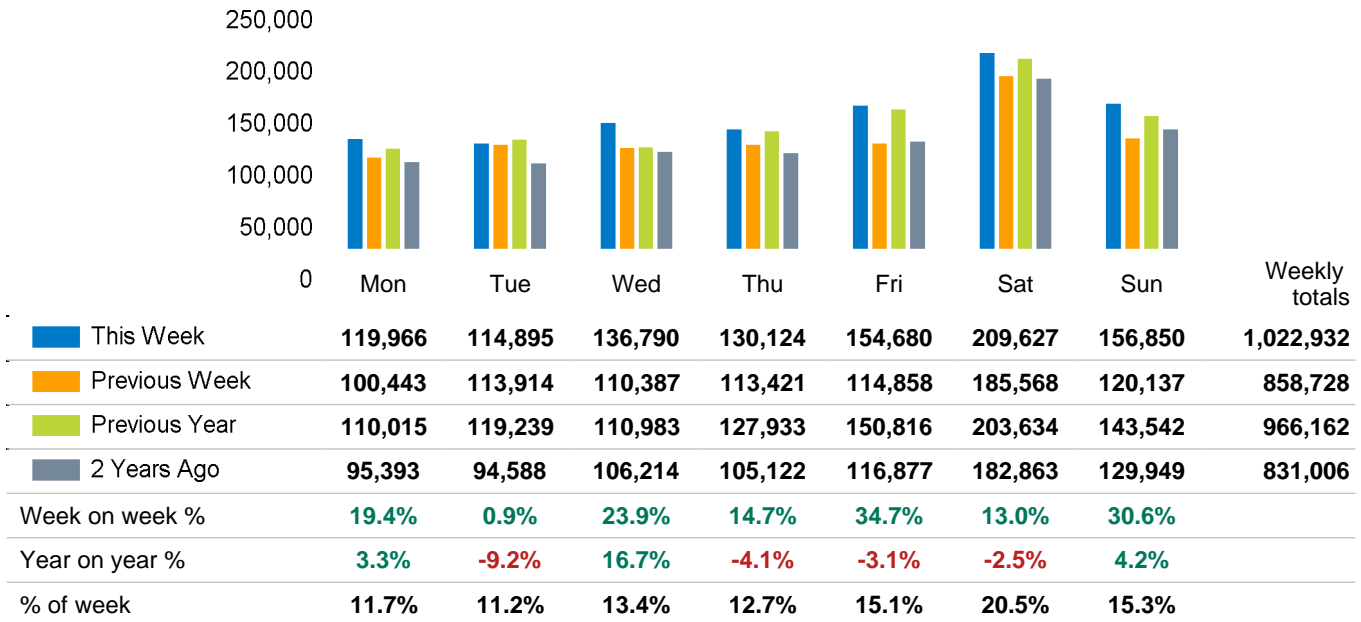


■ This Week      ■ Previous Year  
■ Previous Week    ■ 2 Years Ago

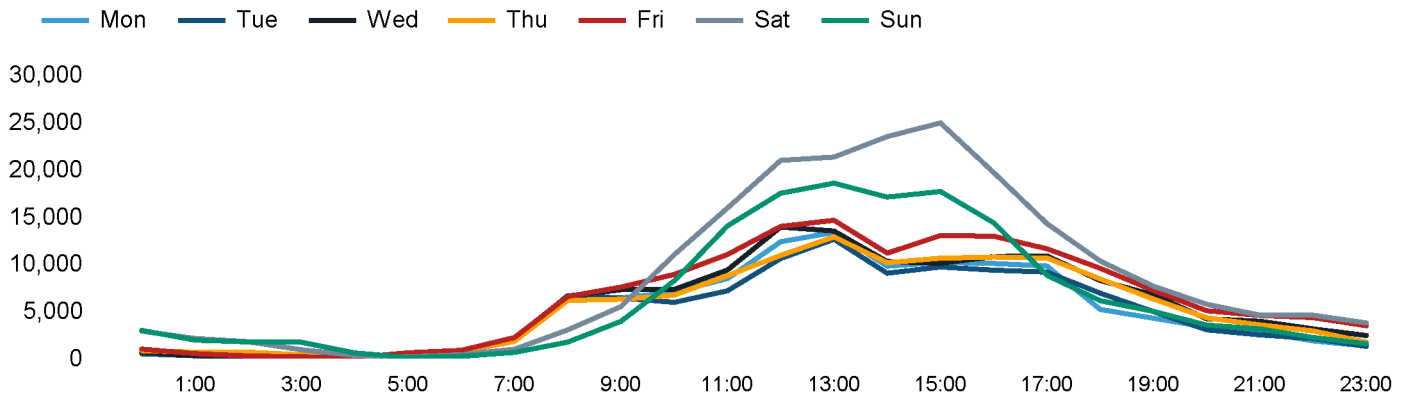
## Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week							
	13°	14°	14°	12°	13°	13°	11°
Previous week							
	6°	4°	4°	3°	5°	6°	13°
Previous year							
	4°	4°	4°	5°	7°	6°	7°

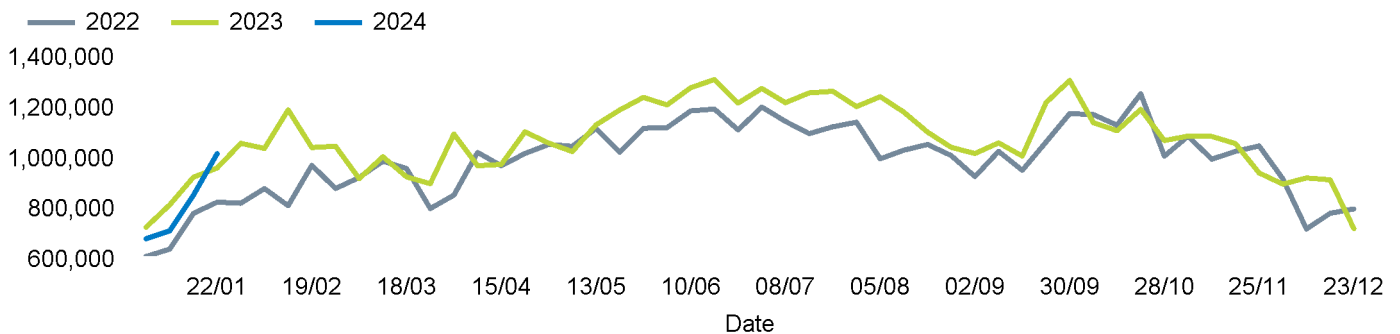
## Footfall Counts by day



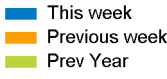
## Footfall Counts by hour



## 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	61,557	6.0%	55,429	62,474	11.1%	-1.5%	
Burleigh Street	59,162	5.8%	57,376	62,864	3.1%	-5.9%	
Fitzroy Street at Waitrose	115,709	11.3%	107,460	119,447	7.7%	-3.1%	
Hill Road	54,586	5.3%	48,649		12.2%		
Kings Parade	129,101	12.6%	106,521	106,940	21.2%	20.7%	
Market Hill	112,958	11.0%	63,046	109,847	79.2%	2.8%	
One Station Square	47,388	4.6%	40,290	43,390	17.6%	9.2%	
Regent Street	72,275	7.1%	70,402	70,487	2.7%	2.5%	
Rose Crescent	98,249	9.6%	78,289	102,864	25.5%	-4.5%	
Sidney Street	215,662	21.1%	185,589	237,778	16.2%	-9.3%	
Silver Street	56,285	5.5%	45,677	50,071	23.2%	12.4%	

## Reporting dates

This week - 22 January 2024 - 28 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 4, 2024 Vs Week 1, 2023 to Week 4, 2023

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 4, 2024 Vs Week 4, 2023

Week on Week % Change is the % change in footfall for this week from the previous week. Week 4 2024 Vs Week 3 2024

