

# 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	-7.1%	21.8%	-7.1%	28.7%	1.3%	10.1%
East	-5.2%	16.8%	-5.2%	23.5%	1.9%	7.8%
High Street Index - BDSU (BDSU - Multifunctional)	-2.8%	12.7%	-4.4%	15.6%	1.5%	4.7%
UK	-2.5%	15.5%	-3.0%	15.3%	1.6%	2.2%

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 56,097,286 which is 2.6% up on the previous year.

The total number of visitors for the year to date is 4,422,808 which is 7.1% down on the previous year.

The total number of visitors to Cambridge BID in week commencing 29 January 2024 was 1,035,901.

The busiest day in week commencing 29 January 2024 was Saturday with 209,865 visitors.

The peak hour of the week was 13:00 on Saturday 3 February 2024 with footfall of 22,802.

## Footfall Counts by week

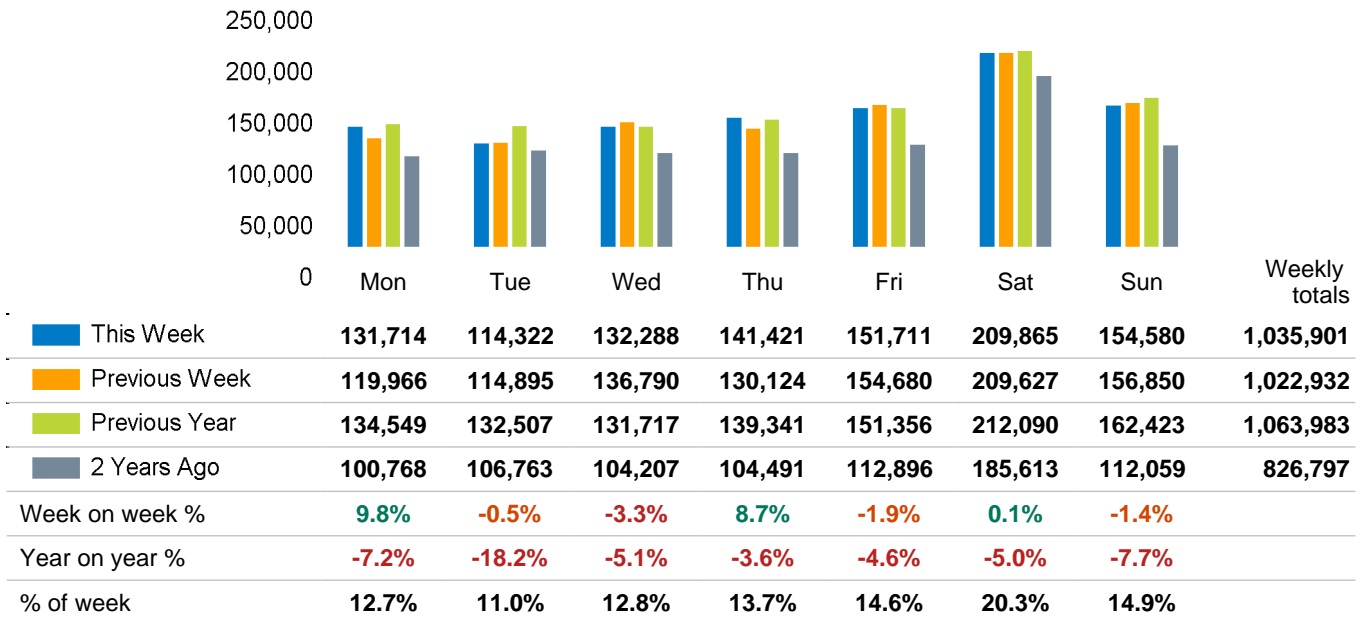


■ This Week      ■ Previous Year  
■ Previous Week    ■ 2 Years Ago

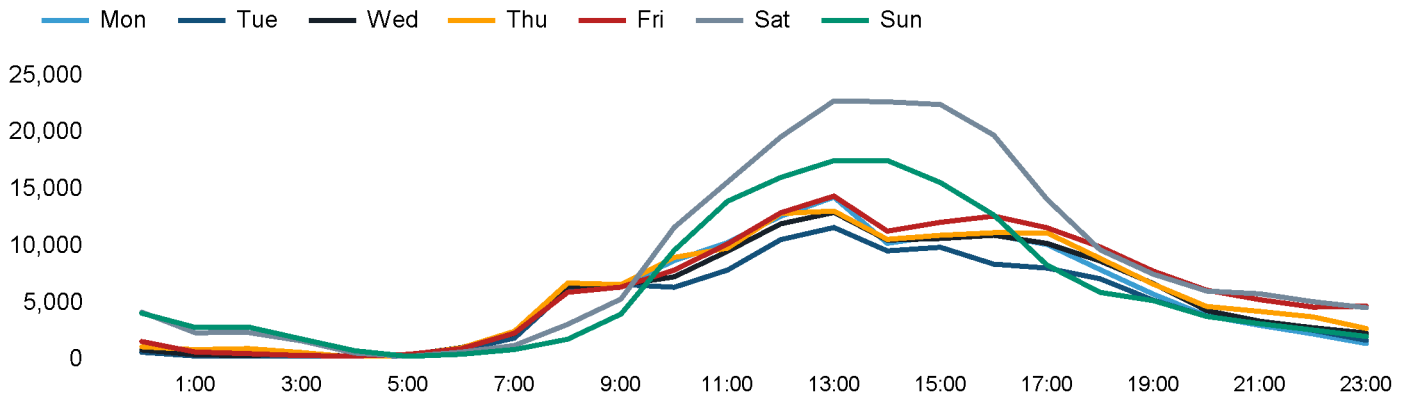
## Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	14°	14°	12°	12°	13°	14°	14°
Previous week	13°	14°	14°	12°	13°	13°	11°
Previous year	9°	10°	11°	10°	12°	13°	10°

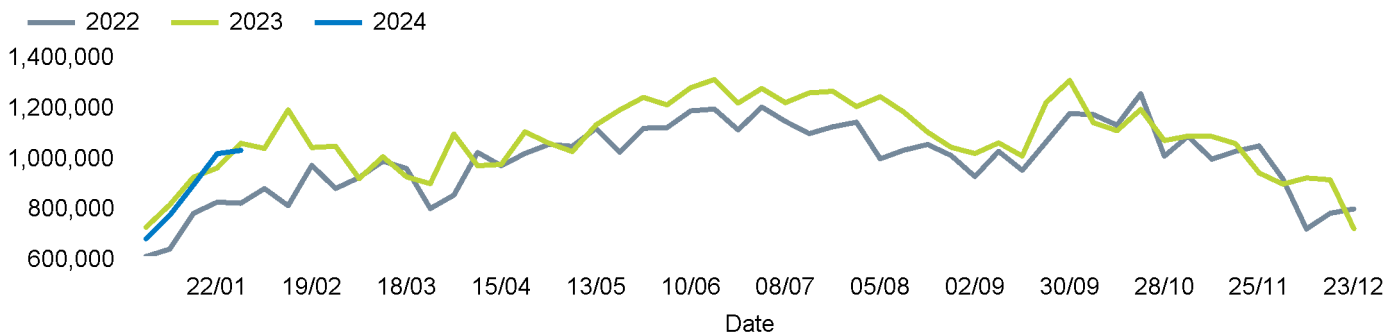
## Footfall Counts by day



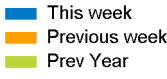
## Footfall Counts by hour



## 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	62,008	6.0%	61,557	68,813	0.7%	-9.9%	
Burleigh Street	61,127	5.9%	59,162	64,699	3.3%	-5.5%	
Fitzroy Street at Waitrose	119,404	11.5%	115,709	128,857	3.2%	-7.3%	
Hill Road	47,409	4.6%	54,586		-13.1%		
Kings Parade	124,287	12.0%	129,101	123,866	-3.7%	0.3%	
Market Hill	142,205	13.7%	112,958	147,760	25.9%	-3.8%	
One Station Square	29,886	2.9%	47,388	41,502	-36.9%	-28.0%	
Regent Street	65,524	6.3%	72,275	76,222	-9.3%	-14.0%	
Rose Crescent	102,201	9.9%	98,249	120,607	4.0%	-15.3%	
Sidney Street	225,521	21.8%	215,662	240,164	4.6%	-6.1%	
Silver Street	56,329	5.4%	56,285	51,493	0.1%	9.4%	

## Reporting dates

This week - 29 January 2024 - 04 February 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 5, 2024 Vs Week 1, 2023 to Week 5, 2023

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 5, 2024 Vs Week 5, 2023

Week on Week % Change is the % change in footfall for this week from the previous week. Week 5 2024 Vs Week 4 2024

