

# Footfall Report for: Cambridge BID

## Weekly Footfall Counts

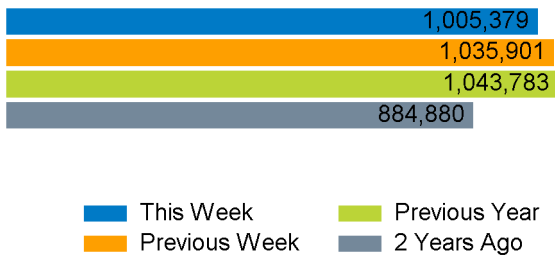
	Year to date %		Year on year %		Week on week %	
	2024	2023	2024	2023	2024	2023
Cambridge BID	-7.4%	21.0%	-8.7%	18.0%	-2.9%	-1.9%
East	-5.7%	16.3%	-8.3%	14.3%	-3.9%	-0.1%
High Street Index - BDSU (BDSU - Multifunctional)	-3.3%	12.2%	-5.9%	10.4%	-1.4%	-0.1%
UK	-3.3%	15.1%	-6.3%	13.5%	-2.1%	1.4%

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 56,058,882 which is 2.1% up on the previous year.
- The total number of visitors for the year to date is 5,428,187 which is 7.4% down on the previous year.
- The total number of visitors to Cambridge BID in week commencing 5 February 2024 was 1,005,379.
- The busiest day in week commencing 5 February 2024 was Saturday with 216,026 visitors.
- The peak hour of the week was 13:00 on Saturday 10 February 2024 with footfall of 25,200.

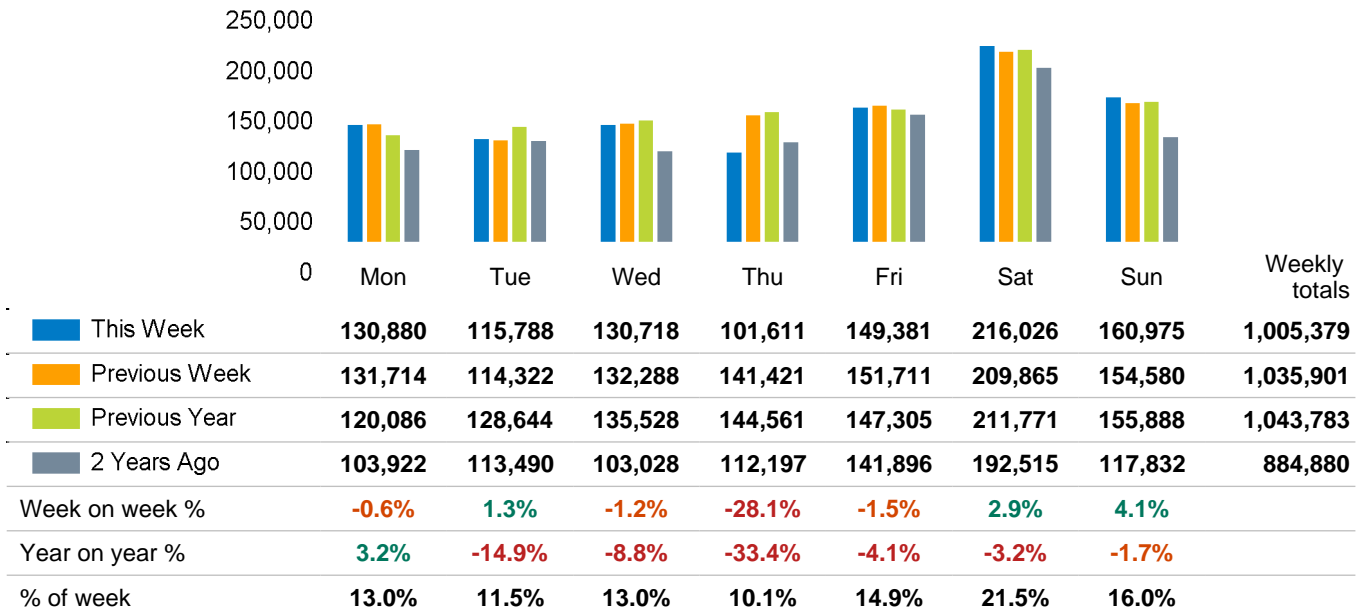
## Footfall Counts by week



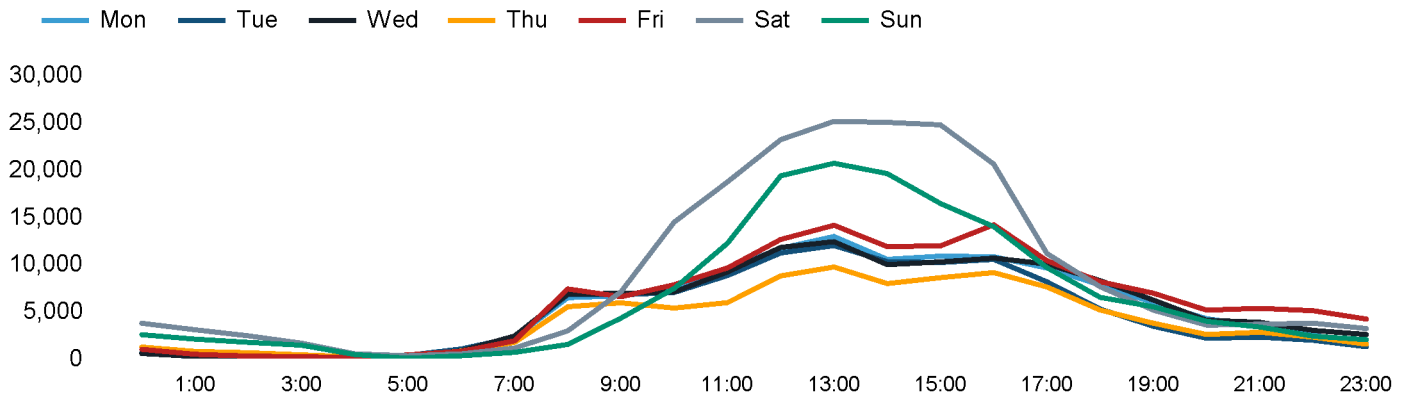
## Weather

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

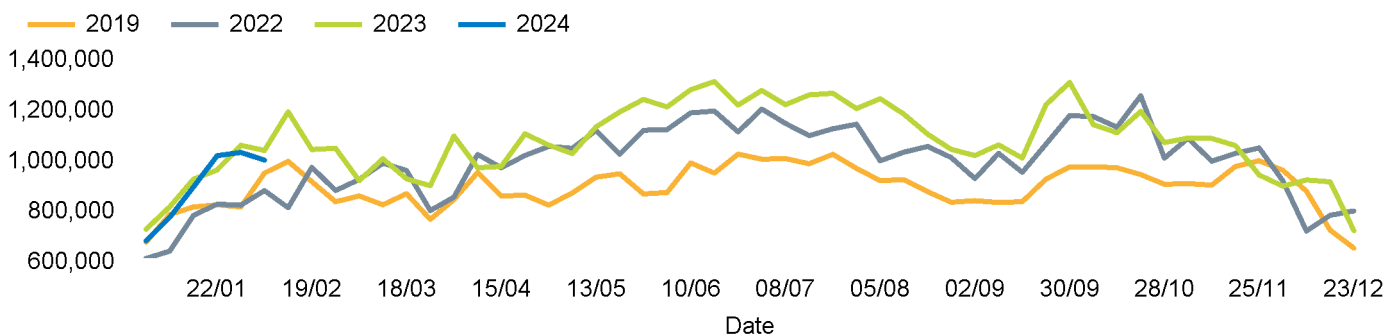
## Footfall Counts by day



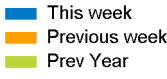











## Footfall Counts by hour



## 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	53,912	5.4%	62,008	70,067	-13.1%	-23.1%	
Burleigh Street	58,138	5.8%	61,127	62,929	-4.9%	-7.6%	
Fitzroy Street at Waitrose	110,836	11.0%	119,404	124,175	-7.2%	-10.7%	
Hill Road	52,524	5.2%	47,409		10.8%		
Kings Parade	117,199	11.7%	124,287	126,031	-5.7%	-7.0%	
Market Hill	131,609	13.1%	142,205	141,566	-7.5%	-7.0%	
One Station Square	35,119	3.5%	29,886	47,457	17.5%	-26.0%	
Regent Street	62,251	6.2%	65,524	73,710	-5.0%	-15.5%	
Rose Crescent	98,480	9.8%	102,201	111,741	-3.6%	-11.9%	
Sidney Street	229,751	22.9%	225,521	235,665	1.9%	-2.5%	
Silver Street	55,560	5.5%	56,329	50,442	-1.4%	10.1%	

## Reporting dates

This week - 05 February 2024 - 11 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 6, 2024 Vs Week 1, 2023 to Week 6, 2023

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 6, 2024 Vs Week 6, 2023

Week on Week % Change is the % change in footfall for this week from the previous week. Week 6 2024 Vs Week 5 2024

