

# 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	-7.9%	24.9%	-10.1%	46.4%	12.9%	14.6%
East	-6.5%	19.3%	-9.9%	37.0%	9.6%	11.0%
High Street Index - BDSU (BDSU - Multifunctional)	-3.0%	14.8%	-1.4%	29.9%	13.9%	8.8%
UK	-2.9%	17.7%	-1.1%	33.2%	15.2%	8.6%

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 55,997,746 which is 1.2% up on the previous year.

The total number of visitors for the year to date is 6,563,385 which is 7.9% down on the previous year.

The total number of visitors to Cambridge BID in week commencing 12 February 2024 was 1,135,198.

The busiest day in week commencing 12 February 2024 was Saturday with 218,286 visitors.






















The peak hour of the week was 14:00 on Saturday 17 February 2024 with footfall of 25,309.

## Footfall Counts by week

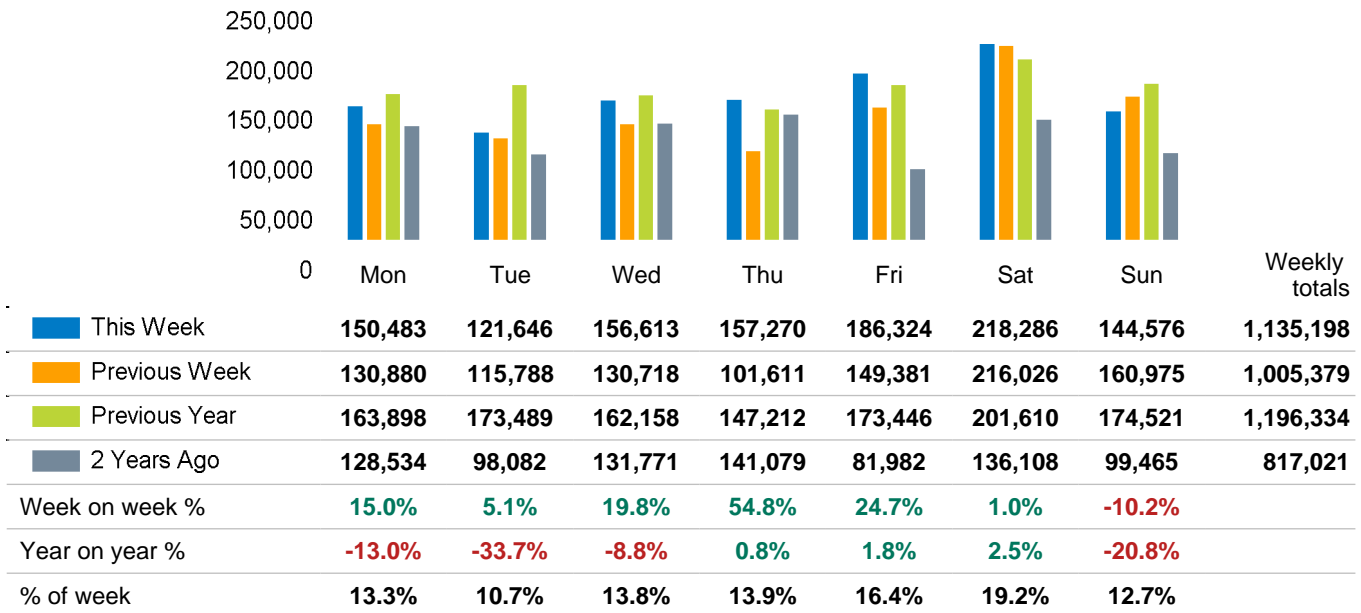


■ This Week     ■ Previous Year  
■ Previous Week     ■ 2 Years Ago

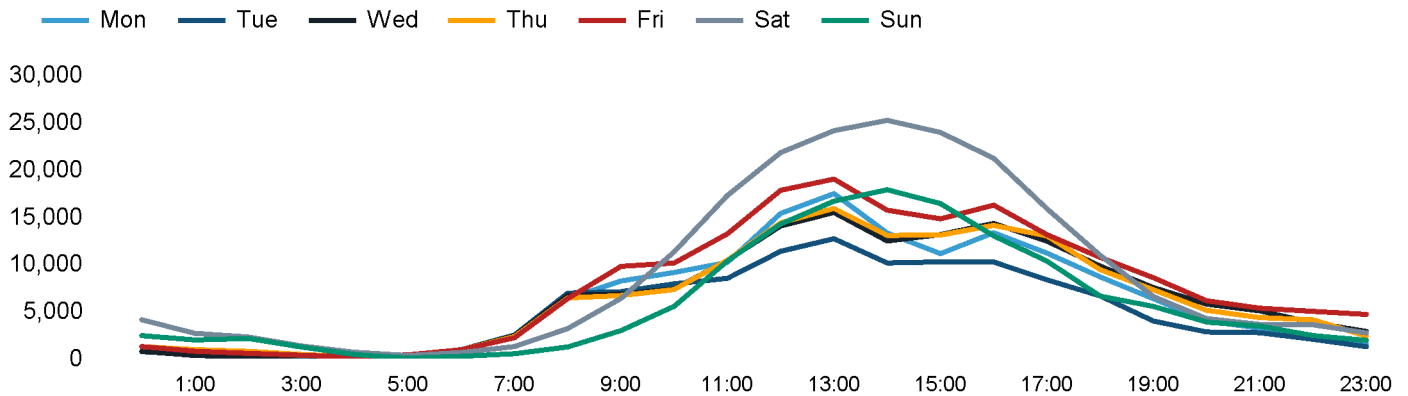
## Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	 10°	 12°	 15°	 17°	 17°	 14°	 14°
Previous week	 14°	 13°	 13°	 10°	 13°	 13°	 12°
Previous year	 9°	 12°	 12°	 15°	 13°	 16°	 15°

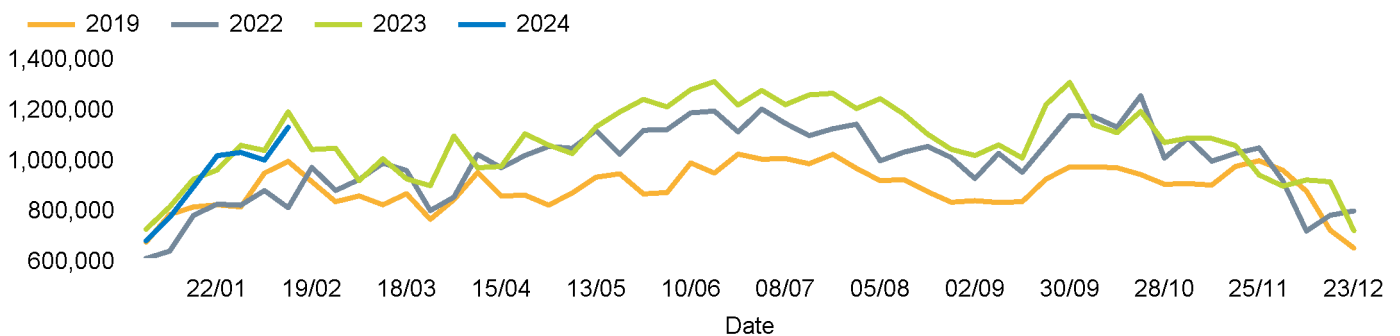
## Footfall Counts by day



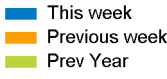











## Footfall Counts by hour



## 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	64,966	5.7%	53,912	82,366	20.5%	-21.1%	
Burleigh Street	60,663	5.3%	58,138	65,421	4.3%	-7.3%	
Fitzroy Street at Waitrose	120,086	10.6%	110,836	148,887	8.3%	-19.3%	
Hill Road	59,727	5.3%	52,524		13.7%		
Kings Parade	148,206	13.1%	117,199	149,471	26.5%	-0.8%	
Market Hill	160,560	14.1%	131,609	177,243	22.0%	-9.4%	
One Station Square	47,286	4.2%	35,119	50,006	34.6%	-5.4%	
Regent Street	74,117	6.5%	62,251	81,954	19.1%	-9.6%	
Rose Crescent	106,649	9.4%	98,480	130,970	8.3%	-18.6%	
Sidney Street	234,340	20.6%	229,751	256,887	2.0%	-8.8%	
Silver Street	58,598	5.2%	55,560	53,129	5.5%	10.3%	

## Reporting dates

This week - 12 February 2024 - 18 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 7, 2024 Vs Week 1, 2023 to Week 7, 2023

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 7, 2024 Vs Week 7, 2023

Week on Week % Change is the % change in footfall for this week from the previous week. Week 7 2024 Vs Week 6 2024

