

# 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	-6.7%	22.2%	0.7%	7.2%	-2.4%	-12.5%
East	-5.7%	17.4%	-0.7%	6.1%	-2.1%	-10.8%
High Street Index - BDSU (BDSU - Multifunctional)	-2.8%	12.9%	-1.7%	2.0%	-8.8%	-8.0%
UK	-3.1%	15.7%	-4.5%	3.7%	-9.7%	-5.9%

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 56,058,725 which is 1% up on the previous year.

The total number of visitors for the year to date is 7,671,529 which is 6.7% down on the previous year.

The total number of visitors to Cambridge BID in week commencing 19 February 2024 was 1,108,144.

The busiest day in week commencing 19 February 2024 was Saturday with 226,314 visitors.

The peak hour of the week was 14:00 on Saturday 24 February 2024 with footfall of 25,737.

## Footfall Counts by week

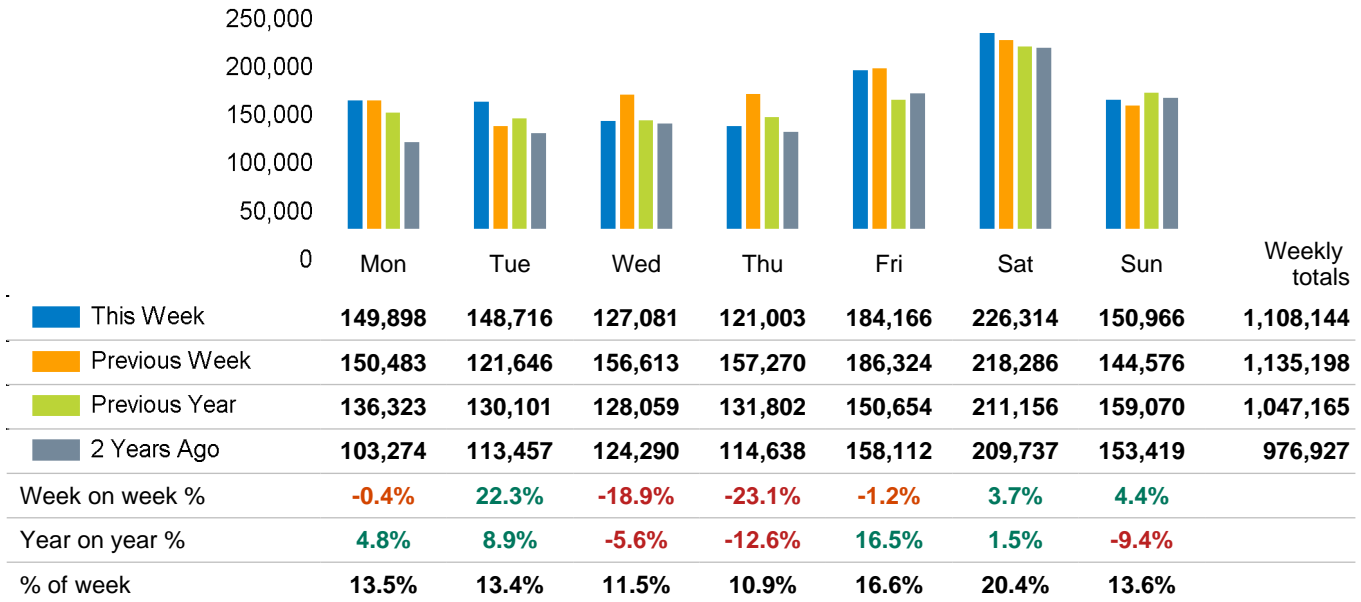


■ This Week      ■ Previous Year  
■ Previous Week    ■ 2 Years Ago

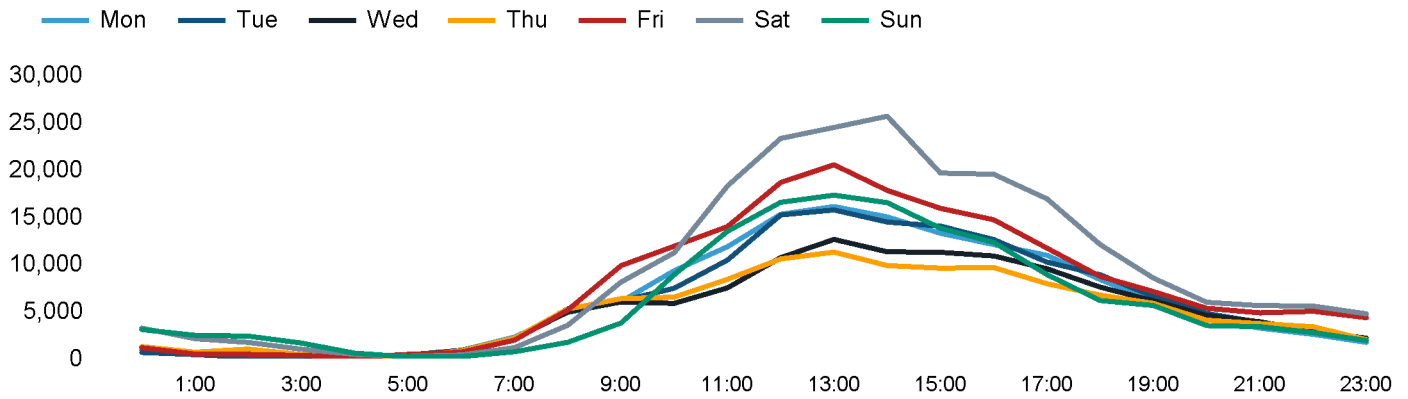
## Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	14°	13°	12°	12°	12°	9°	9°
Previous week	10°	12°	15°	17°	17°	14°	14°
Previous year	13°	15°	11°	9°	8°	10°	8°

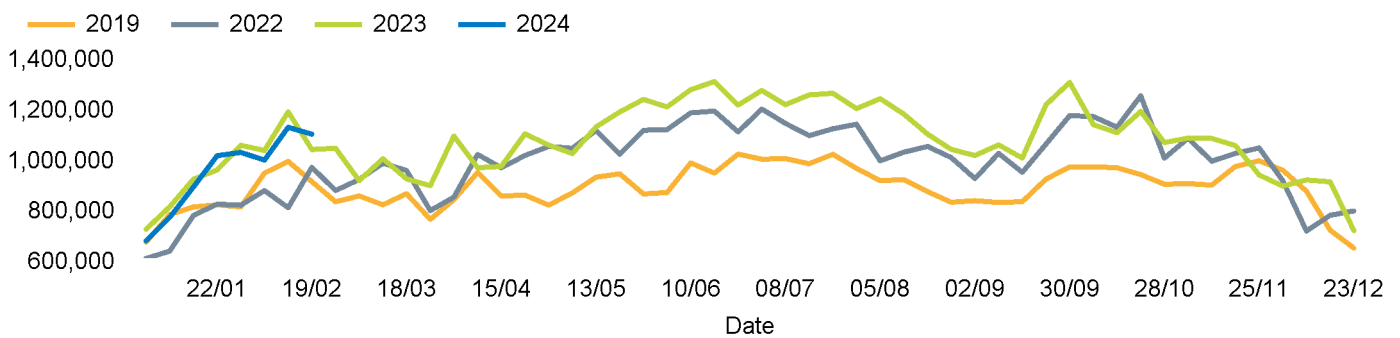
## Footfall Counts by day



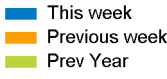











## Footfall Counts by hour



## 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	61,516	5.6%	64,966	70,588	-5.3%	-12.9%	
Burleigh Street	59,042	5.3%	60,663	60,094	-2.7%	-1.8%	
Fitzroy Street at Waitrose	130,467	11.8%	120,086	126,180	8.6%	3.4%	
Hill Road	53,703	4.8%	59,727		-10.1%		
Kings Parade	135,104	12.2%	148,206	125,838	-8.8%	7.4%	
Market Hill	155,805	14.1%	160,560	146,975	-3.0%	6.0%	
One Station Square	40,165	3.6%	47,286	54,724	-15.1%	-26.6%	
Regent Street	70,617	6.4%	74,117	74,712	-4.7%	-5.5%	
Rose Crescent	119,806	10.8%	106,649	113,803	12.3%	5.3%	
Sidney Street	228,456	20.6%	234,340	222,911	-2.5%	2.5%	
Silver Street	53,463	4.8%	58,598	51,340	-8.8%	4.1%	

## Reporting dates

This week - 19 February 2024 - 25 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 8, 2024 Vs Week 1, 2023 to Week 8, 2023

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 8, 2024 Vs Week 8, 2023

Week on Week % Change is the % change in footfall for this week from the previous week. Week 8 2024 Vs Week 7 2024

