

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	-7.0%	21.8%	-8.8%	18.9%	-8.8%	0.5%
East	-5.9%	17.3%	-7.5%	16.6%	-7.3%	-0.7%
High Street Index - BDSU (BDSU - Multifunctional)	-2.6%	12.5%	-1.1%	9.6%	-0.8%	-0.4%
UK	-3.0%	15.0%	-2.1%	10.1%	0.0%	-2.4%

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 56,016,642 which is 0.5% up on the previous year.
- The total number of visitors for the year to date is 8,681,899 which is 7% down on the previous year.
- The total number of visitors to Cambridge BID in week commencing 26 February 2024 was 1,010,370.
- The busiest day in week commencing 26 February 2024 was Saturday with 187,830 visitors.
- The peak hour of the week was 14:00 on Saturday 2 March 2024 with footfall of 21,659.

Footfall Counts by week

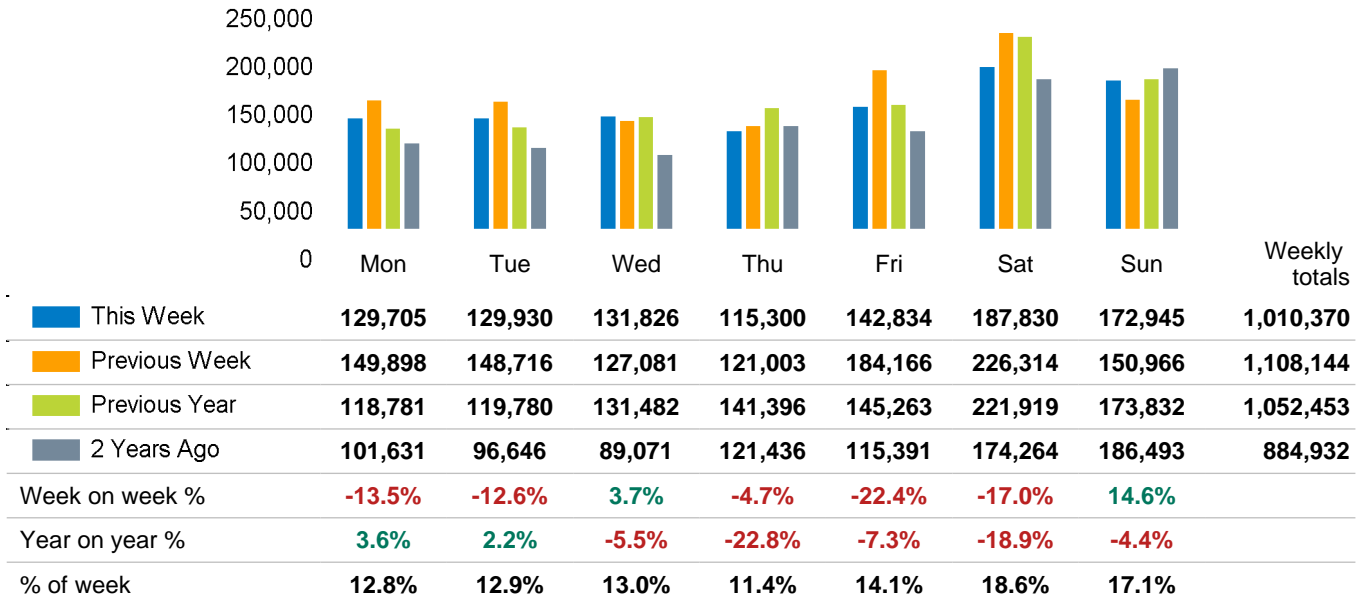


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

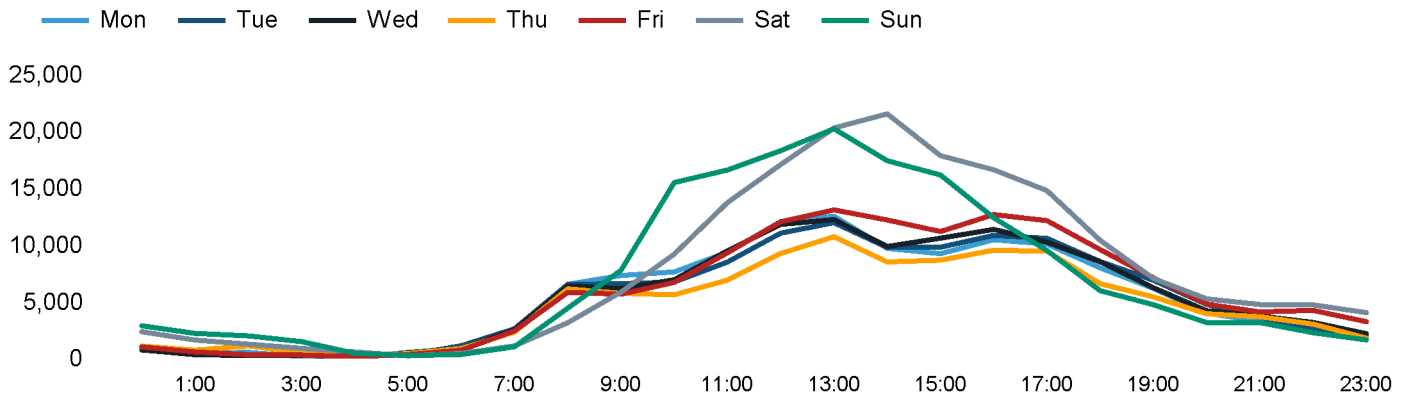
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	 9°	 8°	 11°	 11°	 11°	 9°	 9°
Previous week	 14°	 13°	 12°	 12°	 12°	 9°	 9°
Previous year	 8°	 8°	 8°	 8°	 9°	 7°	 7°

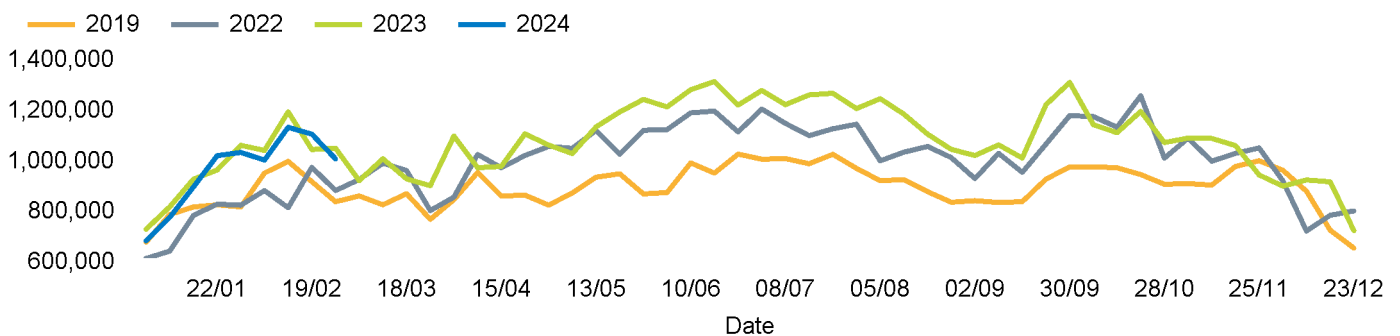
Footfall Counts by day



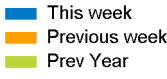











Footfall Counts by hour



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	56,805	5.6%	61,516	64,865	-7.7%	-12.4%	
Burleigh Street	59,549	5.9%	59,042	63,227	0.9%	-5.8%	
Fitzroy Street at Waitrose	124,252	12.3%	130,467	136,947	-4.8%	-9.3%	
Hill Road	50,988	5.0%	53,703		-5.1%		
Kings Parade	118,012	11.7%	135,104	115,548	-12.7%	2.1%	
Market Hill	135,377	13.4%	155,805	132,120	-13.1%	2.5%	
One Station Square	38,258	3.8%	40,165	58,410	-4.7%	-34.5%	
Regent Street	66,200	6.6%	70,617	71,993	-6.3%	-8.0%	
Rose Crescent	86,045	8.5%	119,806	104,296	-28.2%	-17.5%	
Sidney Street	223,284	22.1%	228,456	253,804	-2.3%	-12.0%	
Silver Street	51,600	5.1%	53,463	51,243	-3.5%	0.7%	

Reporting dates

This week - 26 February 2024 - 03 March 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 9, 2024 Vs Week 1, 2023 to Week 9, 2023

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 9, 2024 Vs Week 9, 2023

Week on Week % Change is the % change in footfall for this week from the previous week. Week 9 2024 Vs Week 8 2024

