

Selected Month

1,026,822

Jul 2026

Compared Month

1,043,341

Jul 2025

-1.6%

% Variance

Previous Month

910,135

Jun 2026

12.8%

% Variance

Peak Hour

6,598

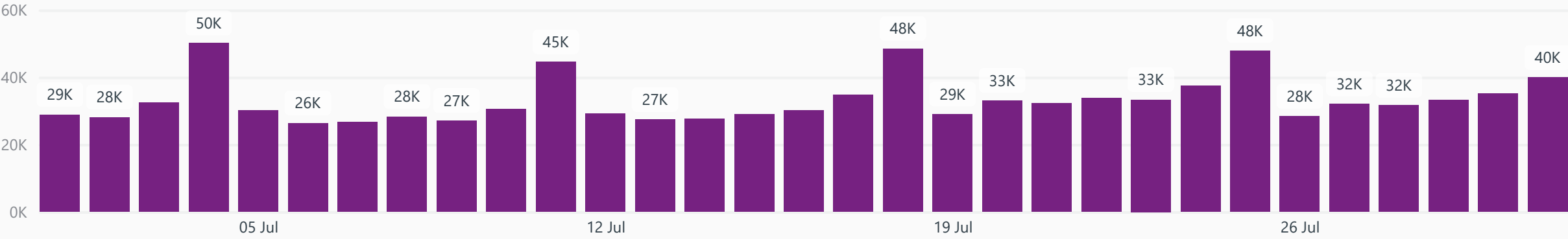
Sat 04/07/2026 14:00

Busiest Day

50,153

Sat 04/07/2026

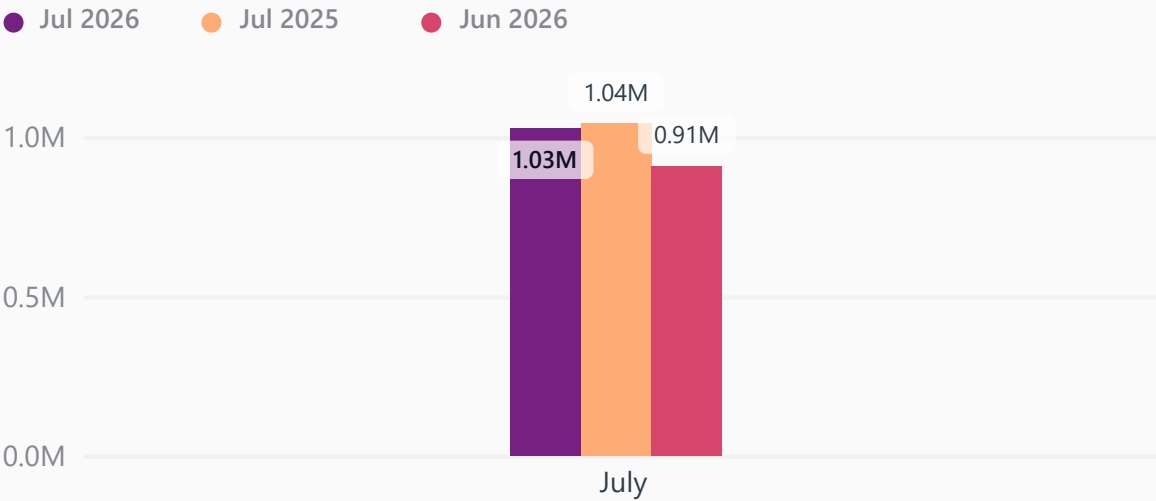
Footfall by month



Footfall by sensor

Cluster	Jul 2026	Jul 2025	% Variance
Cheltenham Town Centre	1,026,822	1,043,341	-1.6%
M & S High St	374,214	388,015	-3.6%
Regent Arcade SC Main Ent	182,019	178,140	+2.2%
Regent Arcade SC Rear Ent	132,997	129,594	+2.6%
TBQ High St	186,607	202,403	-7.8%
The Promenade	150,985	145,189	+4.0%
Total	1,026,822	1,043,341	-1.6%

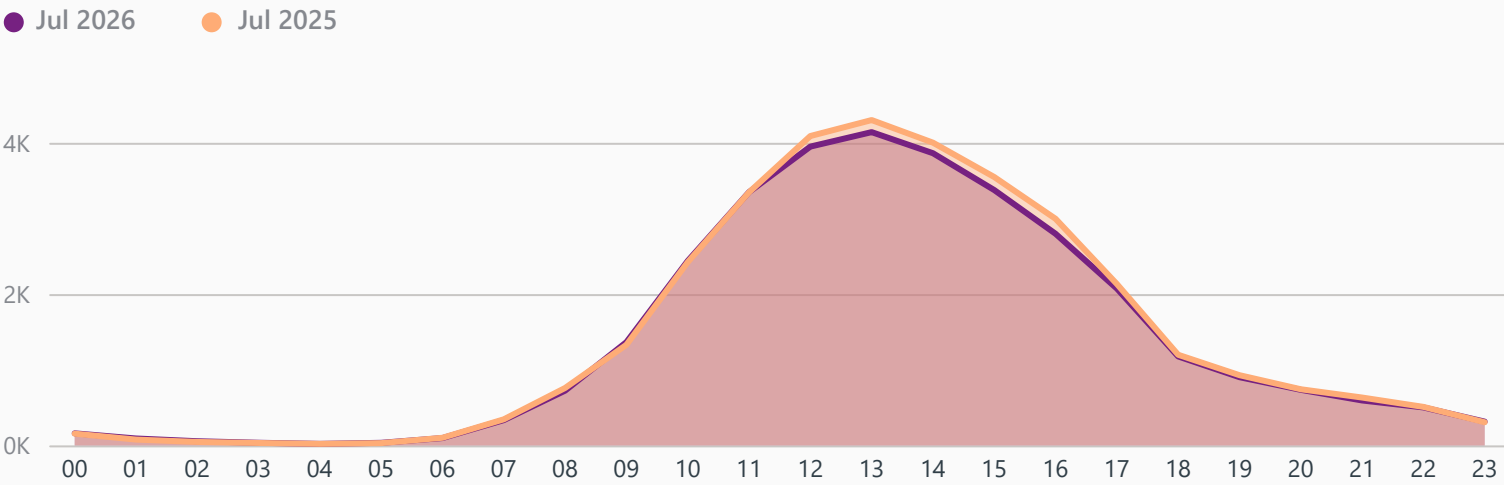
Footfall by month



Average footfall by day

Day	Jul 2026	Jul 2025	% Variance
Monday	29,728	31,456	-5.5%
Tuesday	29,543	29,675	-0.4%
Wednesday	30,631	31,962	-4.2%
Thursday	30,743	31,466	-2.3%
Friday	35,026	35,754	-2.0%
Saturday	47,766	48,742	-2.0%
Sunday	29,169	30,018	-2.8%

Average footfall by hour



Last 12 months

Month Year	Total Footfall	Total Footfall Previous Year	% Variance	YTD	YTD Previous Year	% Variance
Jul 2026	1,026,822	1,043,341	-1.6 %	6,653,699	6,780,250	-1.9 %
Jun 2026	910,135	919,782	-1.0 %	5,626,877	5,736,909	-1.9 %
May 2026	1,017,887	1,031,286	-1.3 %	4,716,742	4,817,127	-2.1 %
Apr 2026	954,355	991,221	-3.7 %	3,698,855	3,785,841	-2.3 %
Mar 2026	976,156	1,018,610	-4.2 %	2,744,500	2,794,620	-1.8 %
Feb 2026	866,482	869,578	-0.4 %	1,768,344	1,776,010	-0.4 %
Jan 2026	901,862	906,432	-0.5 %	901,862	906,432	-0.5 %
Dec 2025	1,228,415	1,310,629	-6.3 %	12,005,569	11,870,407	1.1 %
Nov 2025	969,562	1,064,107	-8.9 %	10,777,154	10,559,778	2.1 %
Oct 2025	983,343	1,007,304	-2.4 %	9,807,592	9,495,671	3.3 %
Sep 2025	936,592	894,763	4.7 %	8,824,249	8,488,367	4.0 %
Aug 2025	1,107,407	1,023,792	8.2 %	7,887,657	7,593,604	3.9 %