

Selected Month

1,110,787

Aug 2026

Compared Month

1,107,407

Aug 2025

+0.3% 

% Variance

Previous Month

1,026,822

Jul 2026

8.2% 

% Variance

Peak Hour

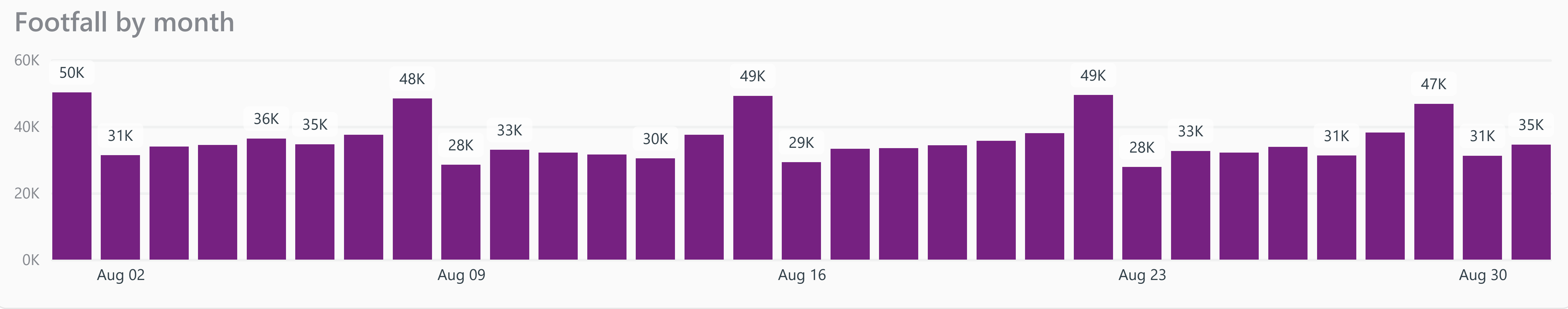
6,368

Sat 22/08/2026 14:00

Busiest Day

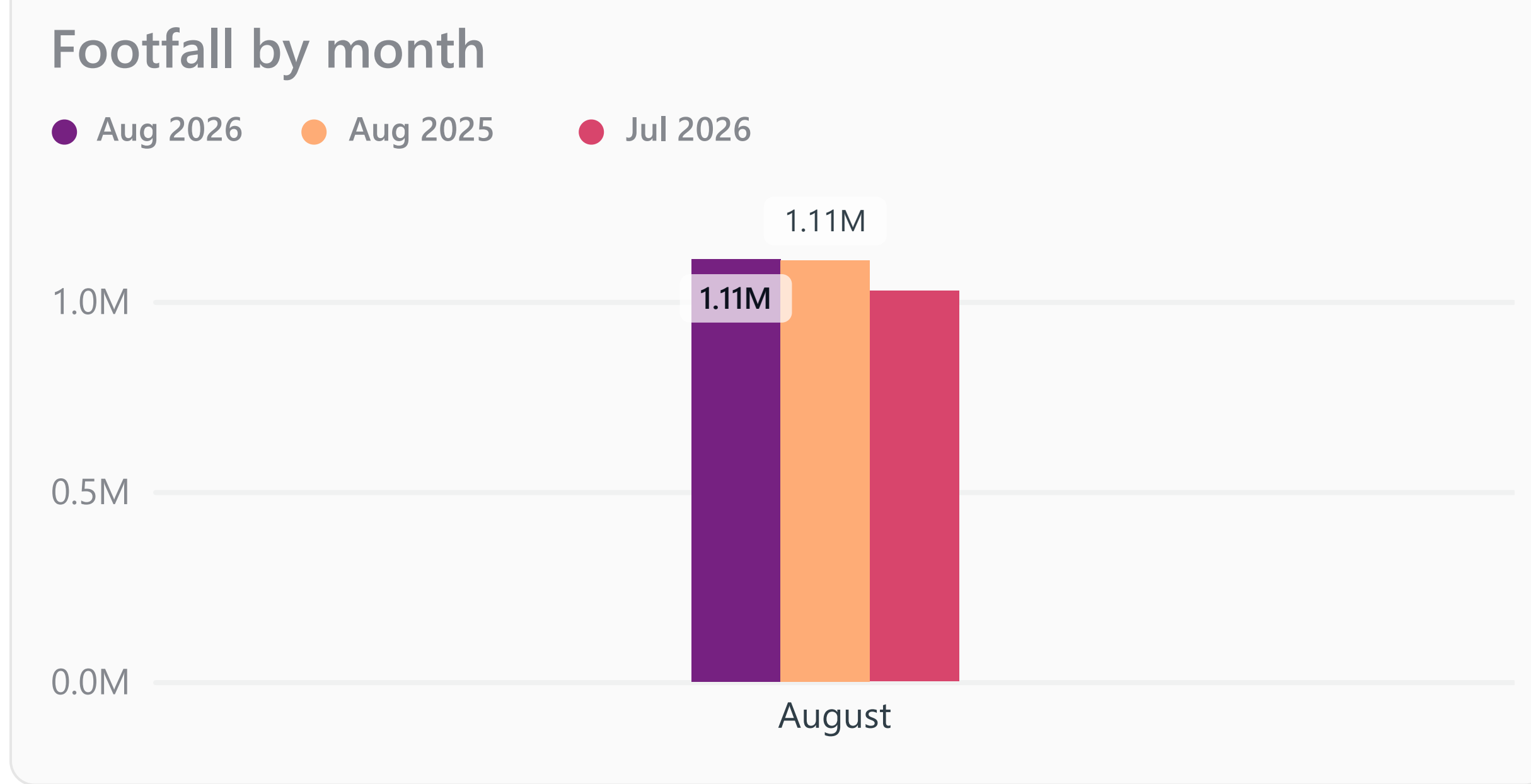
50,245

Sat 01/08/2026



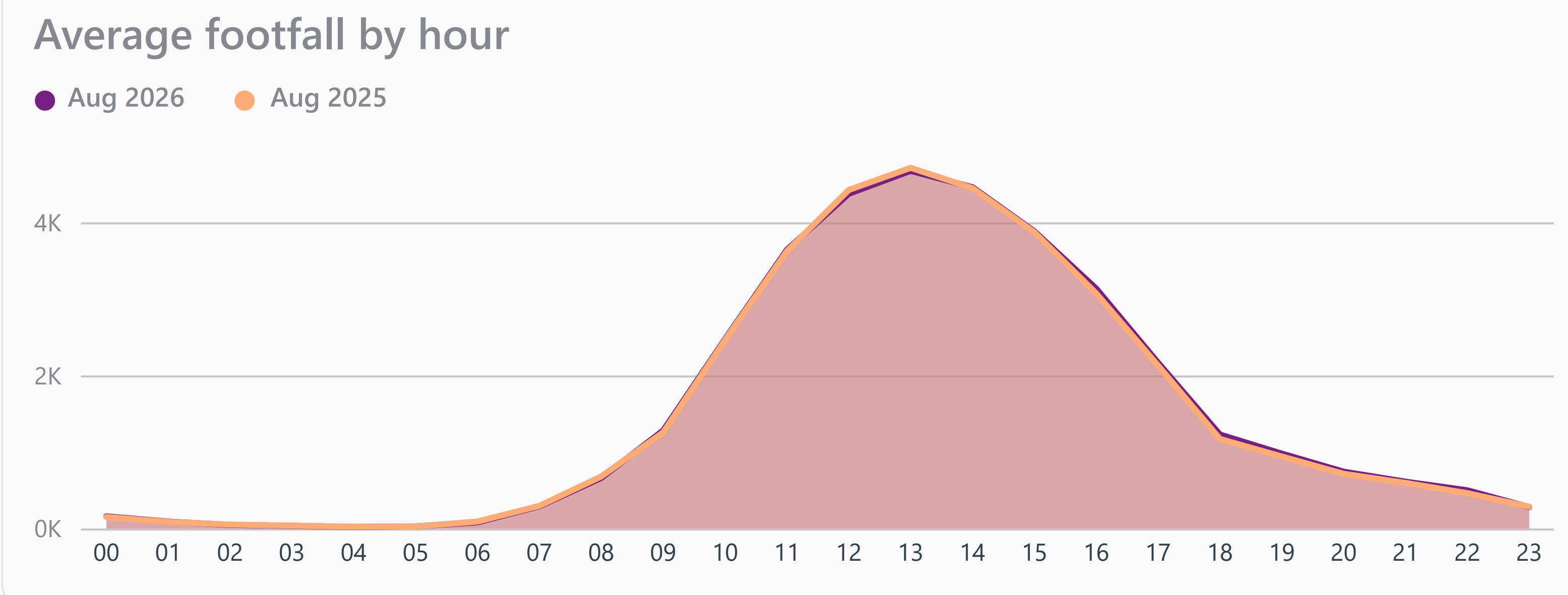
Footfall by sensor

Cluster	Aug 2026	Aug 2025	% Variance
Cheltenham Town Centre	1,110,787	1,107,407	+0.3%
M & S High St	395,999	407,076	-2.7%
Regent Arcade SC Main Ent	201,113	196,310	+2.4%
Regent Arcade SC Rear Ent	149,090	138,302	+7.8%
TBQ High St	203,941	211,872	-3.7%
The Promenade	160,644	153,847	+4.4%
Total	1,110,787	1,107,407	+0.3%



Average footfall by day

Day	Aug 2026	Aug 2025	% Variance
Monday	33,477	32,471	+3.1%
Tuesday	33,032	32,722	+0.9%
Wednesday	34,018	33,613	+1.2%
Thursday	32,989	34,547	-4.5%
Friday	37,789	38,490	-1.8%
Saturday	48,821	47,774	+2.2%
Sunday	29,597	29,024	+2.0%



Last 12 months

Month Year	Total Footfall	Total Footfall Previous Year	% Variance	YTD	YTD Previous Year	% Variance
Aug 2026	1,110,787	1,107,407	0.3 %	7,764,486	7,887,657	-1.6 %
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 %