

Selected Month

913,569

Sep 2026

Compared Month

936,592

Sep 2025

-2.5%

% Variance

Previous Month

1,110,787

Aug 2026

-17.8%

% Variance

Peak Hour

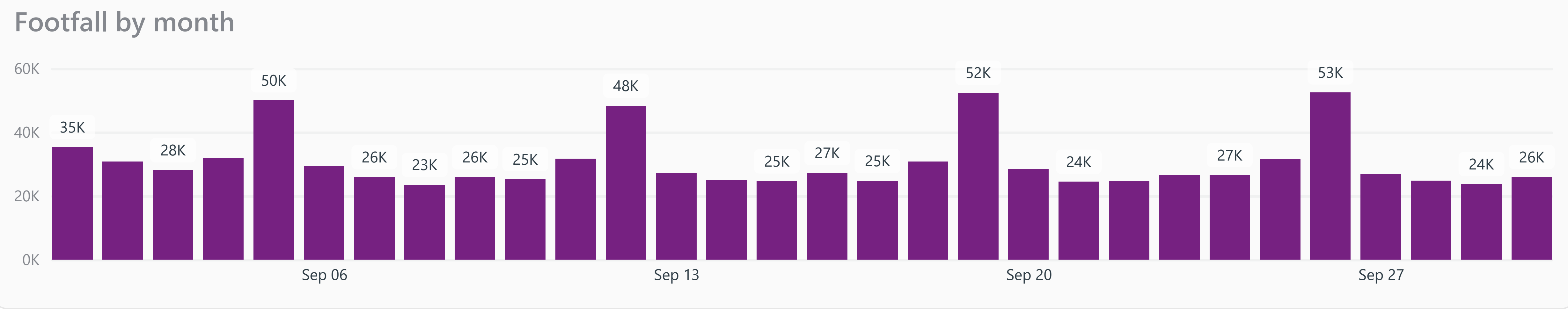
6,772

Sat 26/09/2026 14:00

Busiest Day

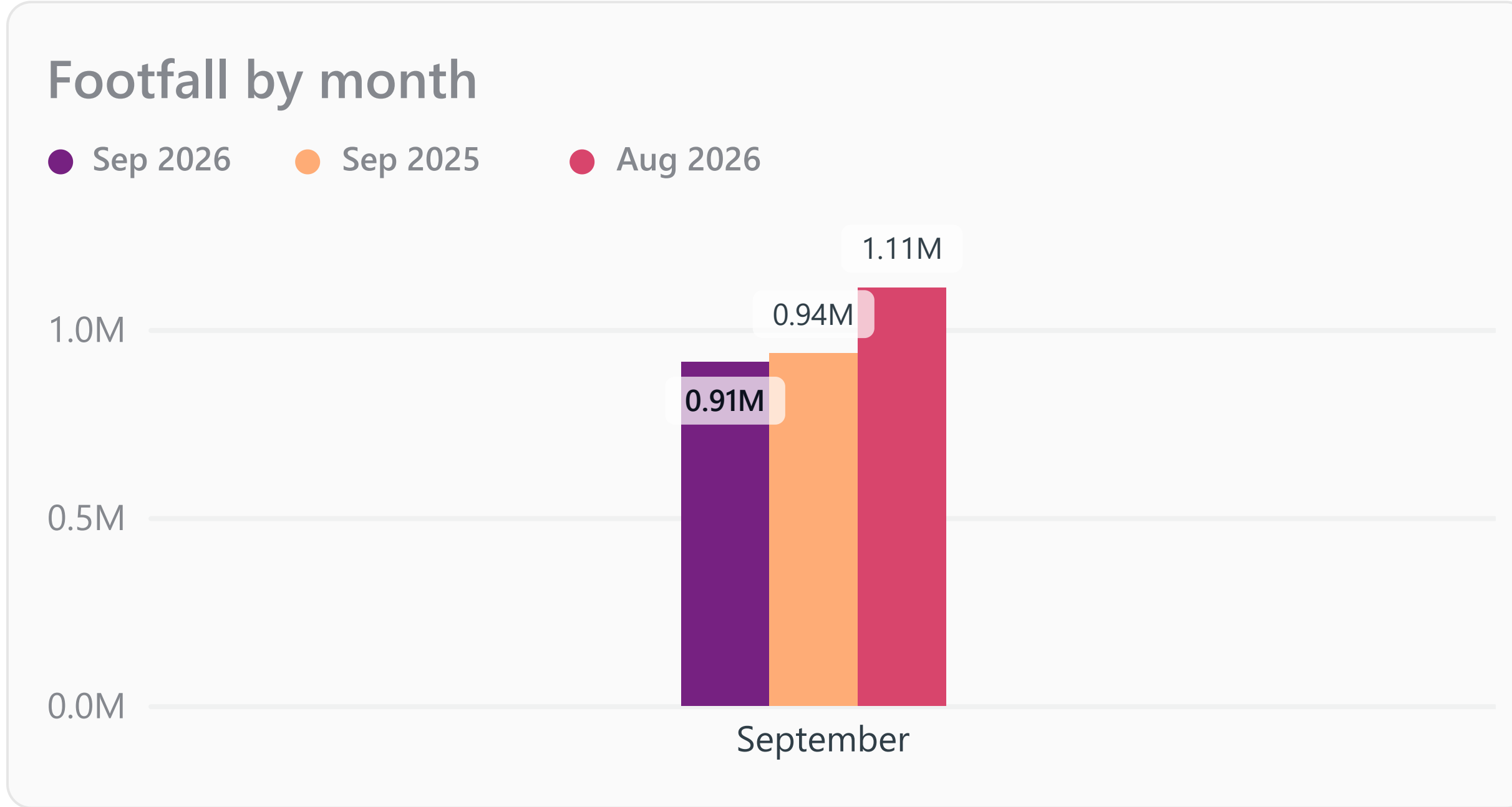
52,527

Sat 26/09/2026



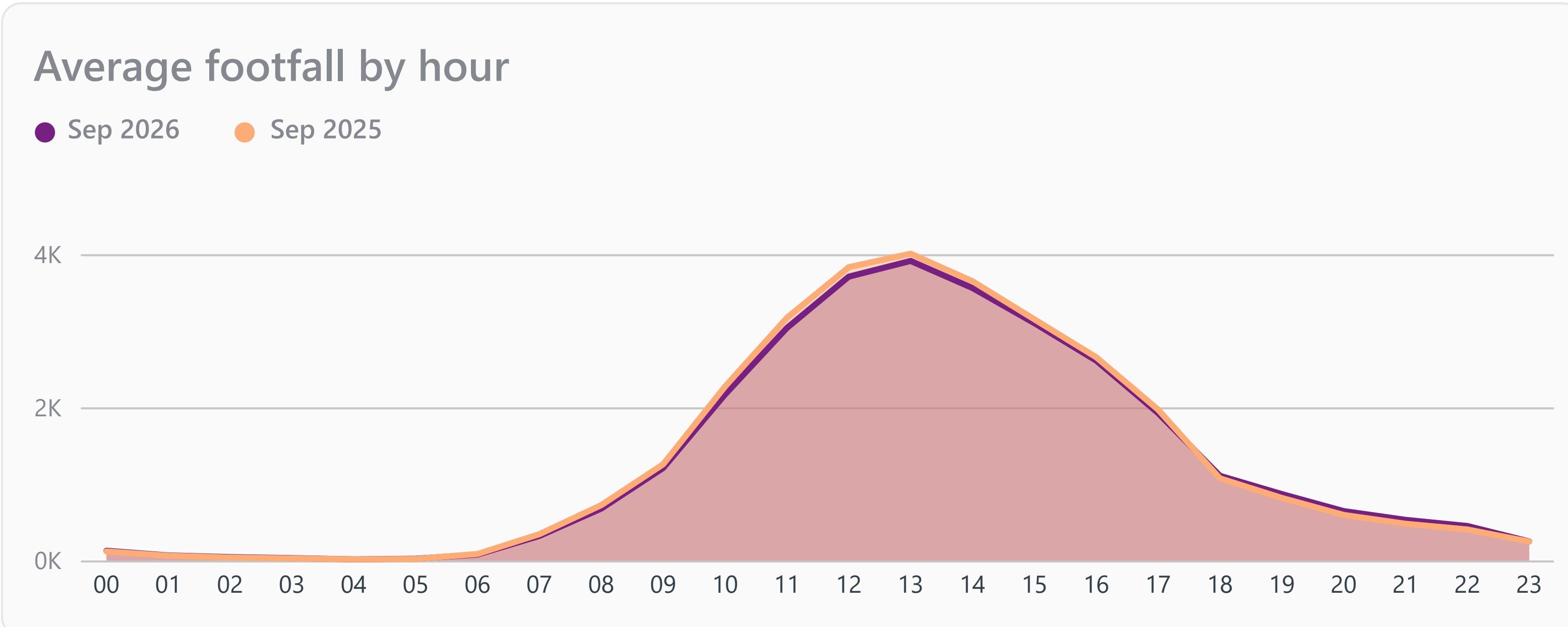
Footfall by sensor

Cluster	Sep 2026	Sep 2025	% Variance
Cheltenham Town Centre	913,569	936,592	-2.5%
M & S High St	343,366	338,807	+1.3%
Regent Arcade SC Main Ent	153,182	167,215	-8.4%
Regent Arcade SC Rear Ent	107,864	118,903	-9.3%
TBQ High St	171,417	178,341	-3.9%
The Promenade	137,740	133,326	+3.3%
Total	913,569	936,592	-2.5%



Average footfall by day

Day	Sep 2026	Sep 2025	% Variance
Monday	25,051	25,579	-2.1%
Tuesday	26,368	27,268	-3.3%
Wednesday	27,244	26,396	+3.2%
Thursday	26,140	26,026	+0.4%
Friday	31,407	32,808	-4.3%
Saturday	50,825	52,394	-3.0%
Sunday	27,955	28,619	-2.3%



Last 12 months

Month Year	Total Footfall	Total Footfall Previous Year	% Variance	YTD	YTD Previous Year	% Variance
Sep 2026	913,569	936,592	-2.5 %	8,678,055	8,824,249	-1.7 %
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 %