

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2020	2019	2020	2019	2020	2019
Broadmead BID	-42.6 %	1.0 %	-31.1 %	10.1 %	1.4 %	5.3 %
South West	-42.3 %	-2.5 %	-24.1 %	4.4 %	4.5 %	6.1 %
High Street Index(Innovate)	-40.3 %	-2.6 %	-26.2 %	3.3 %	3.5 %	3.0 %
High Street Index - BDSU(BDSU - Comparison)	-47.8 %	-1.1 %	-41.5 %	3.7 %	2.7 %	4.9 %
UK	-44.0 %	-1.4 %	-34.3 %	3.0 %	5.2 %	4.8 %

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 change in footfall for Broadmead BID over the last 52 weeks is 30.5% down on the previous year.

Footfall for the year to date is 42.6% down on the previous year.

The number of visitors counted for week commencing 13 September 2020 was 184,664.

The busiest day in week commencing 13 September 2020 was Saturday with 36,919 visitors.

The peak hour of the week was 13:00 on Saturday 19 September 2020 with footfall of 5,092

Footfall by week

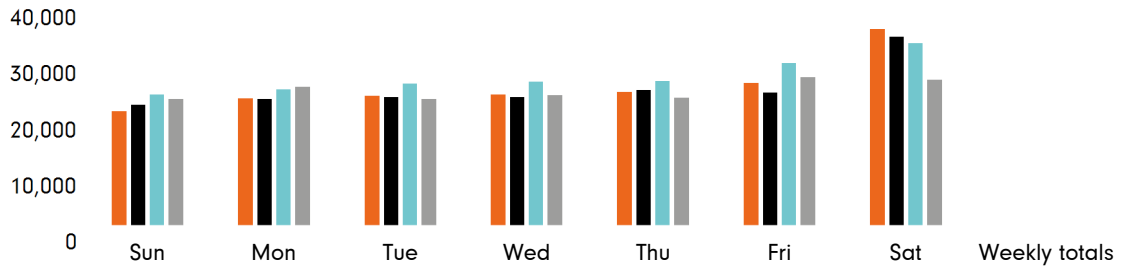


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

Weather

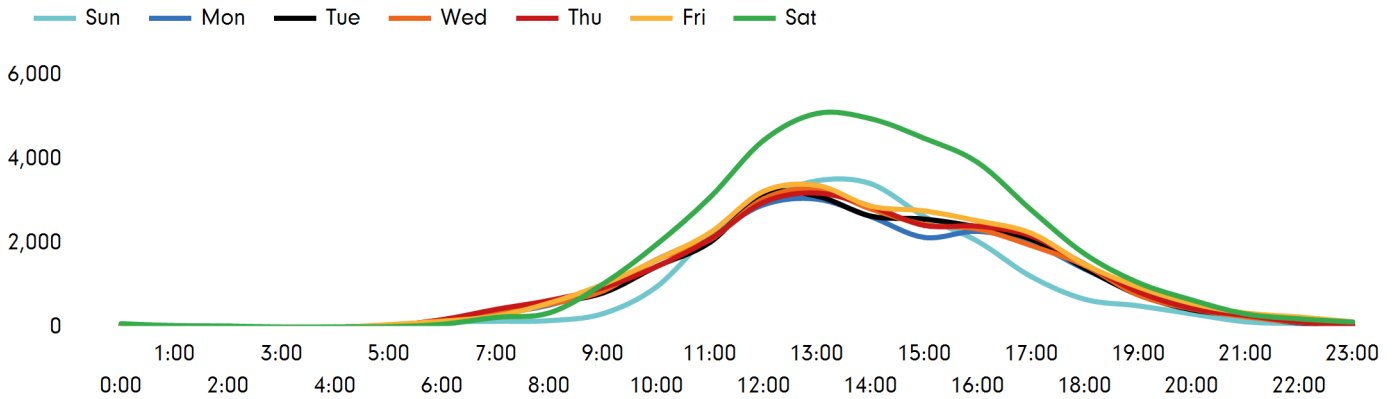
	Sun	Mon	Tue	Wed	Thu	Fri	Sat
This week	23°	27°	24°	26°	21°	21°	23°
Previous week	19°	17°	19°	22°	18°	17°	18°
Previous year	20°	18°	18°	18°	20°	21°	25°

Footfall by day

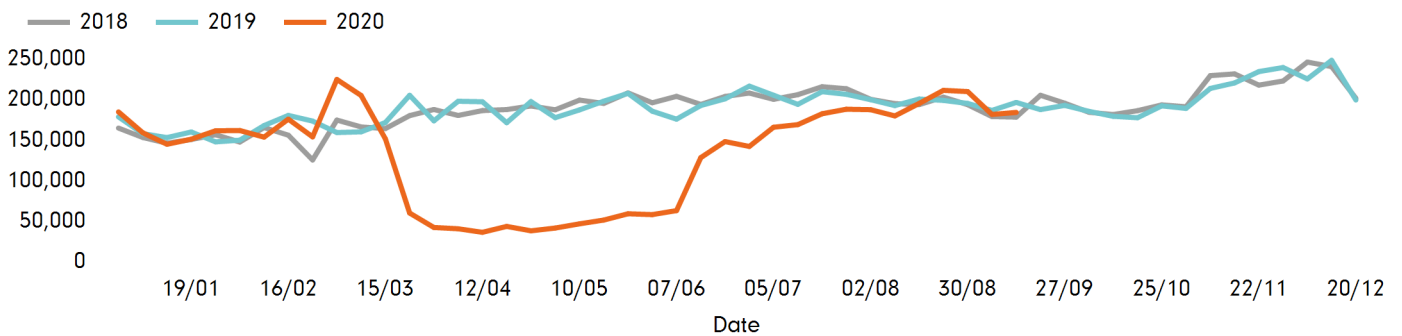


Week on week %	-4.9 %	0.4 %	1.0 %	2.0 %	-1.3 %	6.6 %	4.0 %	
Year on year %	-34.2 %	-32.1 %	-33.2 %	-34.1 %	-33.2 %	-35.3 %	-18.7 %	
% of week	11.8%	13.1%	13.3%	13.5%	13.7%	14.6%	20.0%	

Footfall by hour

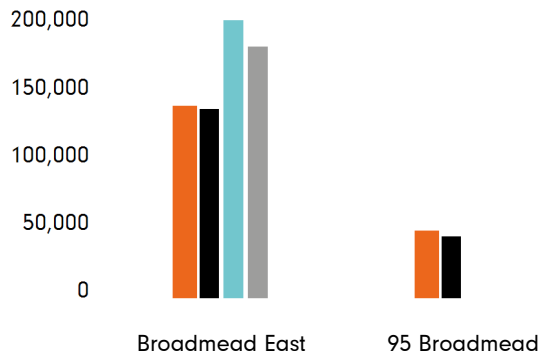


Footfall by week



Footfall by location

■ This week
 ■ Previous week
 ■ Previous year
 ■ 2 Years ago



This Week	135,678	48,986
Previous Week	135,448	46,737
Previous Year	196,993	
2 Years Ago	178,867	
Week on week %	0.2 %	4.8 %
Year on Year %	-31.1 %	

Footfall by location



Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week 1, 2020 to Week 38, 2020 Vs Week 1, 2019 to Week 38, 2019

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 38, 2020 Vs Week 38, 2019

Week on Week % Change is the % change in footfall for this week from the previous week. Week 38 2020 Vs Week 37 2020