

# Footfall Report for: Broadmead BID

## Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2020	2019	2020	2019	2020	2019
Broadmead BID	-42.0 %	0.7 %	-33.3 %	-1.4 %	-5.5 %	2.8 %
South West	-41.5 %	-2.6 %	-30.1 %	-3.0 %	-11.8 %	-1.8 %
High Street Index(Innovate)	-39.6 %	-2.6 %	-29.1 %	-1.2 %	-4.8 %	1.1 %
High Street Index - BDSU(BDSU - Comparison)	-47.5 %	-1.4 %	-45.0 %	-4.3 %	-6.6 %	0.0 %
UK	-43.6 %	-1.7 %	-39.4 %	-4.1 %	-7.1 %	0.7 %

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 31.6% down on the previous year.

Footfall for the year to date is 42% down on the previous year.

The number of visitors counted for week commencing 27 September 2020 was 174,727.

The busiest day in week commencing 27 September 2020 was Saturday with 33,186 visitors.

The peak hour of the week was 14:00 on Saturday 3 October 2020 with footfall of 4,636

## Footfall by week

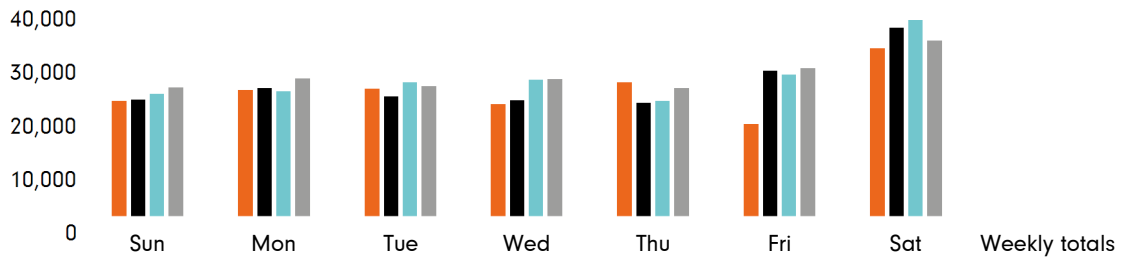


■ This Week     ■ Previous Year  
■ Previous Week     ■ 2 Years Ago

## Weather

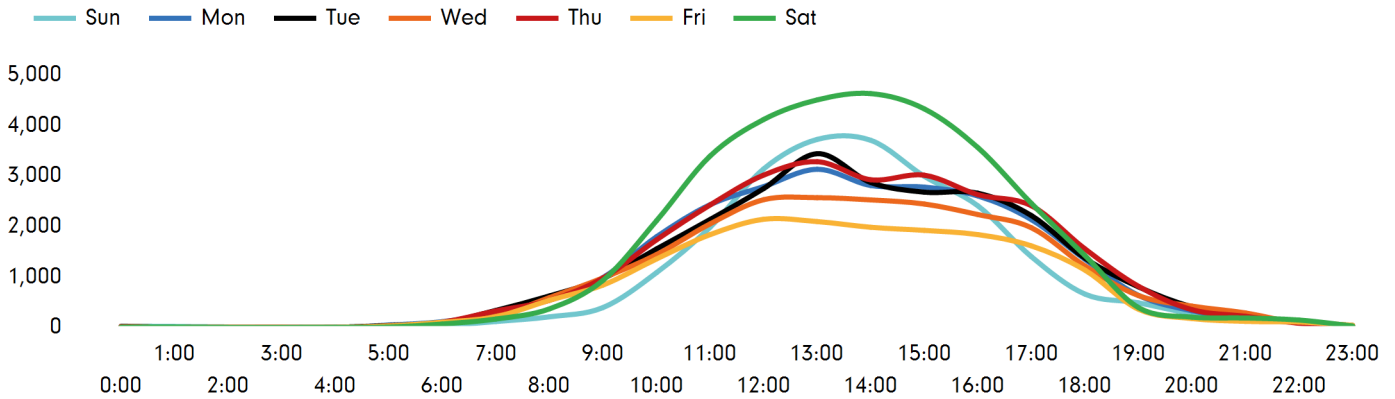
	Sun	Mon	Tue	Wed	Thu	Fri	Sat
This week	16°	18°	17°	14°	14°	13°	14°
Previous week	23°	23°	22°	15°	13°	15°	14°
Previous year	17°	15°	17°	13°	15°	15°	16°

## Footfall by day

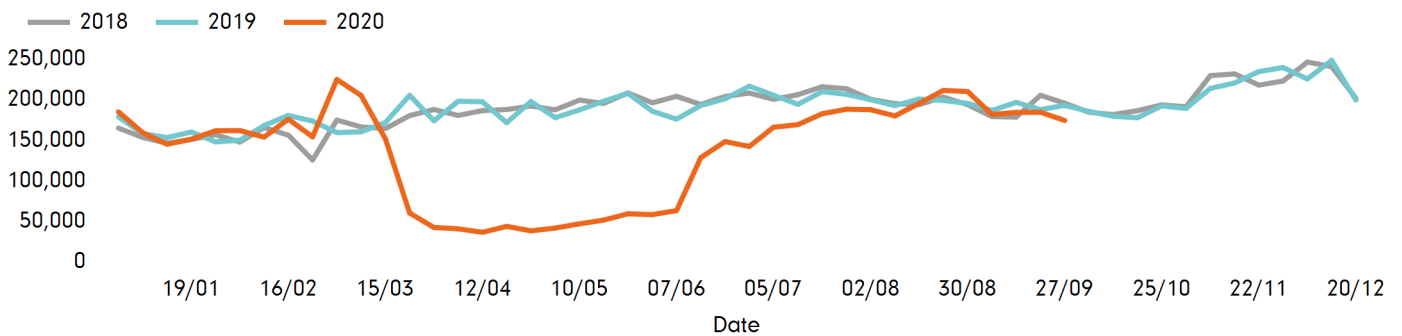


Week on week %	-0.9 %	-1.3 %	6.3 %	-2.7 %	16.9 %	-35.6 %	-10.9 %	
Year on year %	-31.5 %	-26.2 %	-31.3 %	-39.1 %	-14.5 %	-52.3 %	-33.7 %	
% of week	13.2%	14.4%	14.6%	12.9%	15.2%	10.6%	19.0%	

## Footfall by hour

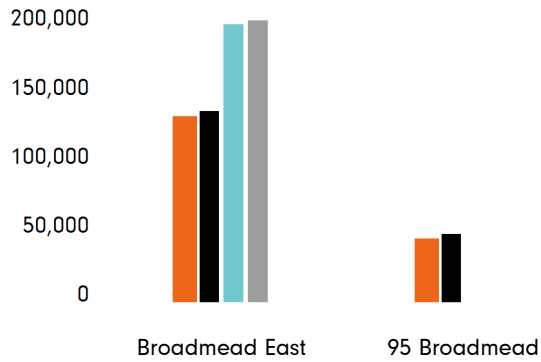


## Footfall by week



## Footfall by location

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



This Week	<b>128,946</b>	<b>45,781</b>
Previous Week	<b>134,404</b>	<b>50,474</b>
Previous Year	<b>193,345</b>	
2 Years Ago	<b>196,032</b>	
Week on week %	<b>-4.1 %</b>	<b>-9.3 %</b>
Year on Year %	<b>-33.3 %</b>	

## 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. Week1, 2020 to Week 40, 2020 Vs Week 1, 2019 to Week 40, 2019

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week40, 2020 Vs Week 40, 2019

Week on Week % Change is the % change in footfall for this week from the previous week. Week40 2020 Vs Week 39 2020