

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2020	2019	2020	2019	2020	2019
Broadmead BID	-41.2 %	0.5 %	-30.8 %	-4.7 %	-4.1 %	-1.0 %
South West	-40.5 %	-2.8 %	-29.8 %	-7.7 %	-3.2 %	4.2 %
High Street Index(Innovate)	-38.9 %	-2.6 %	-33.4 %	-3.8 %	-6.6 %	-0.6 %
High Street Index - BDSU(BDSU - Comparison)	-47.4 %	-1.7 %	-46.6 %	-8.6 %	-2.4 %	-0.1 %
UK	-43.4 %	-1.9 %	-41.3 %	-7.4 %	-3.0 %	-0.9 %

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 33.1% down on the previous year.

Footfall for the year to date is 41.2% down on the previous year.

The number of visitors counted for week commencing 18 October 2020 was 168,873.

The busiest day in week commencing 18 October 2020 was Saturday with 29,135 visitors.

The peak hour of the week was 13:00 on Saturday 24 October 2020 with footfall of 4,437

Footfall by week

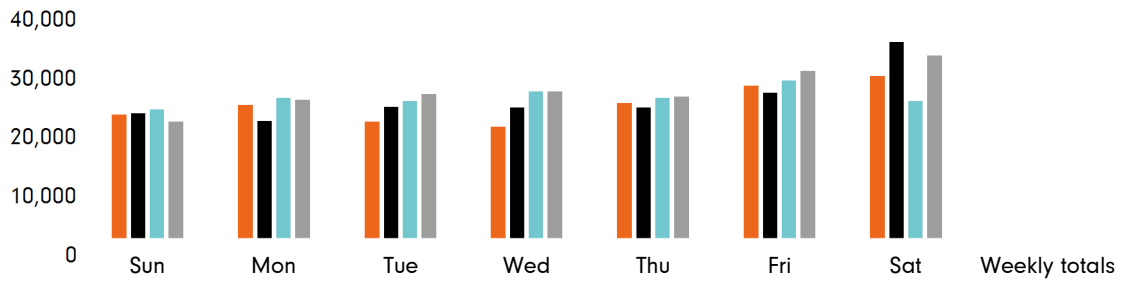


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

Weather

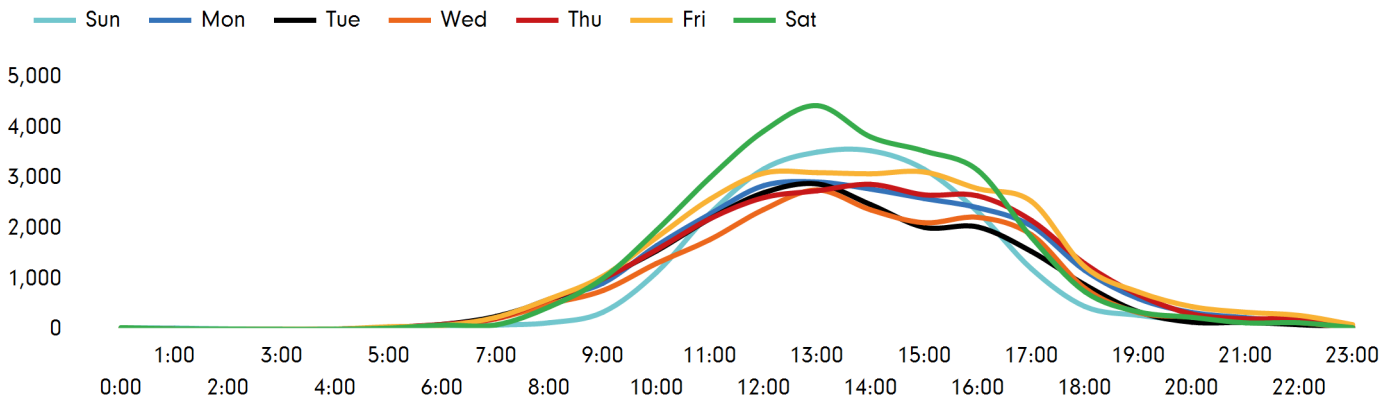
	Sun	Mon	Tue	Wed	Thu	Fri	Sat
This week	13°	14°	16°	15°	13°	12°	15°
Previous week	14°	12°	13°	14°	13°	13°	12°
Previous year	12°	12°	14°	14°	13°	16°	16°

Footfall by day

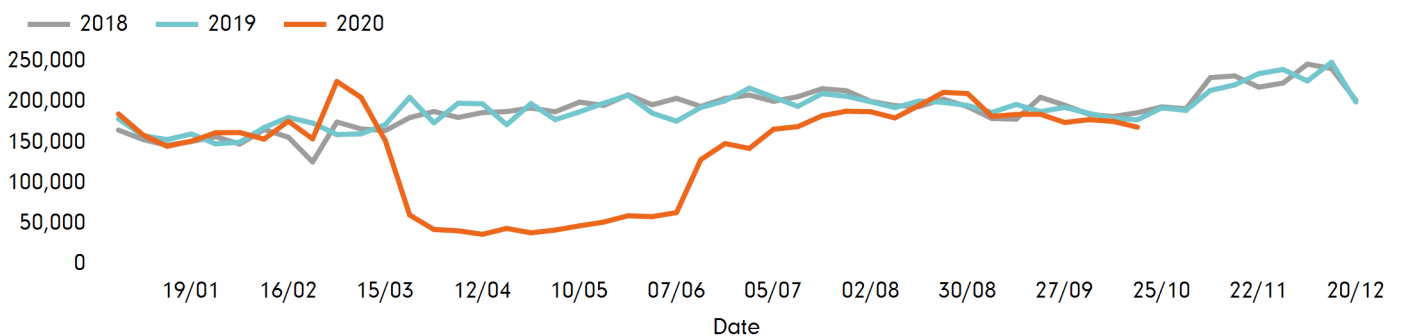


Week on week %	-1.0 %	13.4 %	-10.8 %	-14.2 %	3.2 %	5.0 %	-17.0 %	
Year on year %	-26.6 %	-30.9 %	-39.3 %	-45.7 %	-30.5 %	-28.8 %	-12.8 %	
% of week	13.3%	14.3%	12.6%	12.0%	14.4%	16.3%	17.3%	

Footfall by hour



Footfall by week



Footfall by location



This Week	123,241	45,632
Previous Week	127,855	48,188
Previous Year	178,102	
2 Years Ago	186,812	
Week on week %	-3.6 %	-5.3 %
Year on Year %	-30.8 %	

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 43, 2020 Vs Week 1, 2019 to Week 43, 2019

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week43, 2020 Vs Week 43, 2019

Week on Week % Change is the % change in footfall for this week from the previous week. Week43 2020 Vs Week 42 2020