

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2020	2019	2020	2019	2020	2019
Broadmead BID	-42.2 %	0.3 %	-82.5 %	-6.9 %	-52.3 %	13.0 %
South West	-40.7 %	-3.0 %	-68.2 %	-10.5 %	-44.8 %	3.0 %
High Street Index(Innovate)	-39.4 %	-2.7 %	-49.1 %	-8.7 %	-5.3 %	2.1 %
High Street Index - BDSU(BDSU - Comparison)	-48.1 %	-1.9 %	-70.8 %	-6.1 %	-32.5 %	4.1 %
UK	-43.9 %	-2.1 %	-64.7 %	-6.5 %	-32.7 %	2.8 %

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 36.3% down on the previous year.

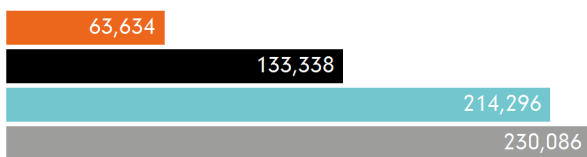
Footfall for the year to date is 42.2% down on the previous year.

The number of visitors counted for week commencing 8 November 2020 was 63,634.

The busiest day in week commencing 8 November 2020 was Friday with 10,741 visitors.

The peak hour of the week was 13:00 on Friday 13 November 2020 with footfall of 1,308

Footfall by week

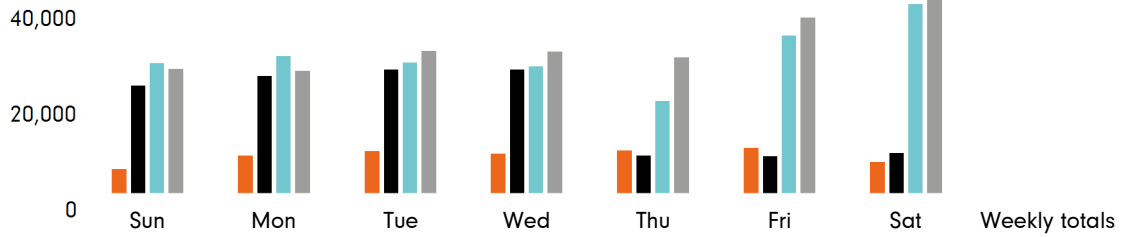


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

Weather

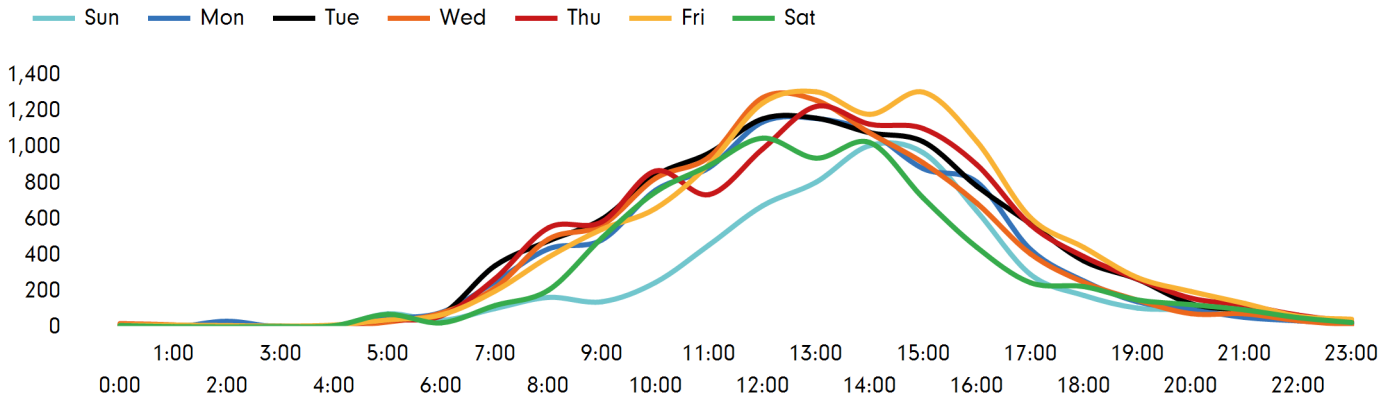
	Sun	Mon	Tue	Wed	Thu	Fri	Sat
This week	15°	15°	13°	14°	12°	12°	15°
Previous week	17°	15°	10°	12°	11°	12°	15°
Previous year	8°	8°	8°	8°	5°	8°	7°

Footfall by day

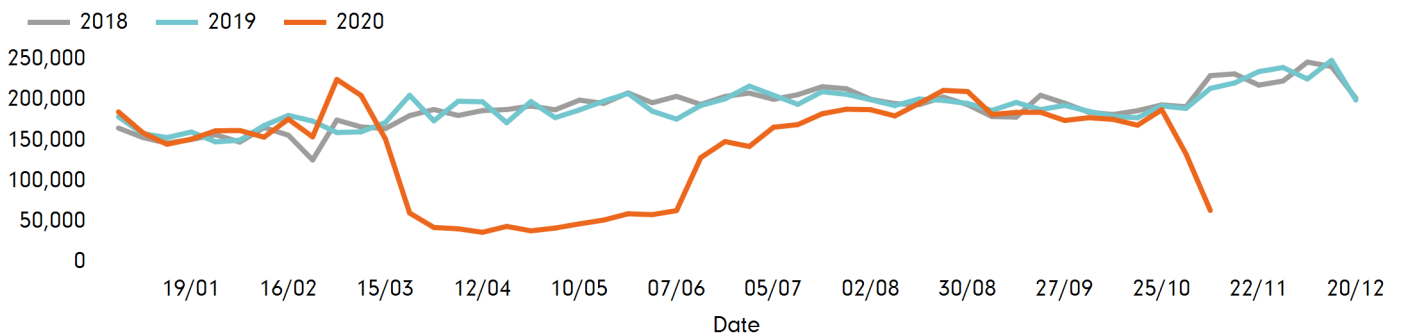


Week on week %	-74.1 %	-65.1 %	-63.4 %	-65.7 %	11.0 %	19.9 %	-19.7 %	
Year on year %	-87.2 %	-81.6 %	-78.9 %	-80.3 %	-72.9 %	-81.8 %	-89.2 %	
% of week	9.8%	14.4%	15.9%	14.9%	15.9%	16.9%	12.2%	

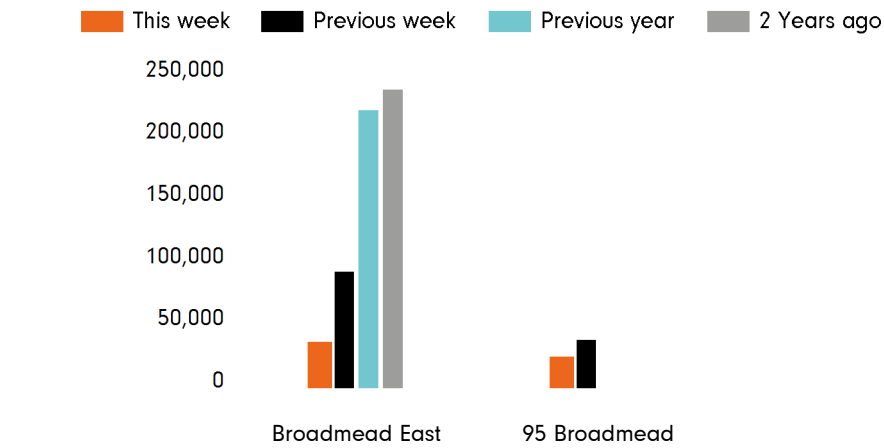
Footfall by hour



Footfall by week



Footfall by location



This Week	37,539	26,095
Previous Week	92,434	40,904
Previous Year	214,296	
2 Years Ago	230,086	
Week on week %	-59.4 %	-36.2 %
Year on Year %	-82.5 %	

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 46 , 2020 Vs Week 1, 2019 to Week 46 , 2019

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week46, 2020 Vs Week 46, 2019

Week on Week % Change is the % change in footfall for this week from the previous week. Week46 2020 Vs Week 45 2020