

Footfall Report for: Broadmead BID

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2020	2019	2020	2019	2020	2019
Broadmead BID	-44.5 %	0.3 %	-46.9 %	3.2 %	-0.2 %	10.2 %
South West	-41.6 %	-3.3 %	-34.3 %	-9.8 %	-4.3 %	-1.1 %
High Street Index(Innovate)	-40.0 %	-3.0 %	-38.4 %	-8.6 %	11.8 %	16.1 %
High Street Index - BDSU(BDSU - Comparison)	-48.9 %	-2.0 %	-44.6 %	-7.0 %	-0.3 %	4.8 %
UK	-44.6 %	-2.2 %	-41.1 %	-8.0 %	-0.8 %	4.2 %

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 43.6% down on the previous year.

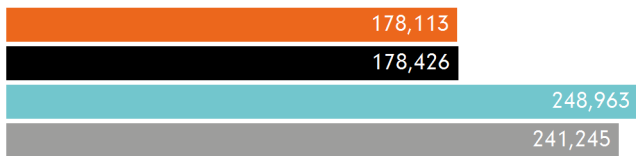
Footfall for the year to date is 44.5% down on the previous year.

The number of visitors counted for week commencing 13 December 2020 was 178,113.

The busiest day in week commencing 13 December 2020 was Saturday with 31,649 visitors.

The peak hour of the week was 15:00 on Saturday 19 December 2020 with footfall of 5,327

Footfall by week



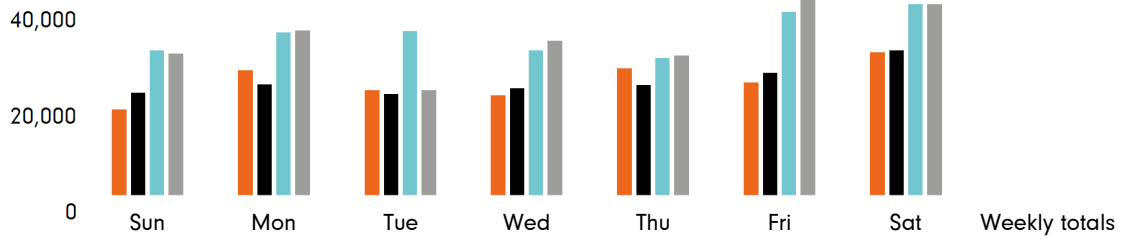
■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

Weather

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
This week	13°	11°	11°	10°	11°	13°	11°
Previous week	5°	4°	7°	7°	8°	10°	8°
Previous year	7°	7°	6°	9°	13°	9°	9°

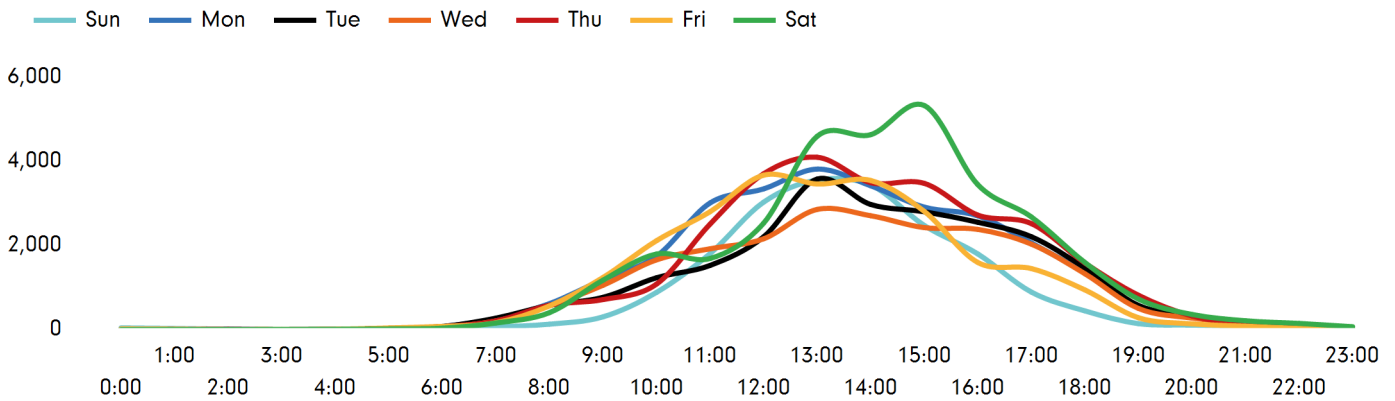
SPRINGBOARD.

Footfall by day

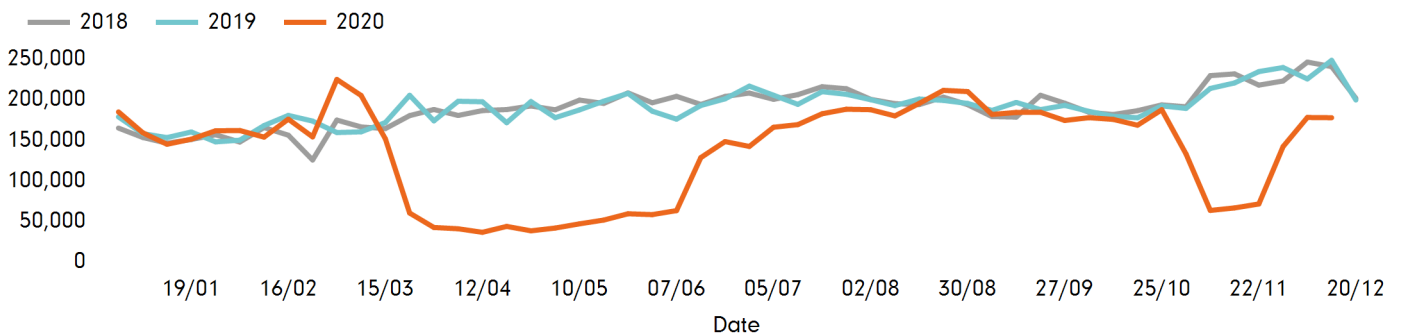


Week on week %	-15.6 %	11.8 %	3.5 %	-6.0 %	14.5 %	-7.8 %	-1.4 %	
Year on year %	-52.3 %	-41.6 %	-53.7 %	-46.6 %	-31.1 %	-54.1 %	-46.2 %	
% of week	10.9%	15.6%	13.2%	12.6%	15.8%	14.1%	17.8%	

Footfall by hour

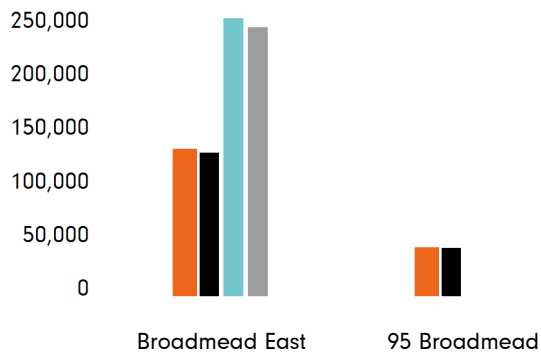


Footfall by week



Footfall by location

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



This Week	132,195	45,918
Previous Week	130,876	47,550
Previous Year	248,963	
2 Years Ago	241,245	
Week on week %	1.0 %	-3.4 %
Year on Year %	-46.9 %	

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 51, 2020 Vs Week 1, 2019 to Week 51, 2019

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week51, 2020 Vs Week 51, 2019

Week on Week % Change is the % change in footfall for this week from the previous week. Week51 2020 Vs Week 50 2020