

## Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2020	2019	2020	2019	2020	2019
Broadmead BID	<b>-44.4 %</b>	<b>0.3 %</b>	<b>-37.4 %</b>	<b>-1.0 %</b>	<b>-8.3 %</b>	<b>-19.7 %</b>
South West	<b>-41.5 %</b>	<b>-3.3 %</b>	<b>-37.2 %</b>	<b>-3.8 %</b>	<b>-16.1 %</b>	<b>-13.0 %</b>
High Street Index(Innovate)	<b>-40.1 %</b>	<b>-3.1 %</b>	<b>-43.1 %</b>	<b>-5.8 %</b>	<b>-22.8 %</b>	<b>-17.1 %</b>
High Street Index - BDSU(BDSU - Comparison)	<b>-49.1 %</b>	<b>-2.0 %</b>	<b>-59.8 %</b>	<b>-1.6 %</b>	<b>-37.5 %</b>	<b>-13.5 %</b>
UK	<b>-44.8 %</b>	<b>-2.2 %</b>	<b>-54.6 %</b>	<b>-1.4 %</b>	<b>-33.3 %</b>	<b>-14.3 %</b>

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

Footfall for the year to date is 44.4% down on the previous year.

The number of visitors counted for week commencing 20 December 2020 was 163,262.

The busiest day in week commencing 20 December 2020 was Tuesday with 32,319 visitors.






















The peak hour of the week was 14:00 on Monday 21 December 2020 with footfall of 4,334

## Footfall by week

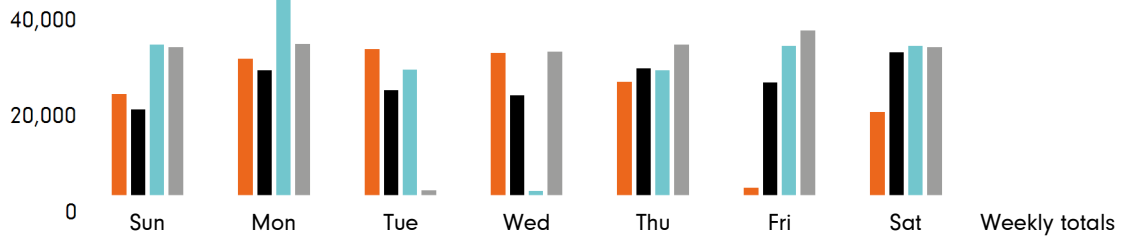


■ This Week     ■ Previous Year  
■ Previous Week     ■ 2 Years Ago

## Weather

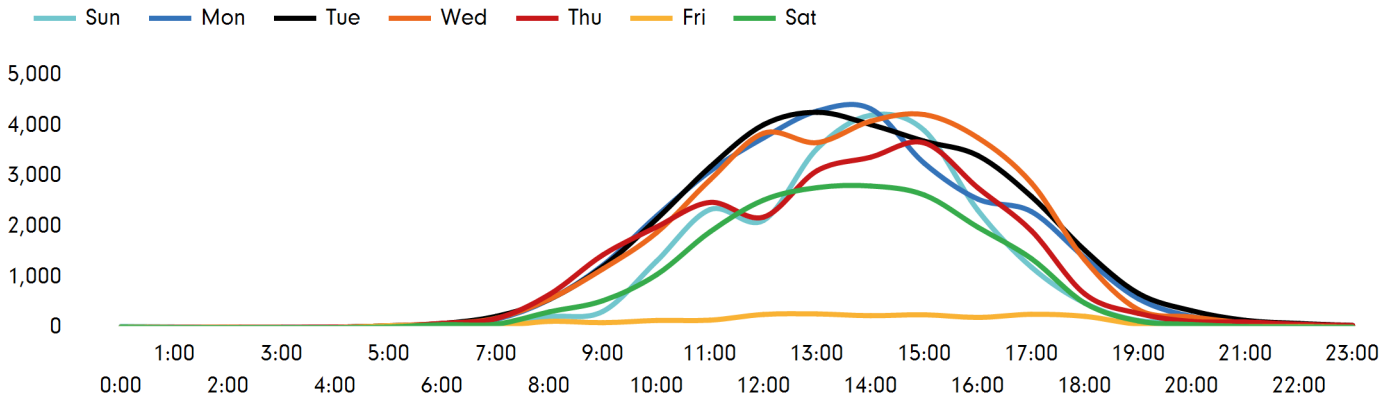
	Sun	Mon	Tue	Wed	Thu	Fri	Sat
This week	 9°	 13°	 10°	 12°	 5°	 5°	 10°
Previous week	 13°	 11°	 11°	 10°	 11°	 13°	 11°
Previous year	 9°	 9°	 10°	 7°	 9°	 9°	 10°

## Footfall by day

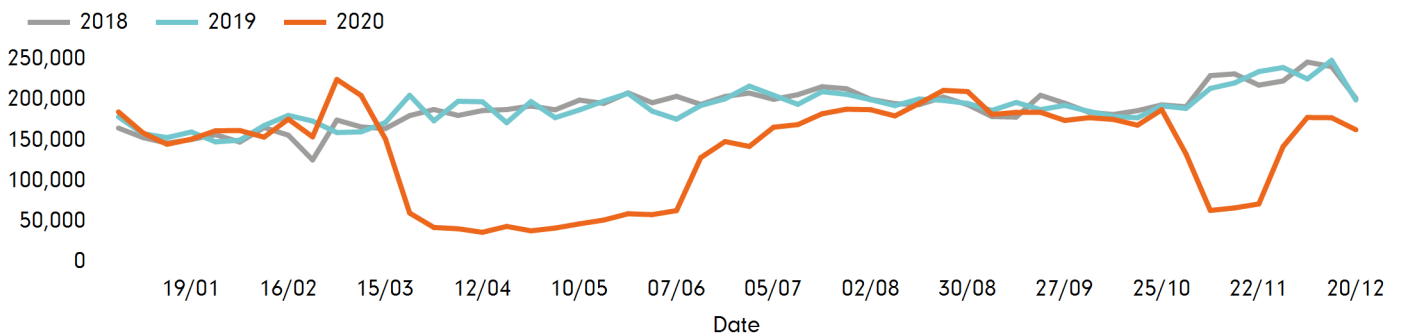


Week on week %	16.8 %	9.1 %	37.2 %	40.1 %	-10.6 %	-89.8 %	-40.6 %	
Year on year %	-49.9 %	-45.8 %	-11.0 %	1182.4 %	-32.7 %	-95.5 %	-52.4 %	
% of week	13.9%	18.5%	19.8%	19.3%	15.5%	1.6%	11.5%	

## Footfall by hour

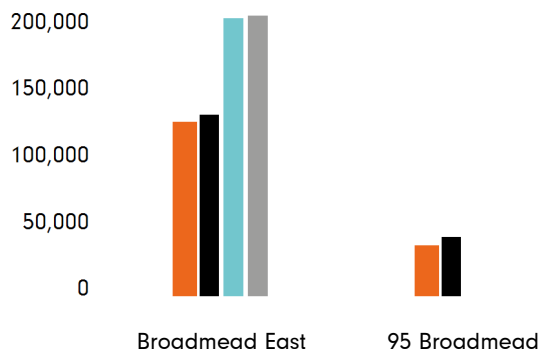


## Footfall by week



## Footfall by location

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



This Week	<b>125,179</b>	<b>38,083</b>
Previous Week	<b>132,195</b>	<b>45,918</b>
Previous Year	<b>200,004</b>	
2 Years Ago	<b>202,094</b>	
Week on week %	<b>-5.3 %</b>	<b>-17.1 %</b>
Year on Year %	<b>-37.4 %</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 52 , 2020 Vs Week 1, 2019 to Week 52 , 2019

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week52, 2020 Vs Week 52, 2019

Week on Week % Change is the % change in footfall for this week from the previous week. Week52 2020 Vs Week 51 2020