

# Footfall Report for: Broadmead BID

## Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2021	2020	2021	2020	2021	2020
Broadmead BID	<b>-59.2%</b>	<b>-23.0%</b>	<b>100.7%</b>	<b>-86.9%</b>	<b>-12.2%</b>	<b>-3.7%</b>
South West	<b>-23.0%</b>	<b>-24.2%</b>	<b>135.1%</b>	<b>-85.0%</b>	<b>-10.4%</b>	<b>9.8%</b>
High Street Index(Innovate)	<b>-32.8%</b>	<b>-22.4%</b>	<b>82.6%</b>	<b>-81.1%</b>	<b>-8.7%</b>	<b>6.5%</b>
High Street Index - BDSU(BDSU - Comparison)	<b>-25.0%</b>	<b>-24.3%</b>	<b>156.7%</b>	<b>-89.3%</b>	<b>-10.2%</b>	<b>9.3%</b>
UK	<b>-27.3%</b>	<b>-22.6%</b>	<b>114.5%</b>	<b>-83.8%</b>	<b>-9.6%</b>	<b>11.3%</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

The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2021 versus 2019 in order to provide a comparison to the last normal trading year. This comparison is provided on the final pages of this report.

## Headlines

The total number of visitors to Broadmead BID for the last 52 weeks is 6,126,269 which is 53.1% down on the previous year.

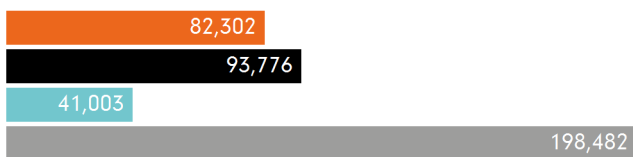
The total number of visitors for the year to date is 996,153 which is 59.2% down on the previous year.

The total number of visitors to Broadmead BID in week commencing 4 April 2021 was 82,302.

The busiest day in week commencing 4 April 2021 was Tuesday with 14,118 visitors.






















The peak hour of the week was 13:00 on Thursday 8 April 2021 with footfall of 1,897.

## Footfall by week

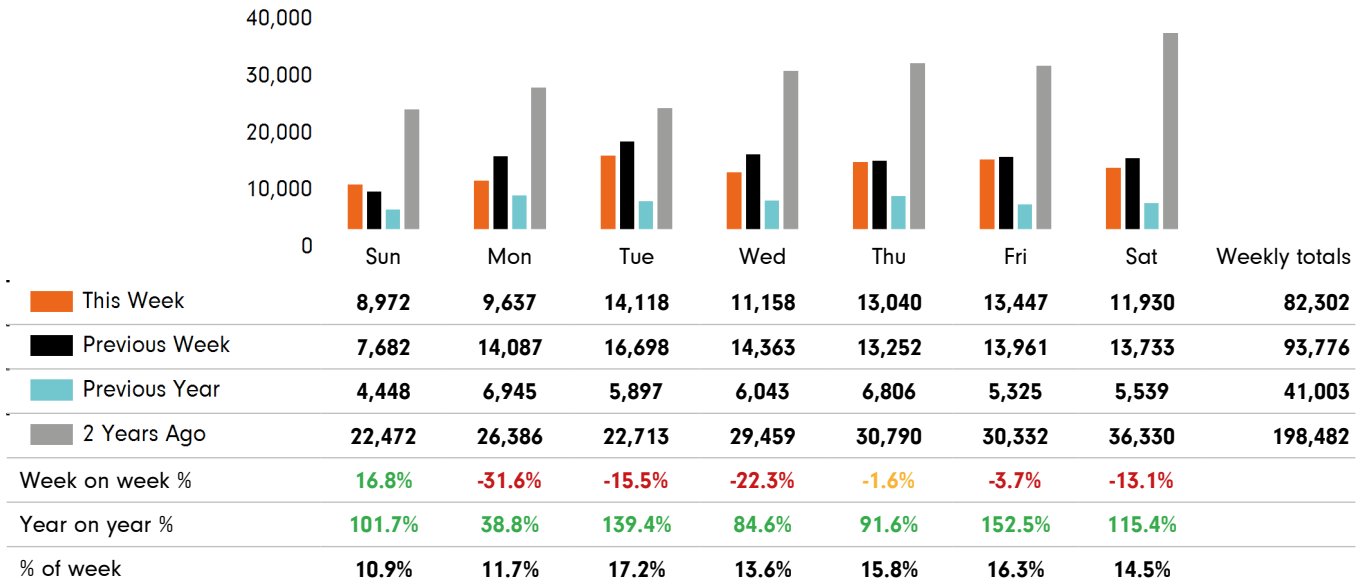


■ This Week    ■ Previous Year  
■ Previous Week    ■ 2 Years Ago

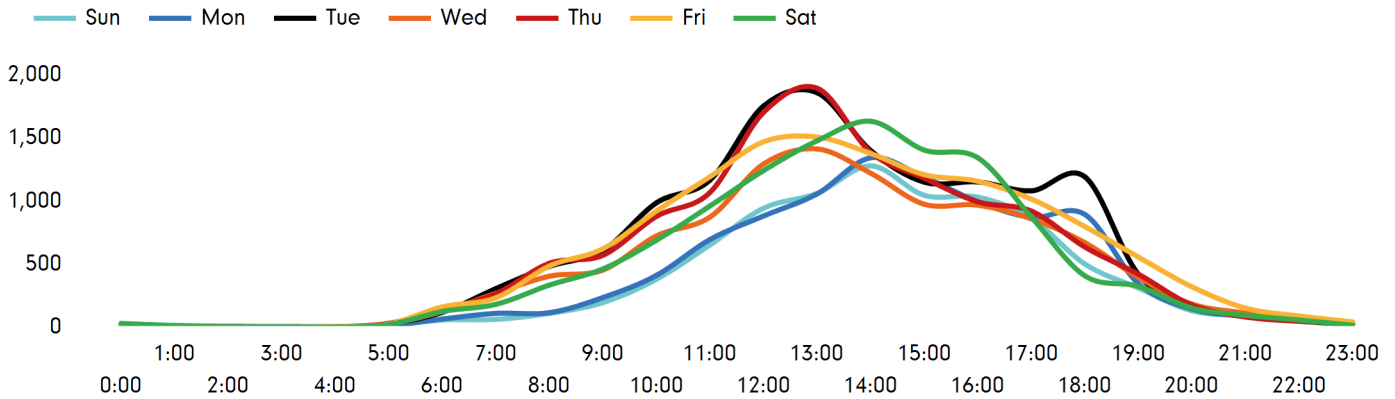
## Weather

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
This week	 13°	 8°	 7°	 8°	 11°	 11°	 9°
Previous week	 14°	 17°	 22°	 20°	 16°	 13°	 12°
Previous year	 18°	 15°	 18°	 20°	 22°	 23°	 23°

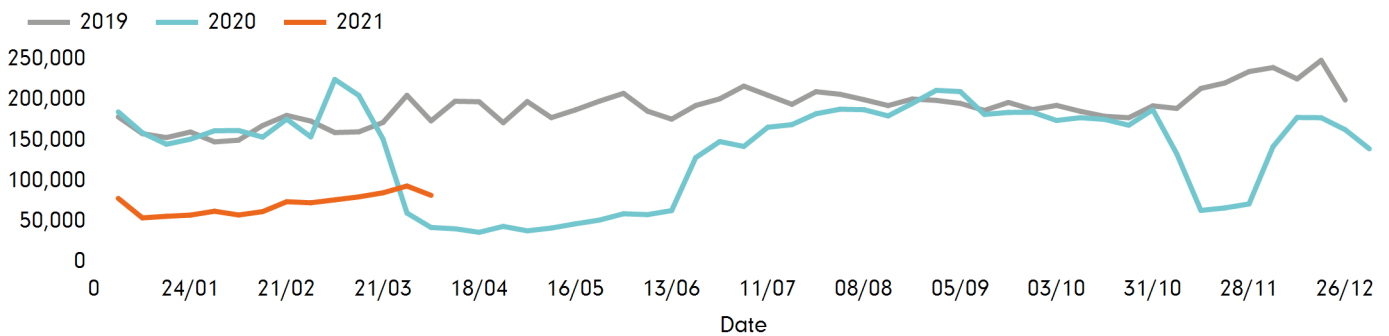
## Footfall by day



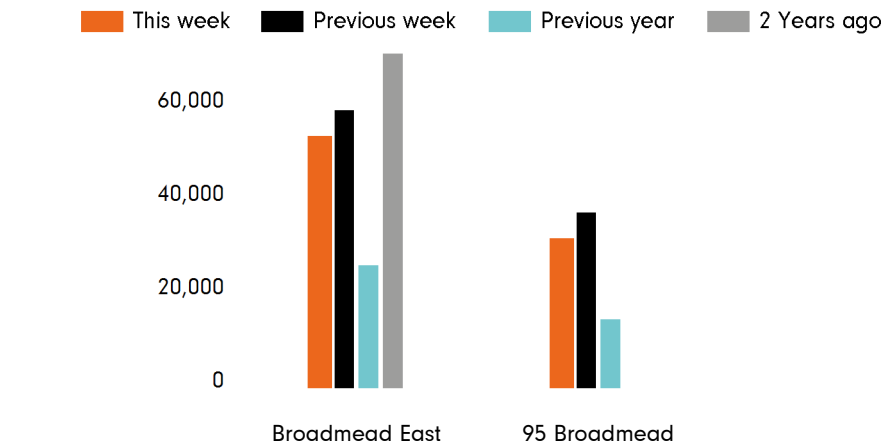
## Footfall by hour



## Footfall by week



## Footfall by location



This Week	<b>51,428</b>	<b>30,874</b>
Previous Week	<b>57,175</b>	<b>36,601</b>
Previous Year	<b>25,948</b>	<b>15,055</b>
2 Years Ago	<b>198,482</b>	
Week on week %	<b>-10.1 %</b>	<b>-15.6 %</b>
Year on Year %	<b>98.2 %</b>	<b>105.1 %</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, 2021 to Week 14, 2021 Vs Week 1, 2020 to Week 14, 2020

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week14, 2021 Vs Week 14, 2020

Week on Week % Change is the % change in footfall for this week from the previous week. Week 14 2021 Vs Week 13 2021

**2021 versus 2019 comparison follows on subsequent pages**

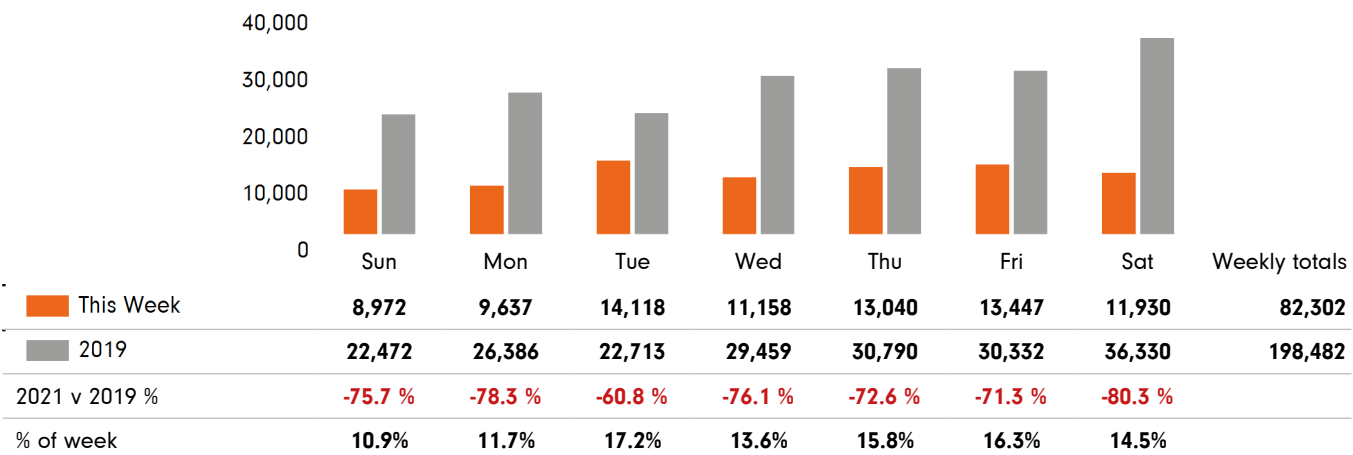
## 2019 comparison for Broadmead BID

The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2021 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section **below** and shows your current performance in 2021 against the similar time period in 2019

### Headlines

	Year to date %	Year on year %
	2021 Vs 2019	2021 Vs 2019
Broadmead BID	<b>-73.6 %</b>	<b>-74.1 %</b>
South West	<b>-67.8 %</b>	<b>-65.9 %</b>
High Street Index(Innovate)	<b>-66.6 %</b>	<b>-66.0 %</b>
High Street Index - BDSU(BDSU - Comparison)	<b>-75.9 %</b>	<b>-72.8 %</b>
UK	<b>-68.7 %</b>	<b>-65.1 %</b>

### Footfall by day



### Footfall by location

