

## Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2021	2020	2021	2020	2021	2020
Broadmead BID	<b>-48.3%</b>	<b>-27.7%</b>	<b>551.7%</b>	<b>-88.0%</b>	<b>190.1%</b>	<b>-10.7%</b>
South West	<b>8.0%</b>	<b>-28.1%</b>	<b>443.1%</b>	<b>-86.9%</b>	<b>122.4%</b>	<b>-5.0%</b>
High Street Index(Innovate)	<b>-11.8%</b>	<b>-26.1%</b>	<b>282.2%</b>	<b>-81.7%</b>	<b>104.0%</b>	<b>-2.6%</b>
High Street Index - BDSU(BDSU - Comparison)	<b>9.6%</b>	<b>-28.4%</b>	<b>494.9%</b>	<b>-90.0%</b>	<b>128.3%</b>	<b>-2.1%</b>
UK	<b>-3.2%</b>	<b>-26.5%</b>	<b>335.1%</b>	<b>-85.3%</b>	<b>93.2%</b>	<b>-4.2%</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 6,328,364 which is 50% down on the previous year.

The total number of visitors for the year to date is 1,234,878 which is 48.3% down on the previous year.

The total number of visitors to Broadmead BID in week commencing 11 April 2021 was 238,725.

The busiest day in week commencing 11 April 2021 was Saturday with 46,664 visitors.






















The peak hour of the week was 14:00 on Saturday 17 April 2021 with footfall of 5,945.

## Footfall by week

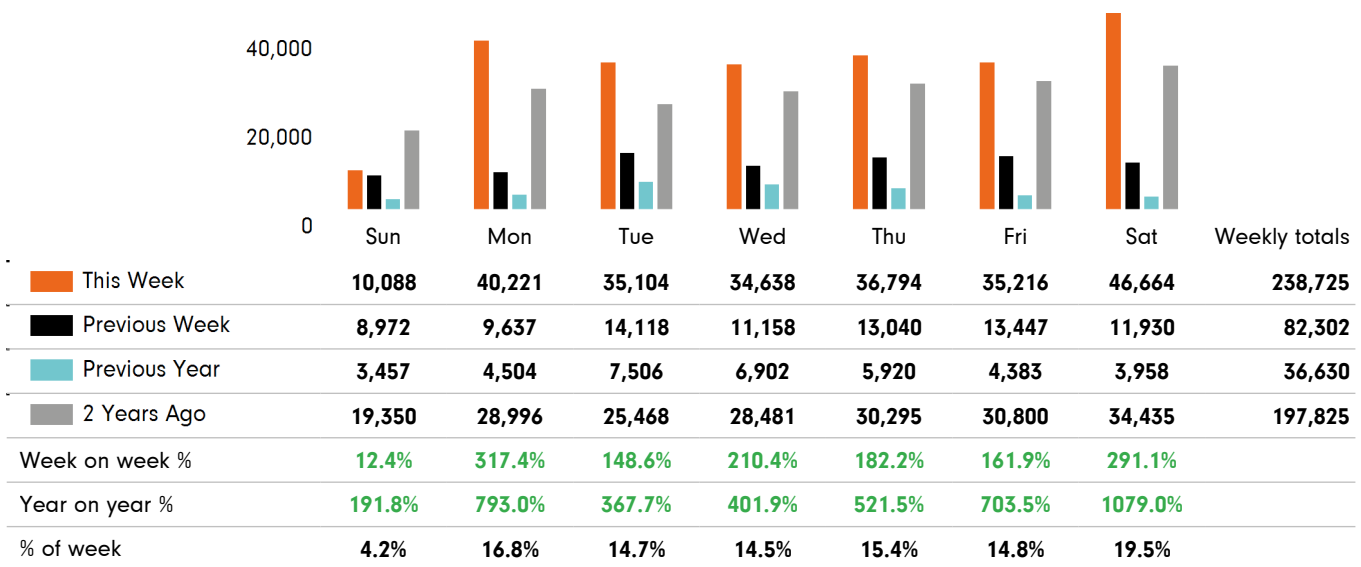


■ This Week    ■ Previous Year  
■ Previous Week    ■ 2 Years Ago

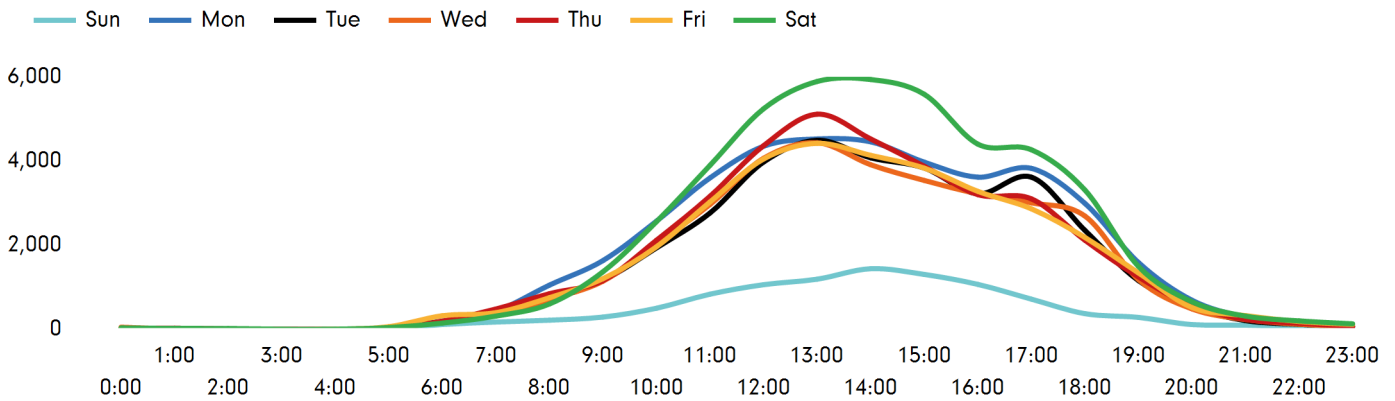
## Weather

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
This week	 9°	 10°	 12°	 13°	 11°	 12°	 13°
Previous week	 13°	 8°	 7°	 8°	 11°	 11°	 9°
Previous year	 22°	 13°	 14°	 18°	 20°	 15°	 13°

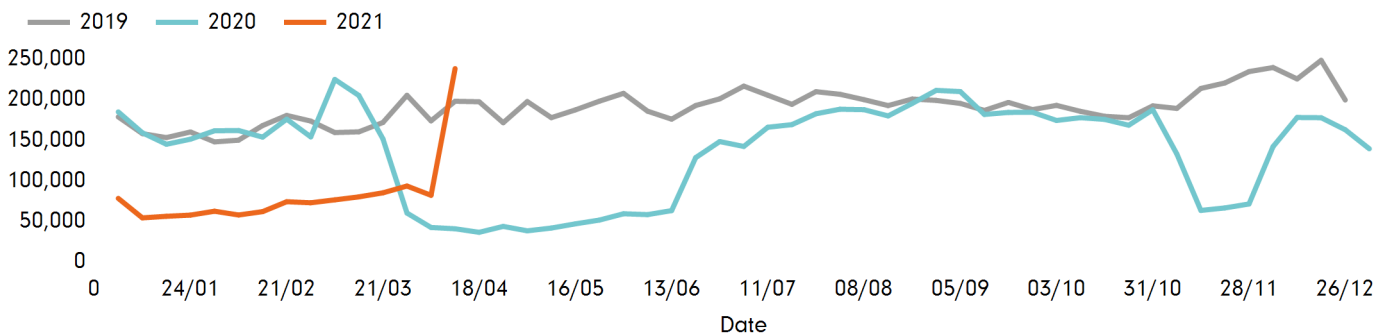
## Footfall by day



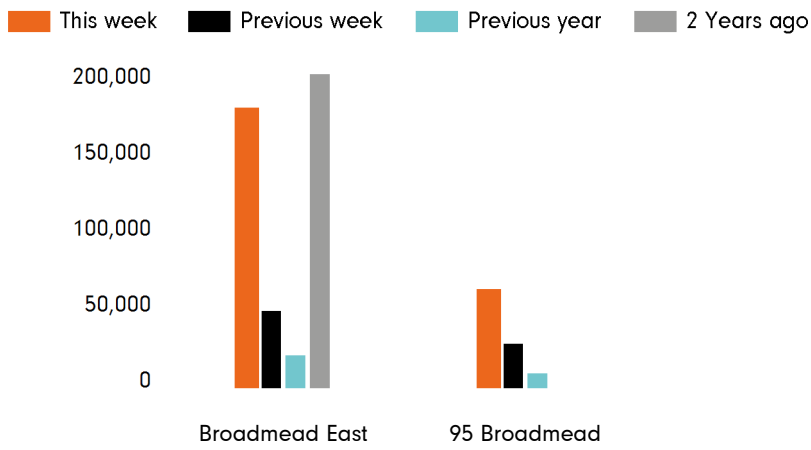
## Footfall by hour



## Footfall by week



## Footfall by location



This Week	<b>175,387</b>	<b>63,338</b>
Previous Week	<b>51,428</b>	<b>30,874</b>
Previous Year	<b>23,822</b>	<b>12,808</b>
2 Years Ago	<b>197,825</b>	
Week on week %	<b>241.0 %</b>	<b>105.1 %</b>
Year on Year %	<b>636.2 %</b>	<b>394.5 %</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. Week 1, 2021 Vs Week 1, 2020 to Week 15, 2021 Vs Week 15, 2020

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 15, 2021 Vs Week 15, 2020

Week on Week % Change is the % change in footfall for this week from the previous week. Week 15 2021 Vs Week 14 2021

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

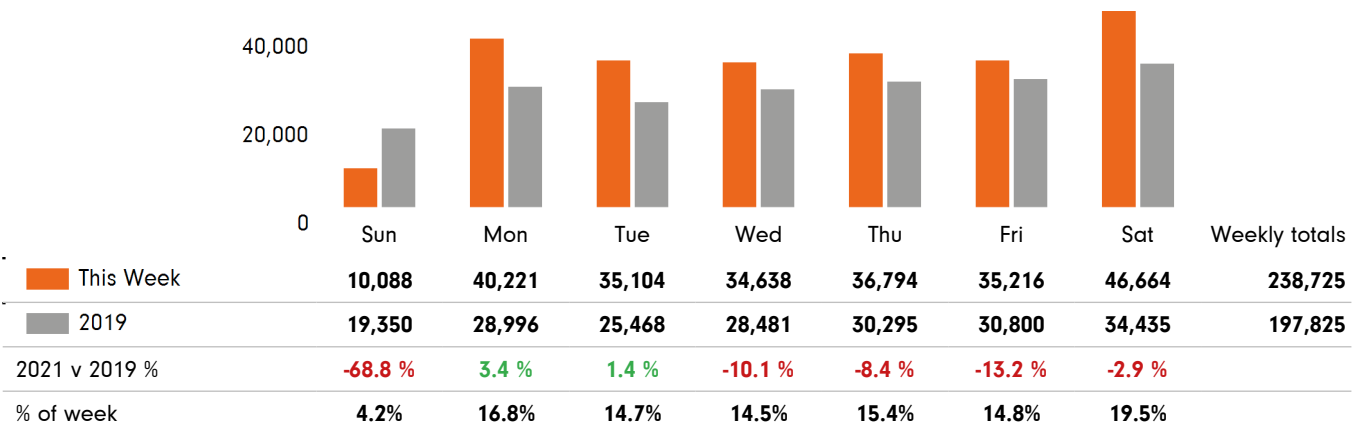
## 2019 comparison for Broadmead BID

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>-68.8 %</b>	<b>-11.3 %</b>
South West	<b>-65.2 %</b>	<b>-30.0 %</b>
High Street Index(Innovate)	<b>-64.3 %</b>	<b>-32.2 %</b>
High Street Index - BDSU(BDSU - Comparison)	<b>-73.4 %</b>	<b>-37.7 %</b>
UK	<b>-66.5 %</b>	<b>-34.9 %</b>

### Footfall by day



### Footfall by location

