

# Footfall Report for: Broadmead BID

## Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2021	2020	2021	2020	2021	2020
Broadmead BID	28.9%	-44.5%	58.7%	-46.9%	13.7%	-0.2%
South West	23.2%	-41.6%	30.8%	-34.3%	7.8%	-4.3%
High Street Index(Innovate)	15.3%	-40.0%	30.9%	-38.4%	13.1%	11.8%
High Street Index - BDSU(BDSU - Comparison)	17.7%	-48.9%	36.1%	-44.6%	5.4%	-0.3%
UK	18.4%	-44.6%	34.8%	-41.1%	6.0%	-0.8%

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

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 9,305,213 which is 25.3% up on the previous year.

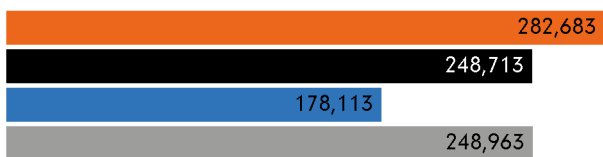
The total number of visitors for the year to date is 9,002,171 which is 28.9% up on the previous year.

The total number of visitors to Broadmead BID in week commencing 12 December 2021 was 282,683.

The busiest day in week commencing 12 December 2021 was Saturday with 50,625 visitors.






















The peak hour of the week was 14:00 on Saturday 18 December 2021 with footfall of 6,689.

## Footfall by week

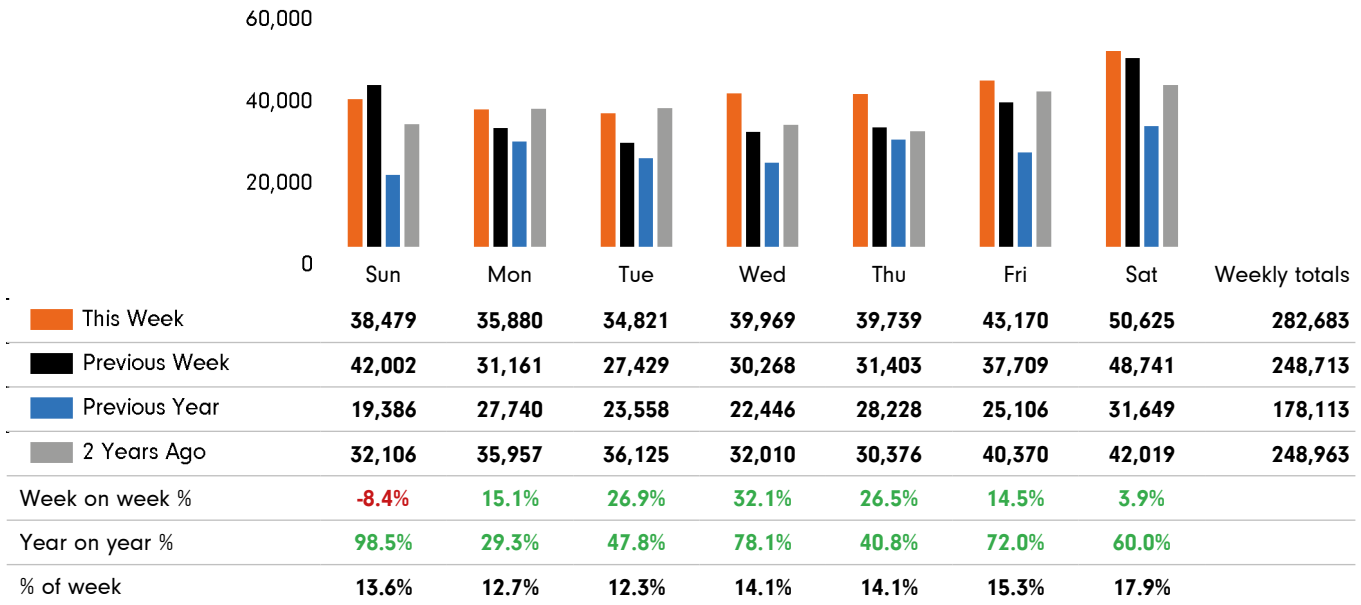


■ This Week     ■ Previous Year  
■ Previous Week     ■ 2 Years Ago

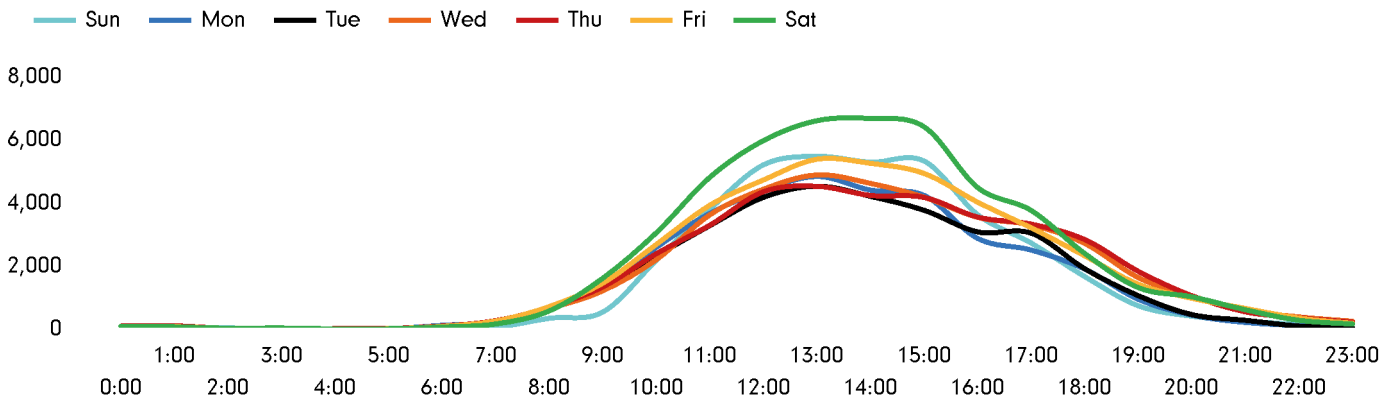
## Weather

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

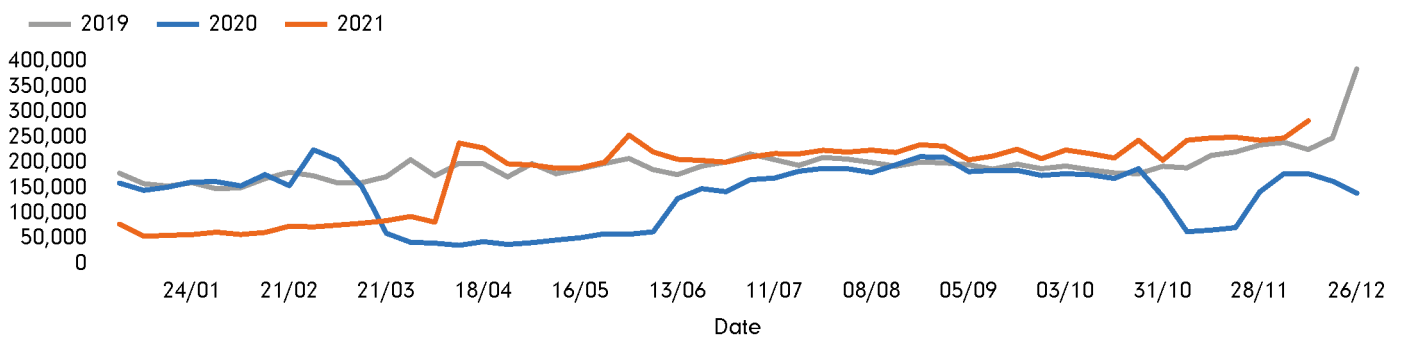
## Footfall by day



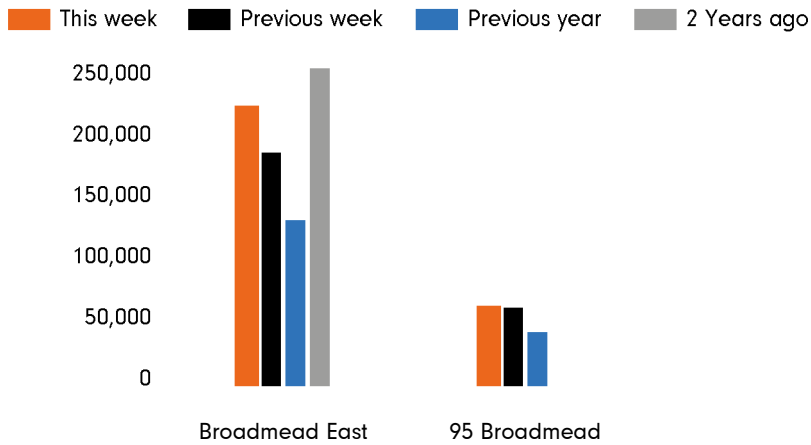
## Footfall by hour



## Footfall by week

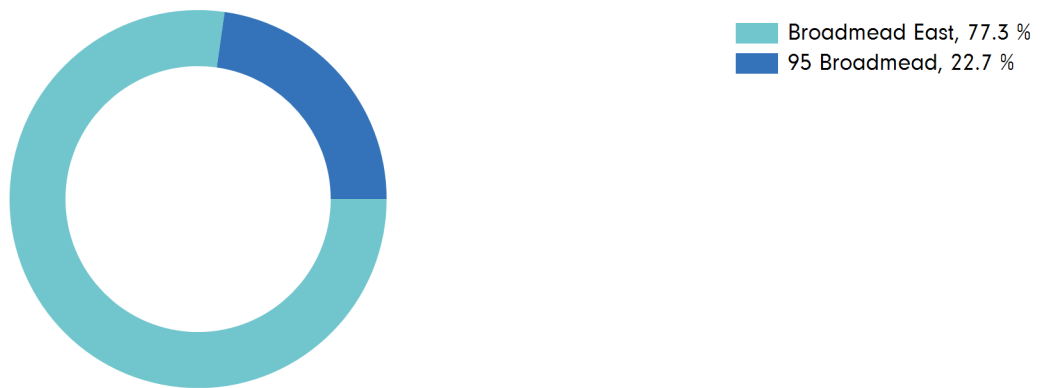


## Footfall by location



This Week	<b>218,373</b>	<b>64,310</b>
Previous Week	<b>184,039</b>	<b>64,674</b>
Previous Year	<b>132,195</b>	<b>45,918</b>
2 Years Ago	<b>248,963</b>	
Week on week %	<b>18.7 %</b>	<b>-0.6 %</b>
Year on Year %	<b>65.2 %</b>	<b>40.1 %</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. Week 1, 2021 to Week 50, 2021 Vs Week 1, 2020 to Week 50, 2020

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 50, 2021 Vs Week 50, 2020

Week on Week % Change is the % change in footfall for this week from the previous week. Week 50 2021 Vs Week 49 2021

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

## 2019 comparison for Broadmead BID

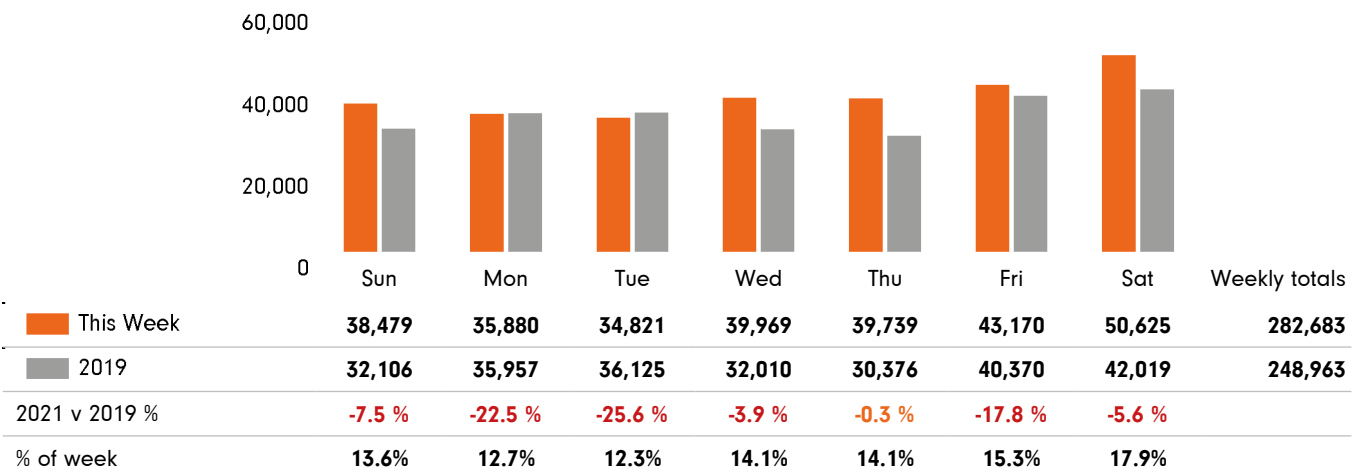
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2021 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your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

### Headlines

	Year to date % 2021 Vs 2019	Year on year % 2021 Vs 2019
Broadmead BID	<b>-33.1 %</b>	<b>-12.3 %</b>
South West	<b>-28.5 %</b>	<b>-14.2 %</b>
High Street Index(Innovate)	<b>-26.6 %</b>	<b>-19.9 %</b>
High Street Index - BDSU(BDSU - Comparison)	<b>-38.6 %</b>	<b>-22.8 %</b>
UK	<b>-31.7 %</b>	<b>-19.9 %</b>

Broadmead BID is compared to the high street index.

### Footfall by day



### Footfall by location

