

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2021	2020	2021	2020	2021	2020
Broadmead BID	29.2%	-44.4%	41.0%	-37.4%	-18.6%	-8.3%
South West	23.5%	-41.5%	37.0%	-37.2%	-12.1%	-16.1%
High Street Index(Innovate)	15.9%	-40.1%	49.4%	-43.1%	-11.9%	-22.8%
High Street Index - BDSU(BDSU - Comparison)	18.7%	-49.1%	77.4%	-59.8%	-16.1%	-37.5%
UK	19.2%	-44.8%	71.3%	-54.6%	-15.2%	-33.3%

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 9,372,109 which is 27.4% up on the previous year.

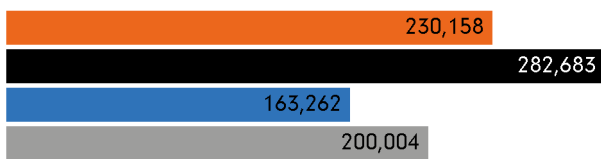
The total number of visitors for the year to date is 9,232,329 which is 29.2% up on the previous year.

The total number of visitors to Broadmead BID in week commencing 19 December 2021 was 230,158.

The busiest day in week commencing 19 December 2021 was Monday with 45,305 visitors.

The peak hour of the week was 13:00 on Monday 20 December 2021 with footfall of 6,114.

Footfall by week

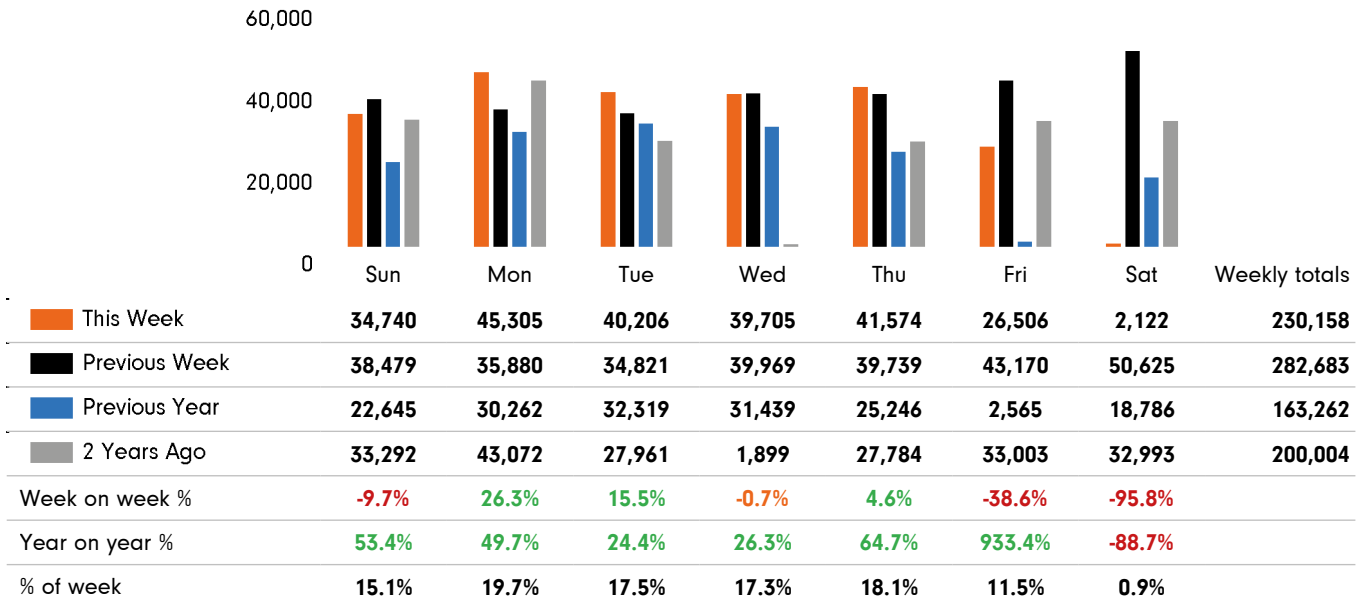


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

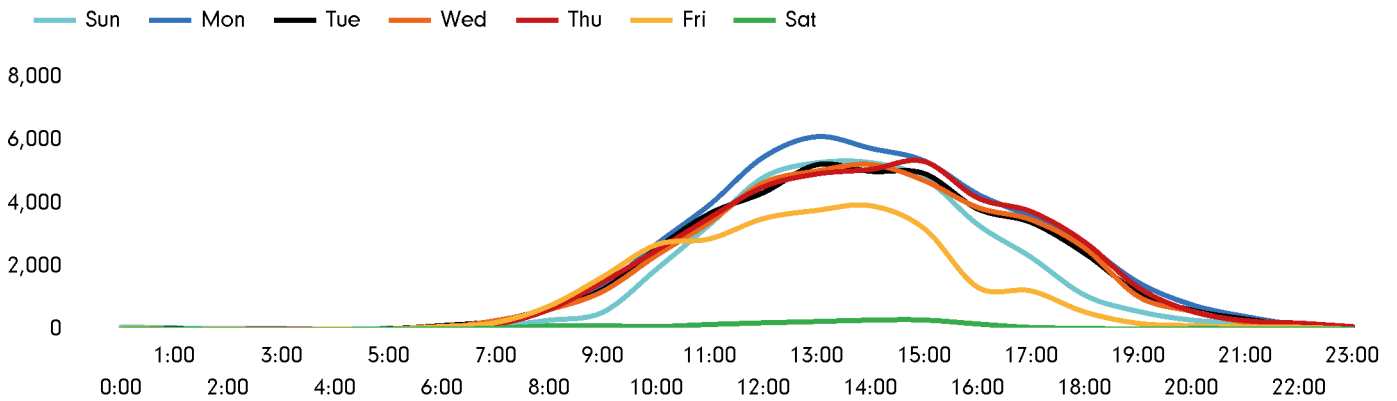
Weather

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
This week	7°	7°	6°	7°	12°	10°	9°
Previous week	13°	12°	13°	13°	12°	10°	10°
Previous year	9°	13°	10°	12°	5°	5°	10°

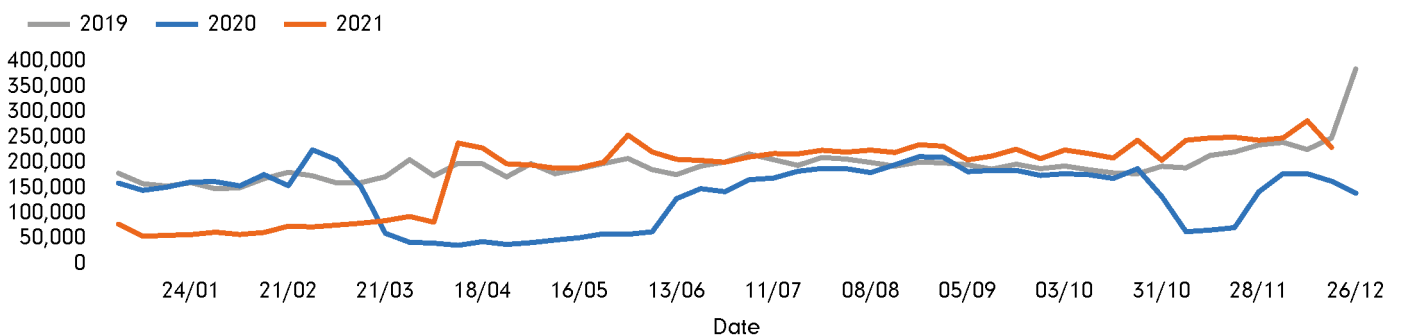
Footfall by day



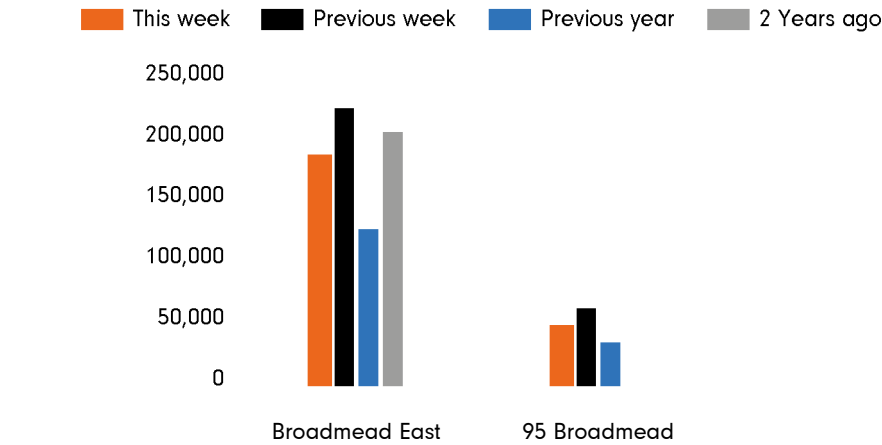
Footfall by hour



Footfall by week



Footfall by location



This Week	180,757	49,401
Previous Week	218,373	64,310
Previous Year	125,179	38,083
2 Years Ago	200,004	
Week on week %	-17.2 %	-23.2 %
Year on Year %	44.4 %	29.7 %

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 51, 2021 Vs Week 1, 2020 to Week 51, 2020

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 51, 2021 Vs Week 51, 2020

Week on Week % Change is the % change in footfall for this week from the previous week. Week 51 2021 Vs Week 50 2021

2021 versus 2019 comparison follows on subsequent pages

2019 comparison for Broadmead BID

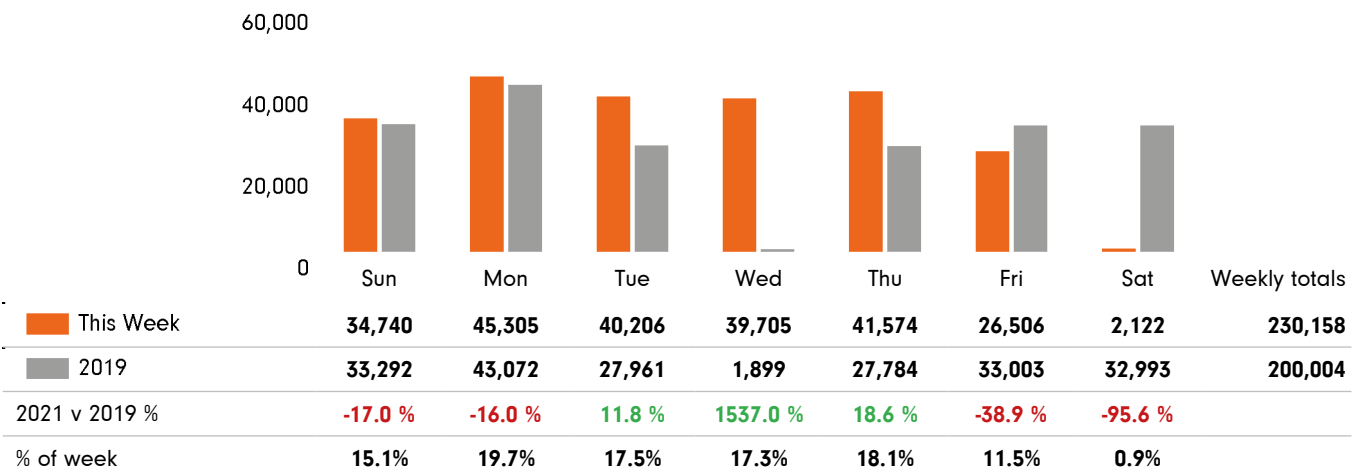
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2021 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your 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	-32.6 %	-9.6 %
South West	-28.2 %	-14.3 %
High Street Index(Innovate)	-26.2 %	-13.8 %
High Street Index - BDSU(BDSU - Comparison)	-38.3 %	-23.3 %
UK	-31.5 %	-20.0 %

Broadmead BID is compared to the high street index.

Footfall by day



Footfall by location

