

Footfall Report for: Broadmead BID

Weeks This Month: 5
Weeks Last Month: 4

Monthly Footfall

| | Year to date % | | Year on year % | | Month on month % | |
|---|----------------|--------|----------------|--------|------------------|-------|
| | 2021 | 2020 | 2021 | 2020 | 2021 | 2020 |
| Broadmead BID | 29.3% | -44.3% | 48.3% | -45.4% | 0.4% | 91.4% |
| South West | 23.8% | -41.6% | 34.7% | -41.1% | 0.8% | 67.5% |
| High Street Index(Innovate) | 16.6% | -40.4% | 42.1% | -46.3% | 3.5% | 18.5% |
| High Street Index - BDSU(BDSU - Comparison) | 19.9% | -49.5% | 56.0% | -54.8% | -1.0% | 47.5% |
| UK | 20.2% | -45.2% | 51.0% | -50.8% | -4.9% | 30.6% |

Benchmark calculations (Year on Year and Month on Month) 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 for the year to date is 9,416,104 which is 29.3% up on the previous year.

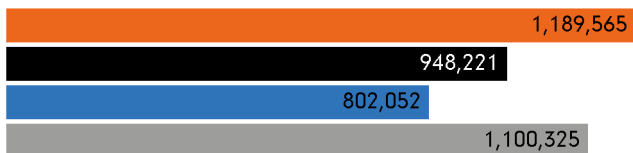
The total number of visitors to Broadmead BID in month commencing 28 November 2021 was 1,189,565.

The busiest day in month commencing 28 November 2021 was Saturday 18 December with 50,625 visitors.

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

Footfall by month

Figures shown below are calculated using monthly totals.



■ This Month ■ Previous Year
■ Previous Month ■ 2 Years Ago

Weather



| | Sun | Cloud | Rain | Snow | Menu |
|---|-----|-------|------|------|------|
| Number of days this month | 4 | 8 | 22 | 1 | |
| Number of days same month last year | 6 | 3 | 24 | 1 | 1 |
| Number of days same month two years ago | 8 | 6 | 20 | | 1 |

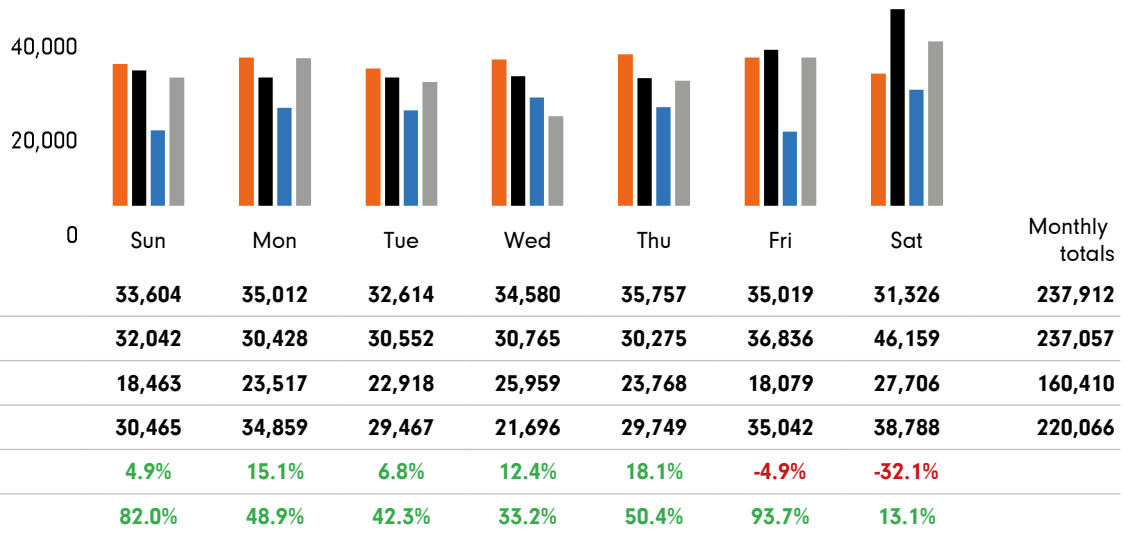
Average temperature

| | Maximum temperature | Minimum temperature |
|------|---------------------|---------------------|
| 2021 | 10° | 6° |
| 2020 | 8° | 4° |
| 2019 | 9° | 4° |

SPRINGBOARD.

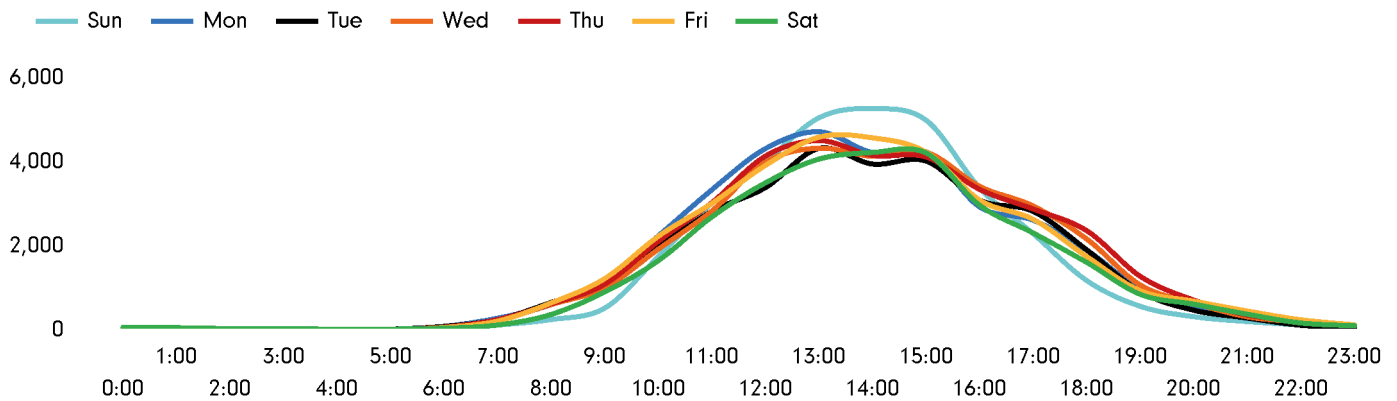
Footfall by day

The figures shown below are calculated using weekly averages.



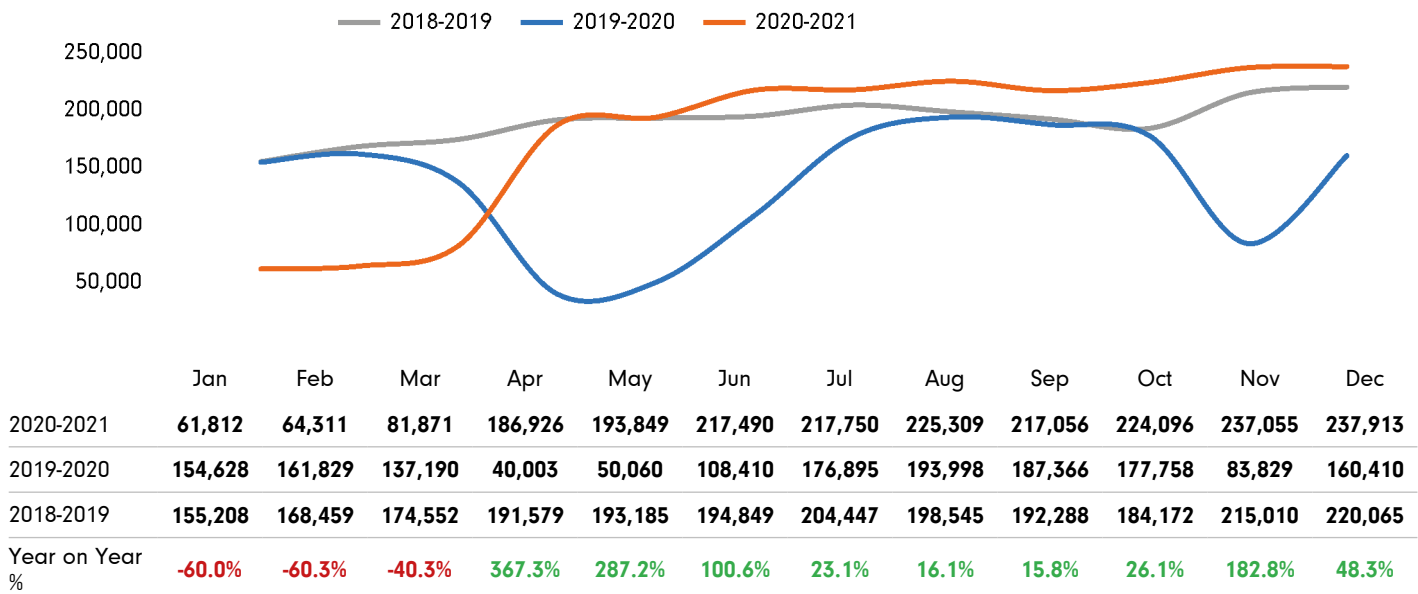
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

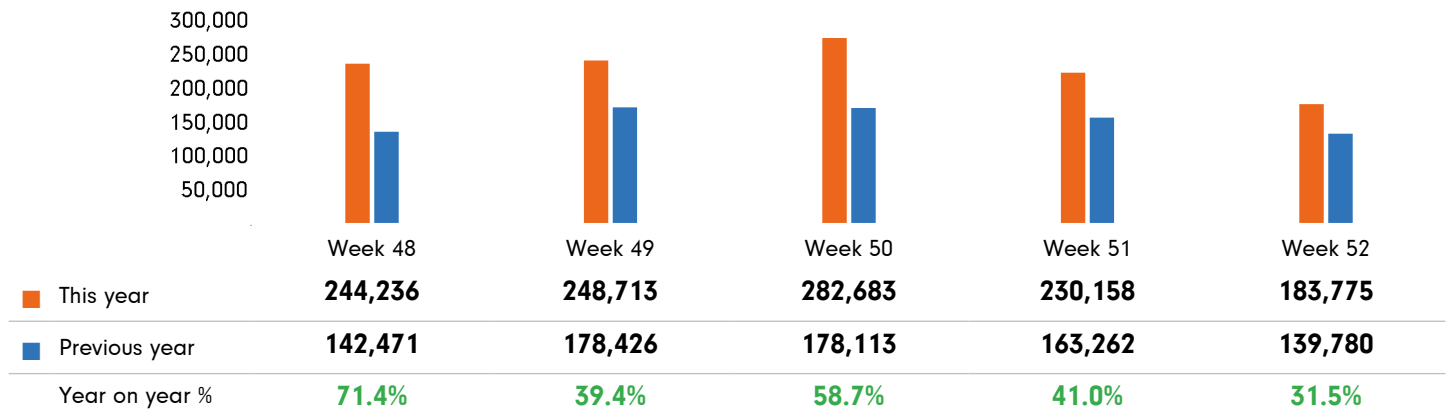
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2020-2021 period with the 2019-2020 period i.e the figure for December compares December 2021 to December 2020

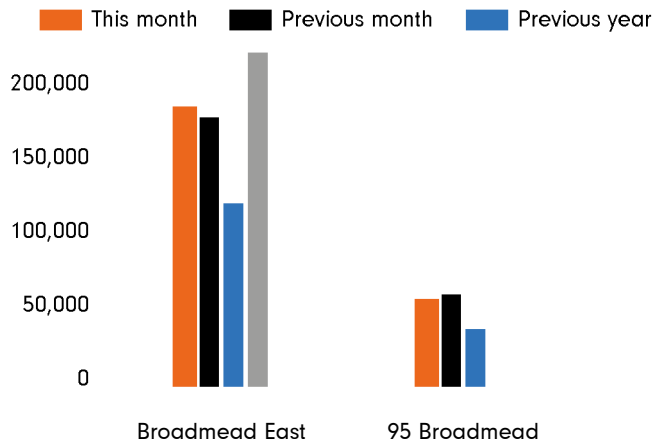
Footfall by week of month

The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.



| | | |
|----------------|----------------|---------------|
| This Month | 180,287 | 57,625 |
| Previous Month | 174,980 | 62,075 |
| Previous Year | 120,145 | 40,265 |
| 2 Years Ago | 220,065 | |
| Year on Year % | 50.1 % | 43.1 % |

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. January, 2021 to December, 2021 Vs January, 2020 to December, 2020

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 12 2021 Vs 11 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

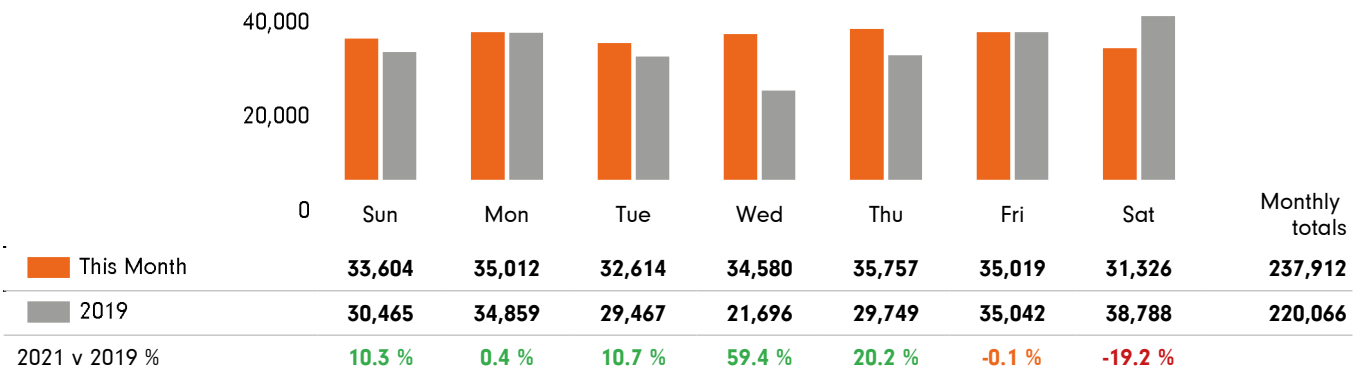
Headlines

| | Year to date % 2021 Vs 2019 | Year on year % 2021 Vs 2019 |
|---|--------------------------------|--------------------------------|
| Broadmead BID | -32.5 % | -18.1 % |
| South West | -28.0 % | -19.0 % |
| High Street Index(Innovate) | -26.1 % | -20.9 % |
| High Street Index - BDSU(BDSU - Comparison) | -38.1 % | -24.6 % |
| UK | -31.4 % | -22.2 % |

Broadmead BID is compared to the high street index.

Footfall by day

The figures shown below are calculated using weekly averages.



Footfall by location

The figures shown below are calculated using weekly averages.

