

Footfall Report for: Broadmead BID

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2022	2021	2022	2021	2022	2021
Broadmead BID	61.4%	17.6%	24.9%	26.9%	9.4%	5.1%
South West	51.7%	12.5%	13.6%	39.9%	7.7%	2.3%
High Street Index(Innovate)	51.8%	5.9%	18.0%	27.5%	5.1%	-0.2%
High Street Index - BDSU(BDSU - Comparison)	76.2%	-8.2%	32.0%	37.9%	0.3%	-0.4%
UK	62.1%	-2.1%	28.8%	37.2%	2.1%	0.0%

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 11,711,563 which is 49.4% up on the previous year.

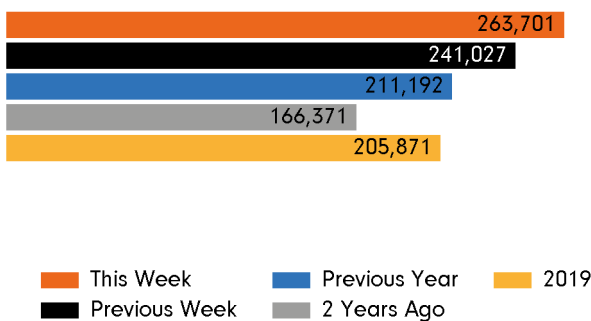
The total number of visitors for the year to date is 6,031,060 which is 61.4% up on the previous year.

The total number of visitors to Broadmead BID in week commencing 3 July 2022 was 263,701.






















The busiest day in week commencing 3 July 2022 was Saturday with 46,375 visitors.

The peak hour of the week was 12:00 on Saturday 9 July 2022 with footfall of 5,123.

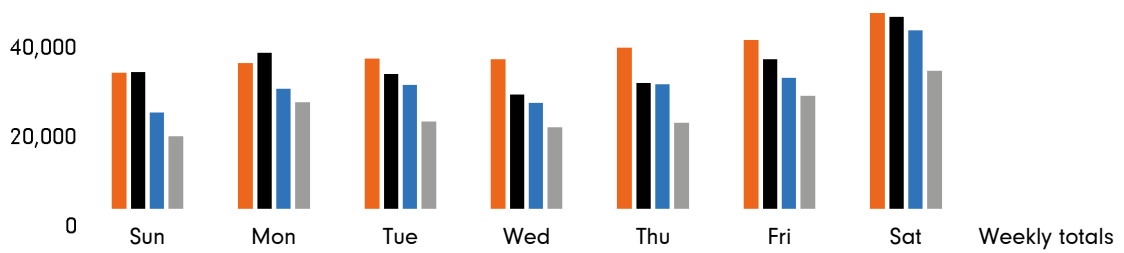
Footfall by week



Weather

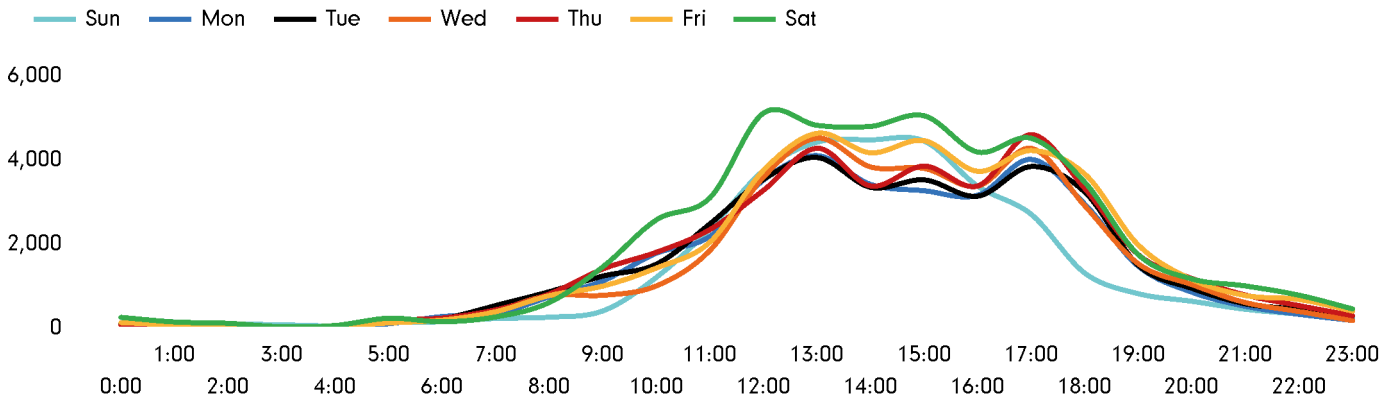
	Sun	Mon	Tue	Wed	Thu	Fri	Sat
This week	 20°	 19°	 21°	 22°	 24°	 25°	 26°
Previous week	 19°	 18°	 19°	 18°	 17°	 19°	 18°
Previous year	 18°	 19°	 18°	 20°	 22°	 19°	 19°

Footfall by day

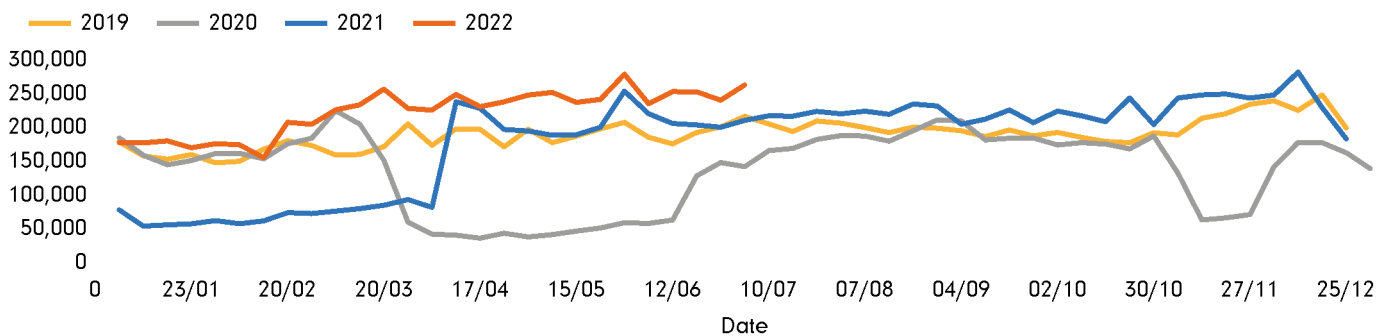


Week on week %	-0.3%	-6.6%	11.2%	29.5%	27.2%	12.3%	2.0%	
Year on year %	39.7%	20.6%	20.5%	39.0%	28.1%	27.9%	9.5%	
% of week	12.4%	13.2%	13.6%	13.5%	14.5%	15.2%	17.6%	

Footfall by hour

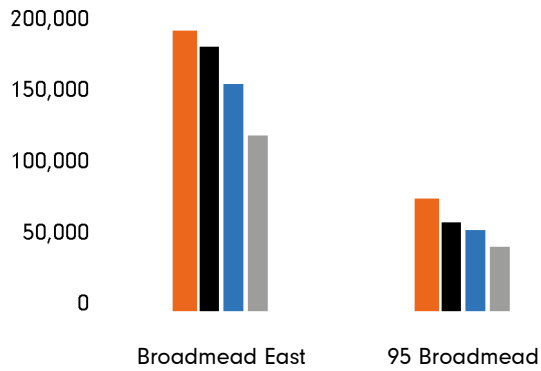


Footfall by week



Footfall by location

■ This week
 ■ Previous week
 ■ Previous year
 ■ 2 Years ago



This Week	187,361	76,340
Previous Week	178,345	62,682
Previous Year	153,800	57,392
2 Years Ago	120,025	46,346
Week on week %	5.1 %	21.8 %
Year on Year %	21.8 %	33.0 %

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, 2022 to Week 27, 2022 Vs Week 1, 2021 to Week 27, 2021

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 27, 2022 Vs Week 27, 2021

Week on Week % Change is the % change in footfall for this week from the previous week. Week 27 2022 Vs Week 26 2022

2019 Comparison for: Broadmead BID

2019 comparison for Broadmead BID

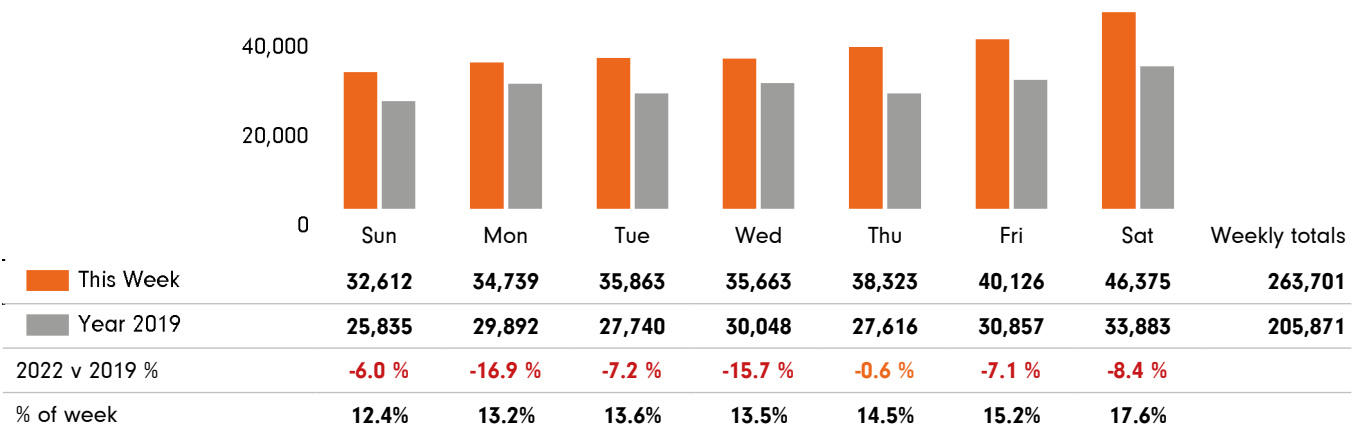
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section **below** and shows your current performance in 2022 against the similar time period in 2019

Headlines

	Year to date %	Year on year %
	2022 Vs 2019	2022 Vs 2019
Broadmead BID	-8.8 %	-9.0 %
South West	-16.6 %	-19.9 %
High Street Index(Innovate)	-18.3 %	-14.6 %
High Street Index - BDSU(BDSU - Comparison)	-21.0 %	-18.2 %
UK	-19.2 %	-16.4 %

Broadmead BID is compared to the high street index.

Footfall by day



Footfall by location

