

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2022	2021	2022	2021	2022	2021
Broadmead BID	58.9%	18.1%	15.3%	28.5%	-4.7%	3.2%
South West	49.7%	13.4%	16.3%	31.2%	5.1%	2.7%
High Street Index(Innovate)	49.7%	6.7%	12.6%	23.2%	-1.5%	3.1%
High Street Index - BDSU(BDSU - Comparison)	73.5%	-6.8%	27.6%	30.2%	-1.9%	1.5%
UK	60.0%	-0.7%	24.5%	33.2%	-0.1%	3.3%

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 11,744,875 which is 48.9% up on the previous year.

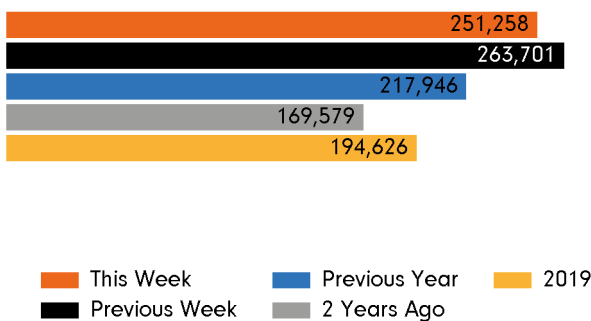
The total number of visitors for the year to date is 6,282,318 which is 58.9% up on the previous year.

The total number of visitors to Broadmead BID in week commencing 10 July 2022 was 251,258.

The busiest day in week commencing 10 July 2022 was Saturday with 46,693 visitors.

The peak hour of the week was 15:00 on Saturday 16 July 2022 with footfall of 5,756.

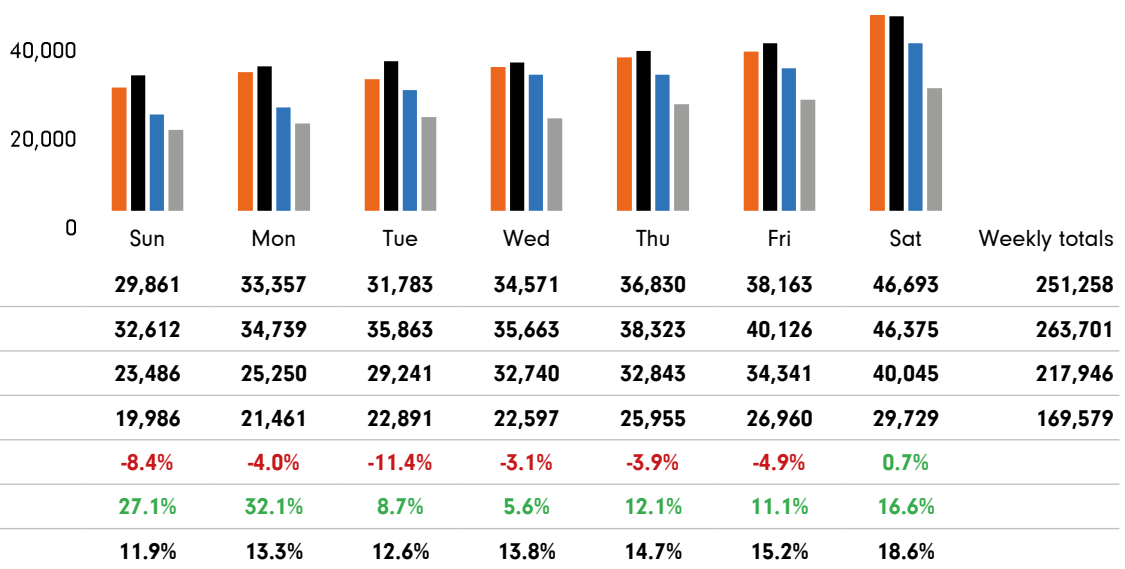
Footfall by week



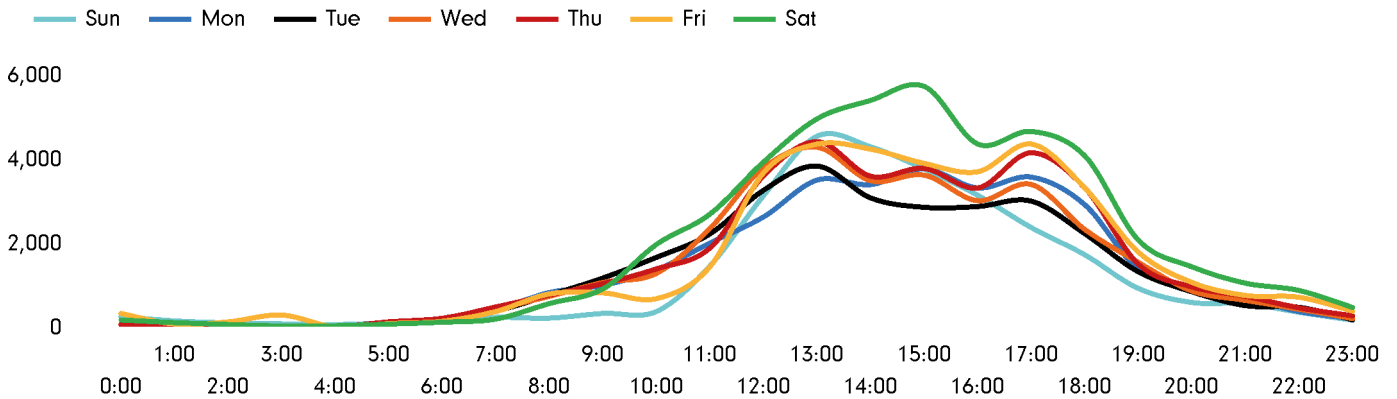
Weather

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
This week	27°	30°	26°	25°	24°	23°	27°
Previous week	20°	19°	21°	22°	24°	25°	26°
Previous year	19°	19°	23°	24°	25°	27°	29°

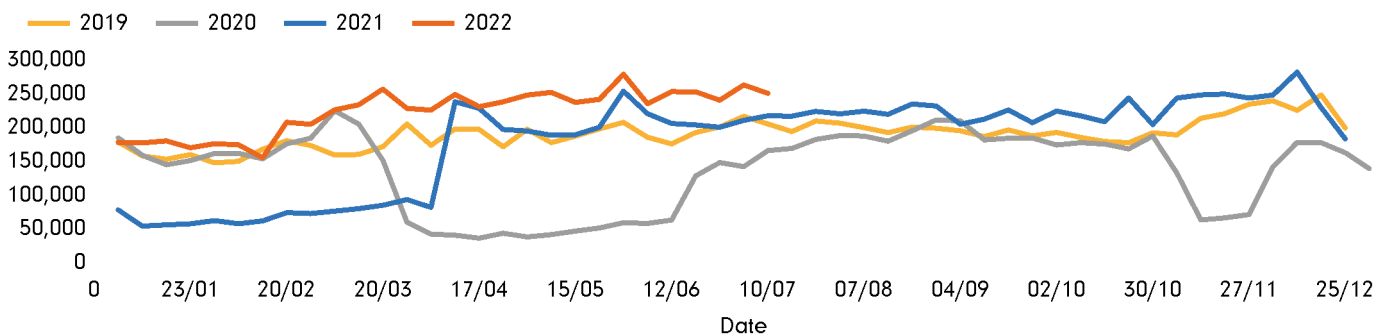
Footfall by day



Footfall by hour

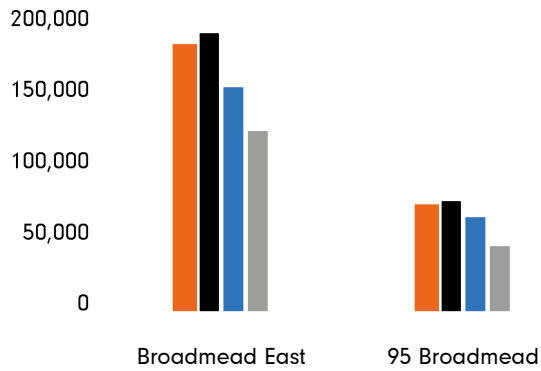


Footfall by week



Footfall by location

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



This Week	178,442	72,816
Previous Week	187,361	76,340
Previous Year	151,857	66,089
2 Years Ago	122,652	46,927
Week on week %	-4.8 %	-4.6 %
Year on Year %	17.5 %	10.2 %

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 28, 2022 Vs Week 1, 2021 to Week 28, 2021

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 28, 2022 Vs Week 28, 2021

Week on Week % Change is the % change in footfall for this week from the previous week. Week 28 2022 Vs Week 27 2022

2019 Comparison for: Broadmead BID

2019 comparison for Broadmead BID

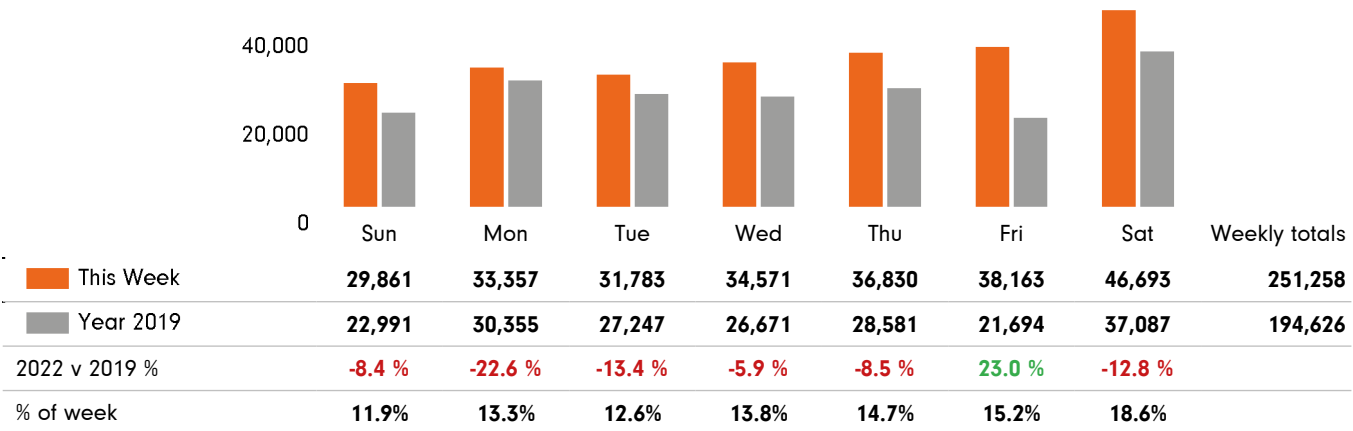
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section **below** and shows your 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 %	-8.3 %
South West	-16.8 %	-13.3 %
High Street Index(Innovate)	-18.2 %	-13.6 %
High Street Index - BDSU(BDSU - Comparison)	-20.8 %	-18.9 %
UK	-19.1 %	-15.5 %

Broadmead BID is compared to the high street index.

Footfall by day



Footfall by location

