

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2022	2021	2022	2021	2022	2021
Broadmead BID	54.5%	18.2%	17.4%	23.1%	1.2%	0.1%
South West	45.1%	14.9%	11.9%	31.2%	8.5%	1.2%
High Street Index(Innovate)	45.7%	7.4%	12.5%	20.3%	1.5%	1.5%
High Street Index - BDSU(BDSU - Comparison)	67.3%	-3.6%	24.7%	30.8%	0.0%	-0.3%
UK	55.8%	1.6%	22.7%	31.9%	2.1%	-0.5%

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 6,790,189 which is 54.5% up on the previous year.

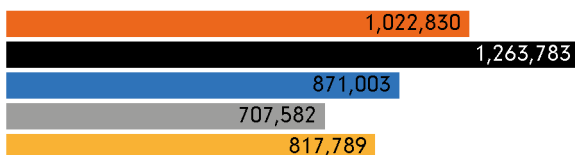
The total number of visitors to Broadmead BID in month commencing 3 July 2022 was 1,022,830.

The busiest day in month commencing 3 July 2022 was Saturday 16 July with 46,693 visitors.

The peak hour of the month was 15:00 on Saturday 23 July 2022 with footfall of 5,816.

Footfall by month

Figures shown below are calculated using monthly totals.



■ This Month ■ Previous Year ■ 2019
■ Previous Month ■ 2 Years Ago

Weather



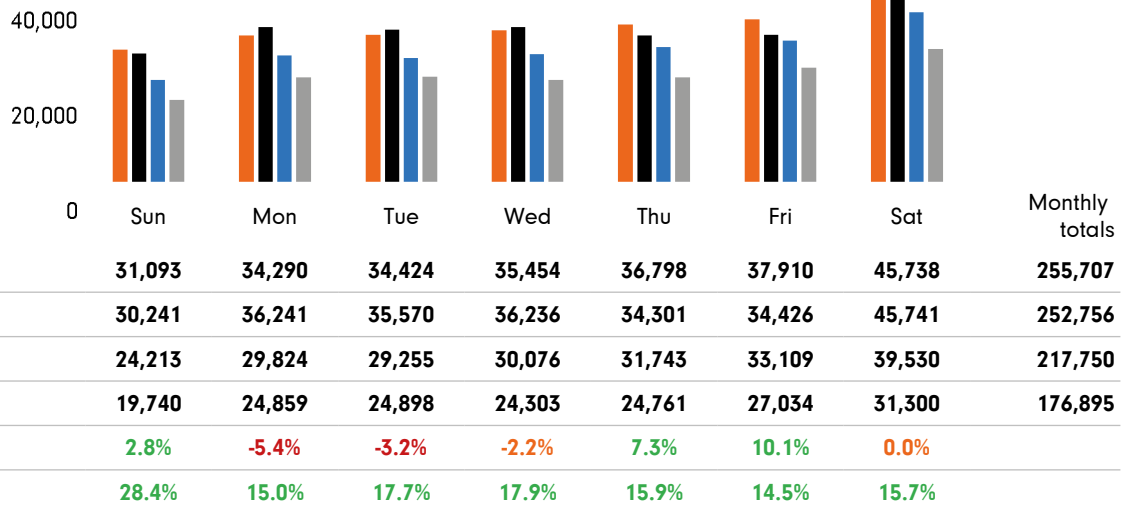
Number of days this month	14	7	7
Number of days same month last year	14	1	13
Number of days same month two years ago	14	6	8

Average temperature

	Maximum temperature	Minimum temperature
2022	25°	14°
2021	23°	15°
2020	21°	13°

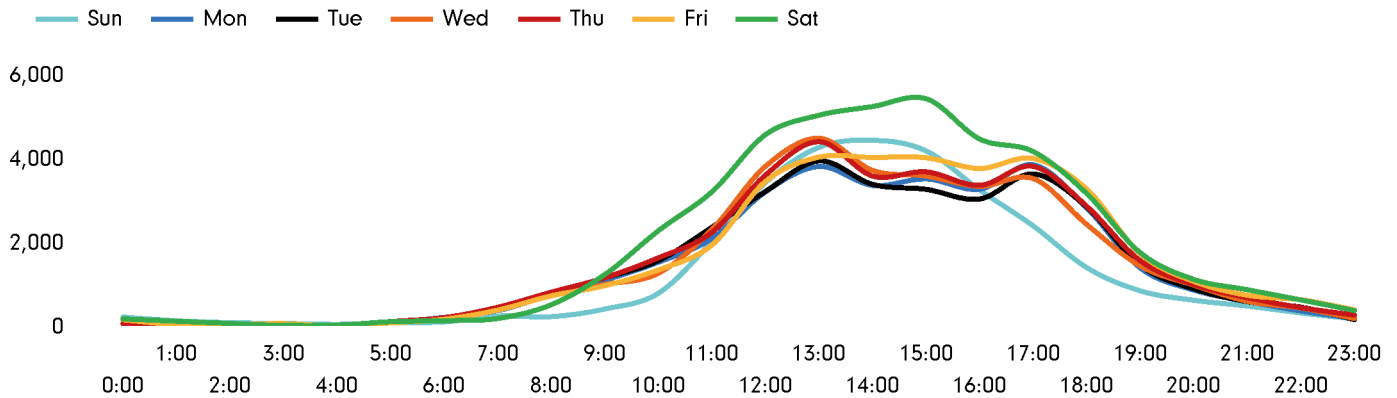
Footfall by day

The figures shown below are calculated using weekly averages.



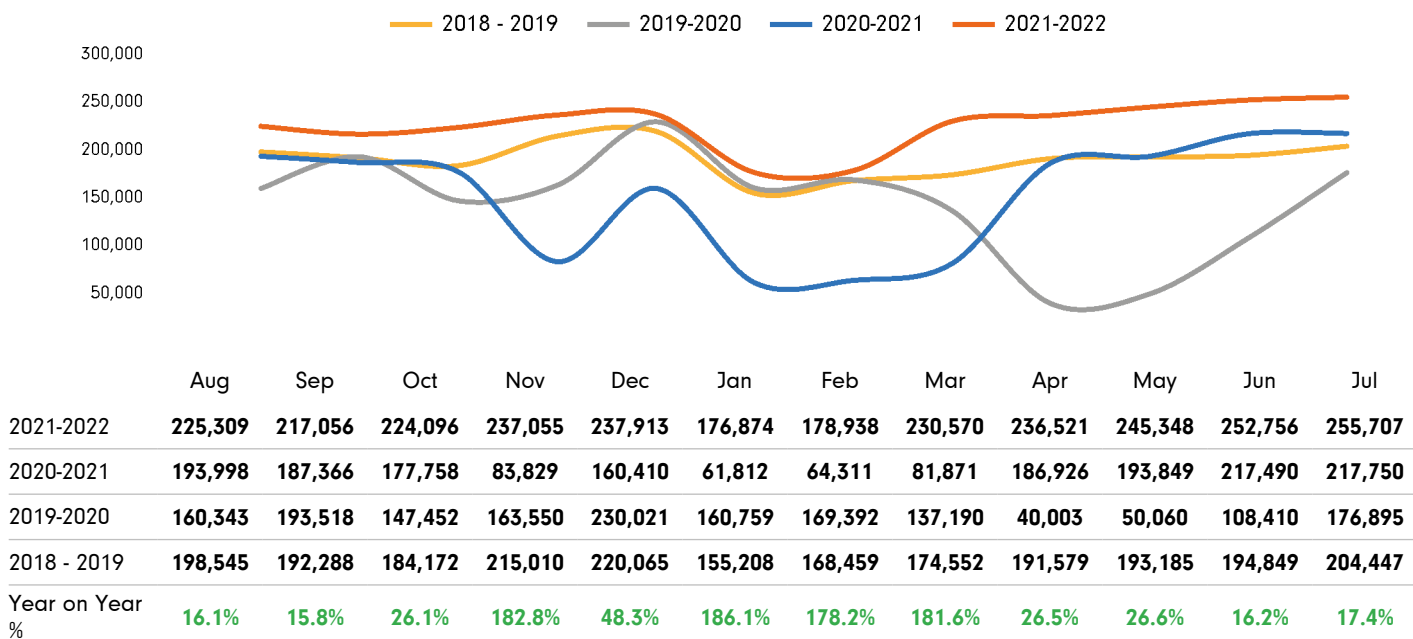
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

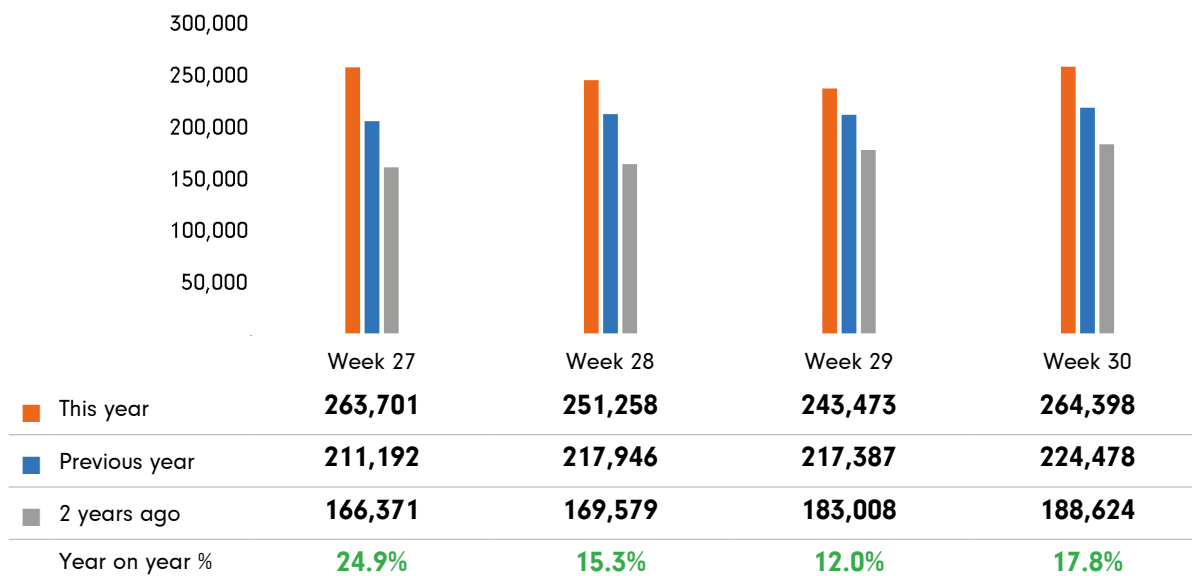
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2021-2022 period with the 2020-2021 period i.e the figure for July compares July 2022 to July 2021

Footfall by week of month

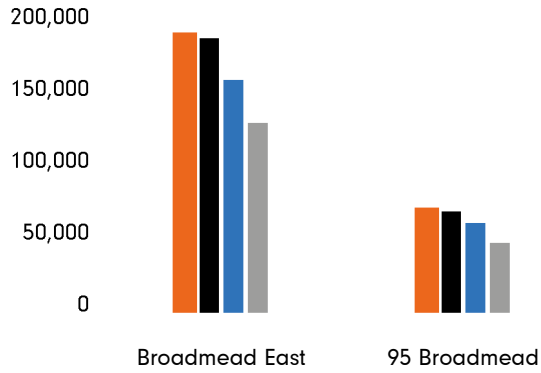
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

■ This month
 ■ Previous month
 ■ Previous year
 ■ 2 Years ago



This Month	185,046	70,660
Previous Month	183,187	69,569
Previous Year	155,562	62,188
2 Years Ago	127,803	49,092
Year on Year %	19.0 %	13.6 %

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, 2022 to July, 2022 Vs January, 2021 to July, 2021

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 7 2022 Vs 6 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

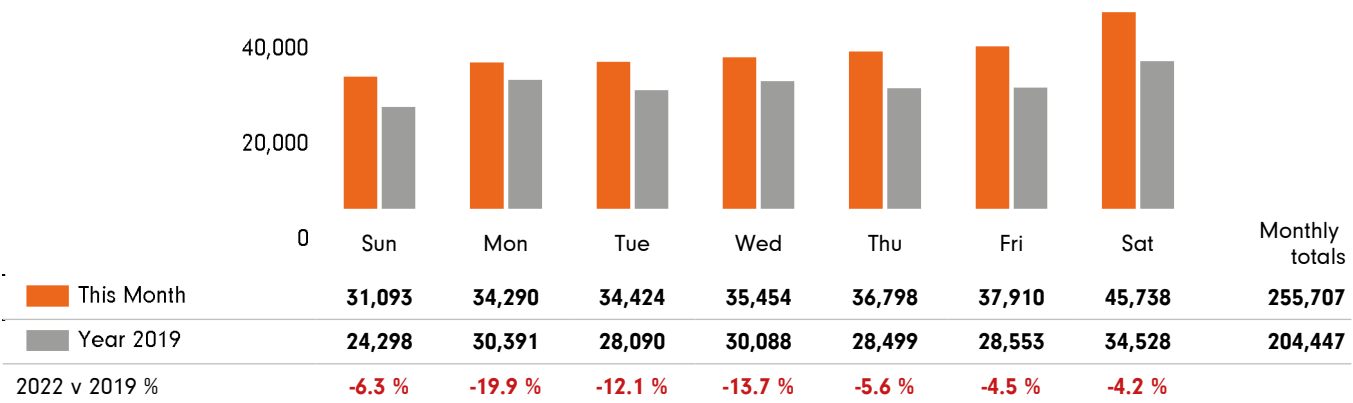
Headlines

	Year to date % 2022 Vs 2019	Year on year % 2022 Vs 2019
Broadmead BID	-8.9 %	-9.5 %
South West	-16.9 %	-17.2 %
High Street Index(Innovate)	-18.1 %	-15.1 %
High Street Index - BDSU(BDSU - Comparison)	-20.7 %	-18.9 %
UK	-19.0 %	-17.0 %

Broadmead BID is compared to the high street index.

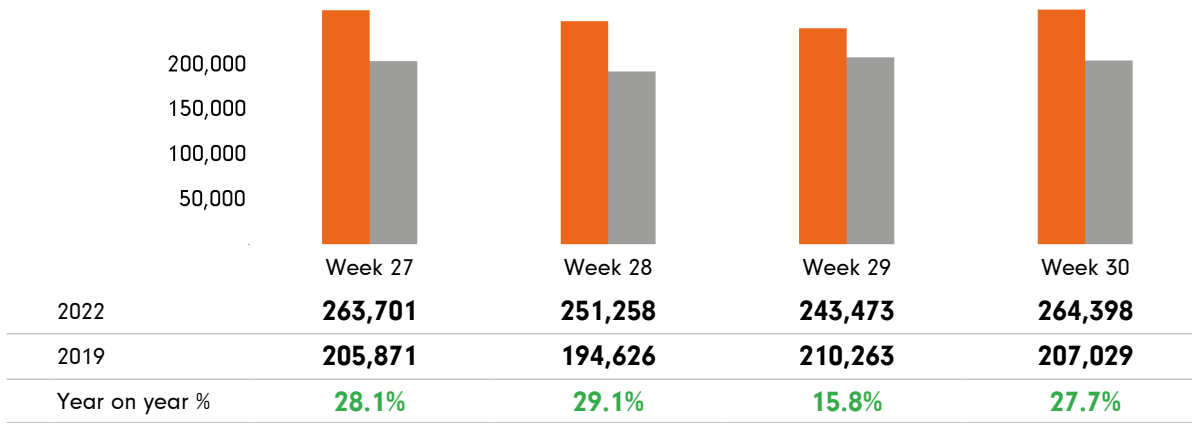
Footfall by day

The figures shown below are calculated using weekly averages.



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.

