

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2022	2021	2022	2021	2022	2021
Broadmead BID	54.5%	18.2%	17.8%	19.0%	8.6%	3.3%
South West	45.1%	14.9%	10.2%	26.3%	7.0%	5.7%
High Street Index(Innovate)	45.9%	7.6%	14.7%	15.6%	7.6%	0.2%
High Street Index - BDSU(BDSU - Comparison)	67.9%	-4.1%	22.5%	30.3%	8.2%	5.3%
UK	55.8%	1.6%	22.5%	26.7%	7.1%	0.3%

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 11,810,881 which is 48.4% up on the previous year.

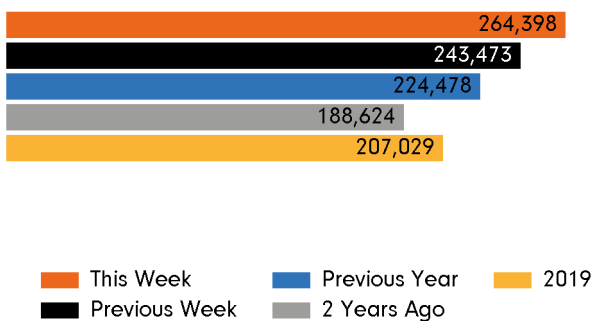
The total number of visitors for the year to date is 6,790,189 which is 54.5% up on the previous year.

The total number of visitors to Broadmead BID in week commencing 24 July 2022 was 264,398.

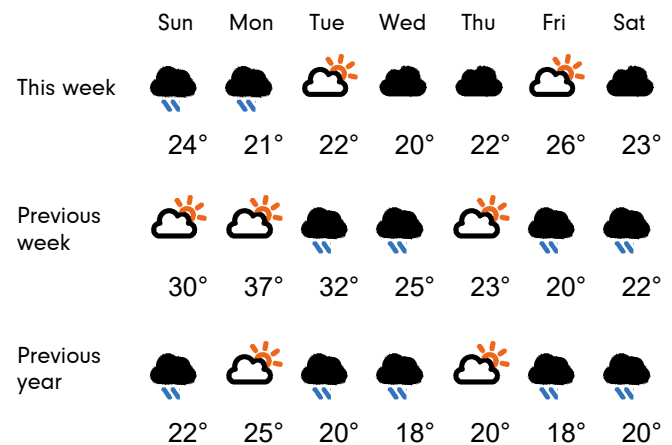
The busiest day in week commencing 24 July 2022 was Saturday with 44,570 visitors.

The peak hour of the week was 14:00 on Saturday 30 July 2022 with footfall of 5,399.

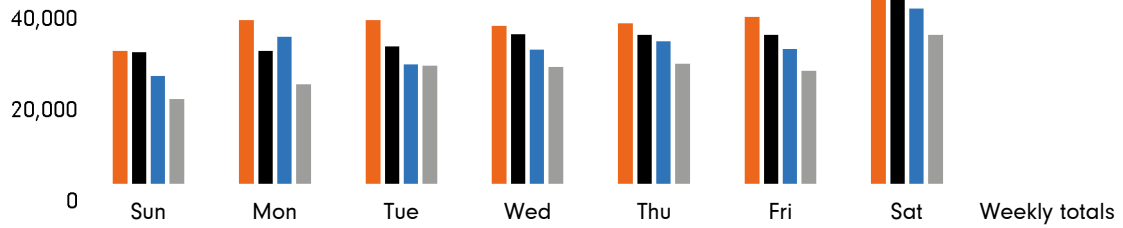
Footfall by week



Weather

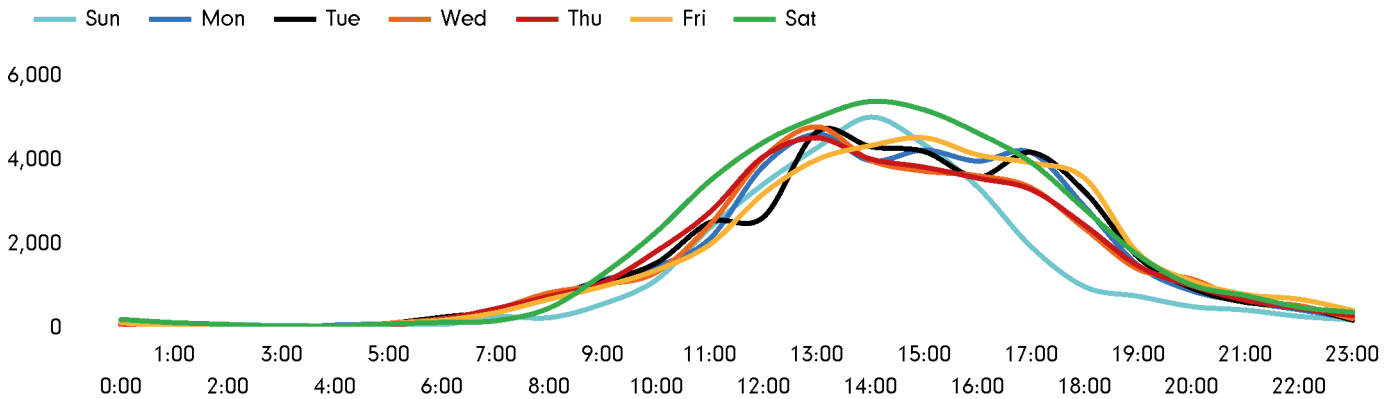


Footfall by day

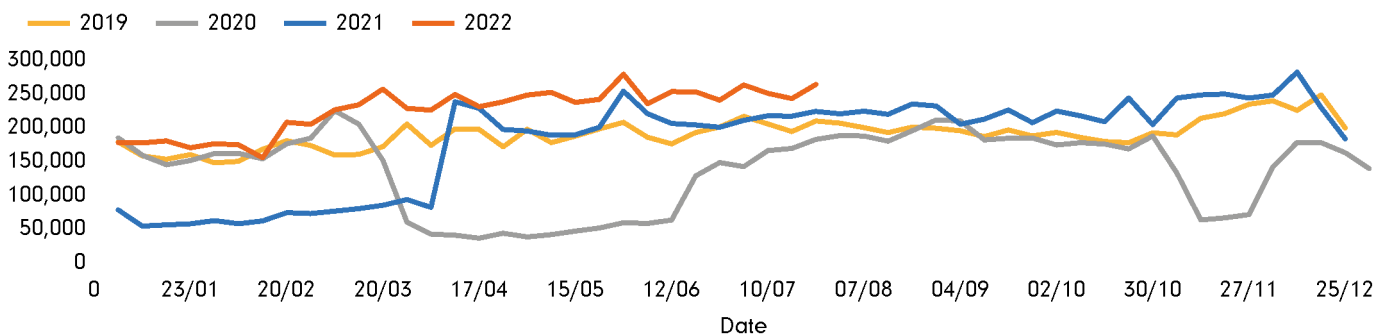


Week on week %	0.7%	22.4%	18.5%	5.5%	7.3%	11.7%	-1.6%	
Year on year %	22.4%	10.8%	35.6%	17.3%	12.2%	22.6%	9.7%	
% of week	11.7%	14.4%	14.4%	13.9%	14.1%	14.6%	16.9%	

Footfall by hour

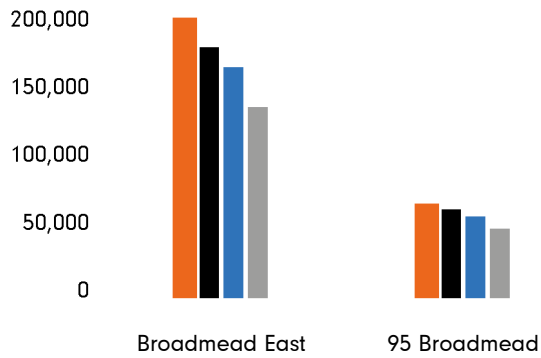


Footfall by week



Footfall by location

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



This Week	196,602	67,796
Previous Week	177,782	65,691
Previous Year	163,916	60,562
2 Years Ago	136,475	52,149
Week on week %	10.6 %	3.2 %
Year on Year %	19.9 %	11.9 %

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 30, 2022 Vs Week 1, 2021 to Week 30, 2021

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 30, 2022 Vs Week 30, 2021

Week on Week % Change is the % change in footfall for this week from the previous week. Week 30 2022 Vs Week 29 2022

2019 Comparison for: Broadmead BID

2019 comparison for Broadmead BID

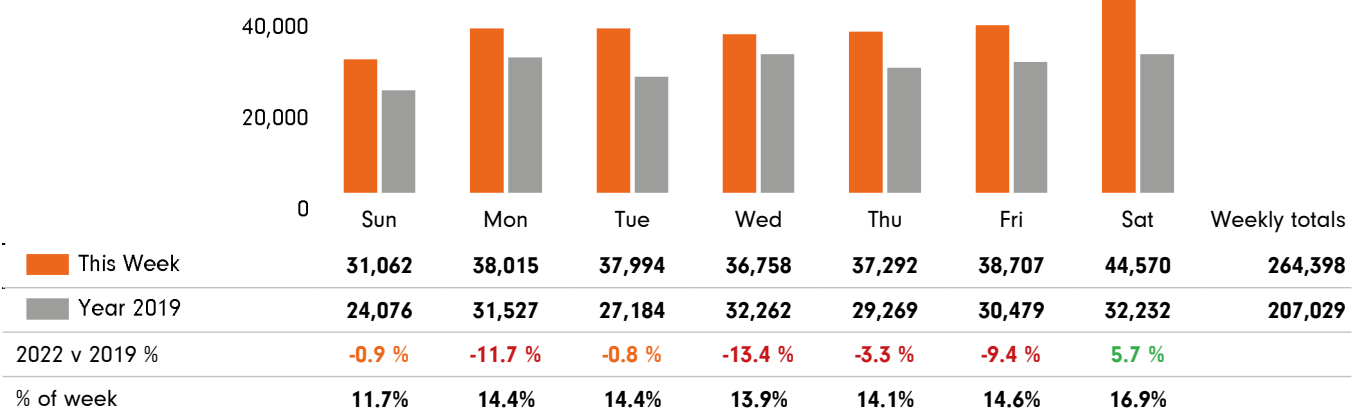
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section **below** and shows your 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	-8.9 %	-5.0 %
South West	-16.9 %	-15.3 %
High Street Index(Innovate)	-18.1 %	-12.9 %
High Street Index - BDSU(BDSU - Comparison)	-20.7 %	-17.0 %
UK	-19.0 %	-16.2 %

Broadmead BID is compared to the high street index.

Footfall by day



Footfall by location

