

Footfall Report for: Broadmead BID

Weeks This Month: 5
Weeks Last Month: 4

Monthly Footfall Counts

	Year to date %		Year on year %		Month on month %	
	2023	2022	2023	2022	2023	2022
Broadmead BID	-1.6%	35.4%	-10.6%	24.0%	3.1%	1.3%
South West	2.0%	23.4%	-1.8%	12.3%	12.7%	14.7%
High Street Index(Innovate)	0.2%	27.7%	-6.2%	12.9%	4.5%	3.0%
High Street Index - BDSU (BDSU - Comparison)	4.6%	38.5%	1.3%	21.3%	9.1%	7.8%
UK	3.3%	30.8%	1.2%	12.7%	3.7%	1.6%

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

Headlines

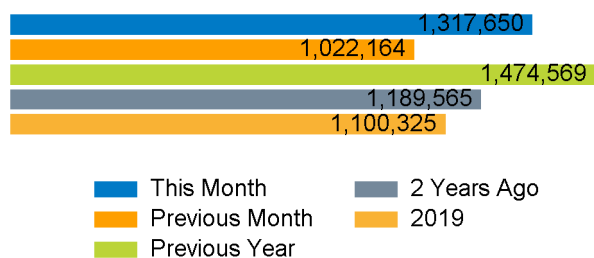
The total number of visitors for the year to date is 12,548,256 which is 1.6% down on the previous year.

The total number of visitors to Broadmead BID in month commencing 26 November 2023 was 1,317,650.

The busiest day in month commencing 26 November 2023 was Saturday 16 December with 54,767 visitors.

The peak hour of the month was 14:00 on Saturday 16 December 2023 with footfall of 6,798.

Footfall Counts by month



Figures shown below are calculated using monthly totals.

Weather



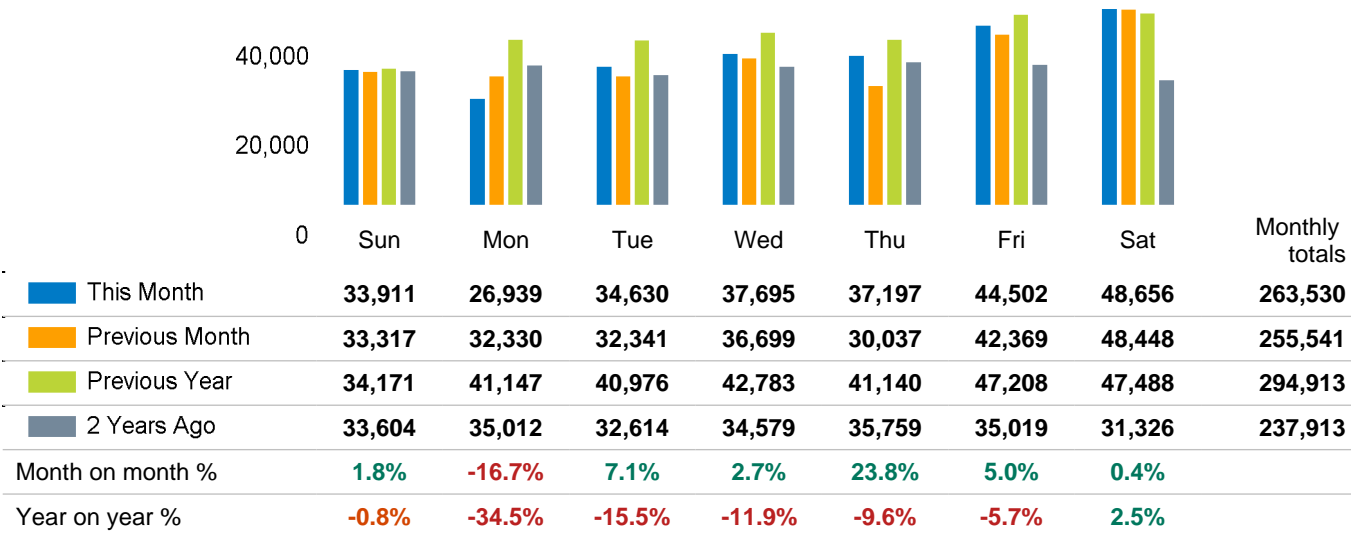
Number of days this month	4	27	4	
Number of days same month last year	17	9	4	5
Number of days same month two years ago	4	8	23	

Average temperature

	Maximum temperature	Minimum temperature
2023	10°	5°
2022	8°	3°
2021	10°	6°

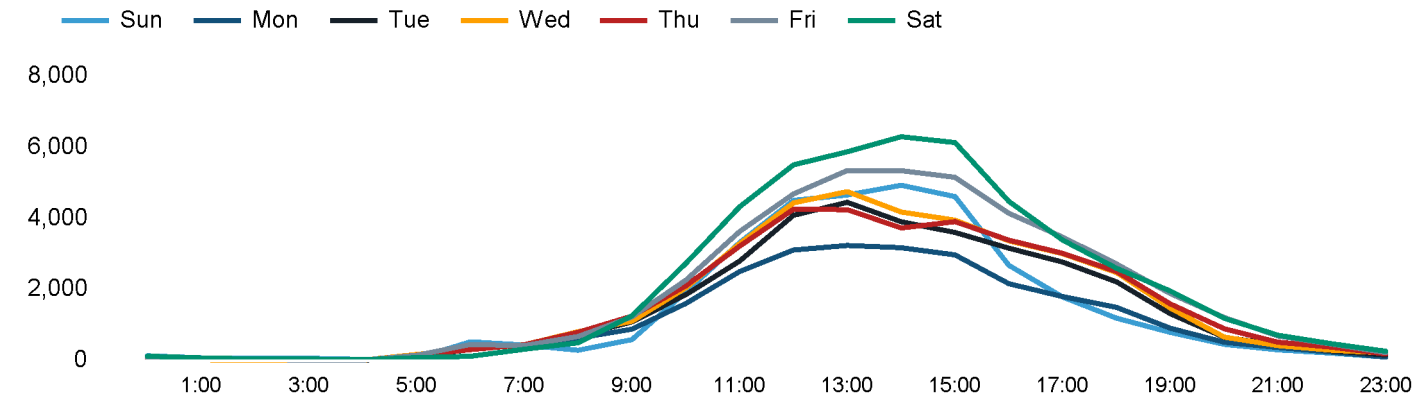
Footfall Counts by day

The figures shown below are calculated using weekly averages.



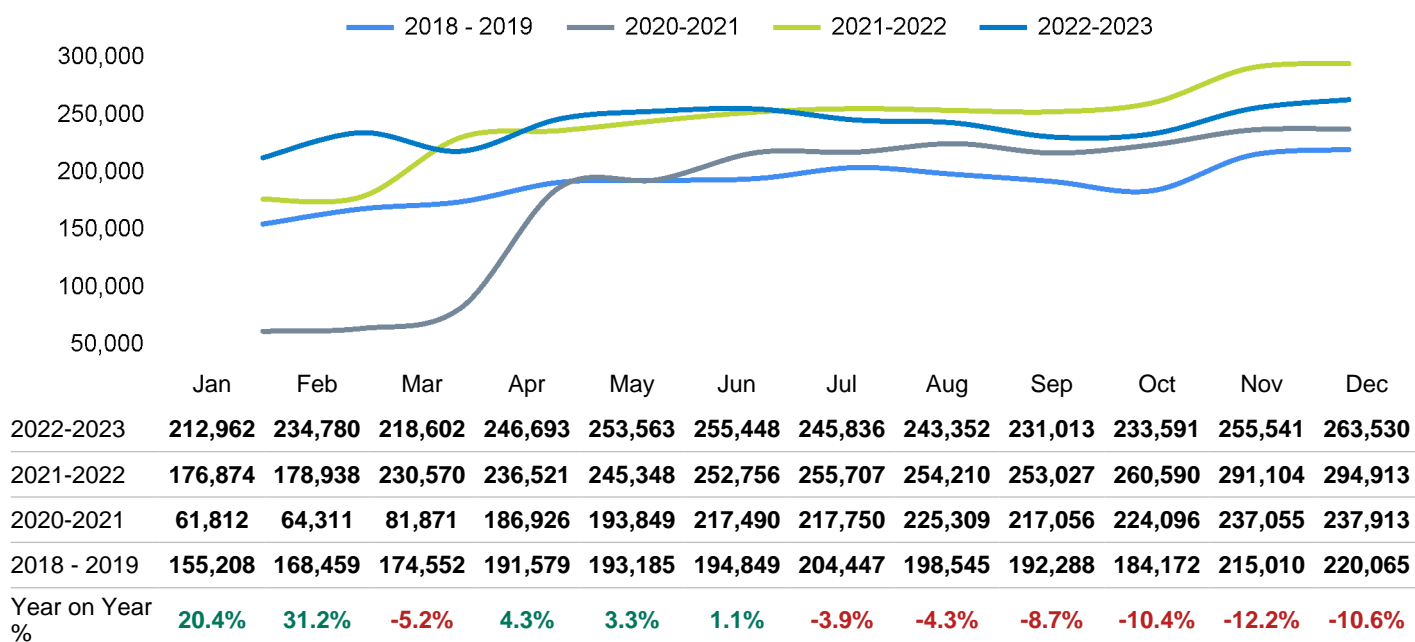
Footfall Counts by hour

The figures shown below are calculated using a weekly average



Footfall Counts - rolling 12 months

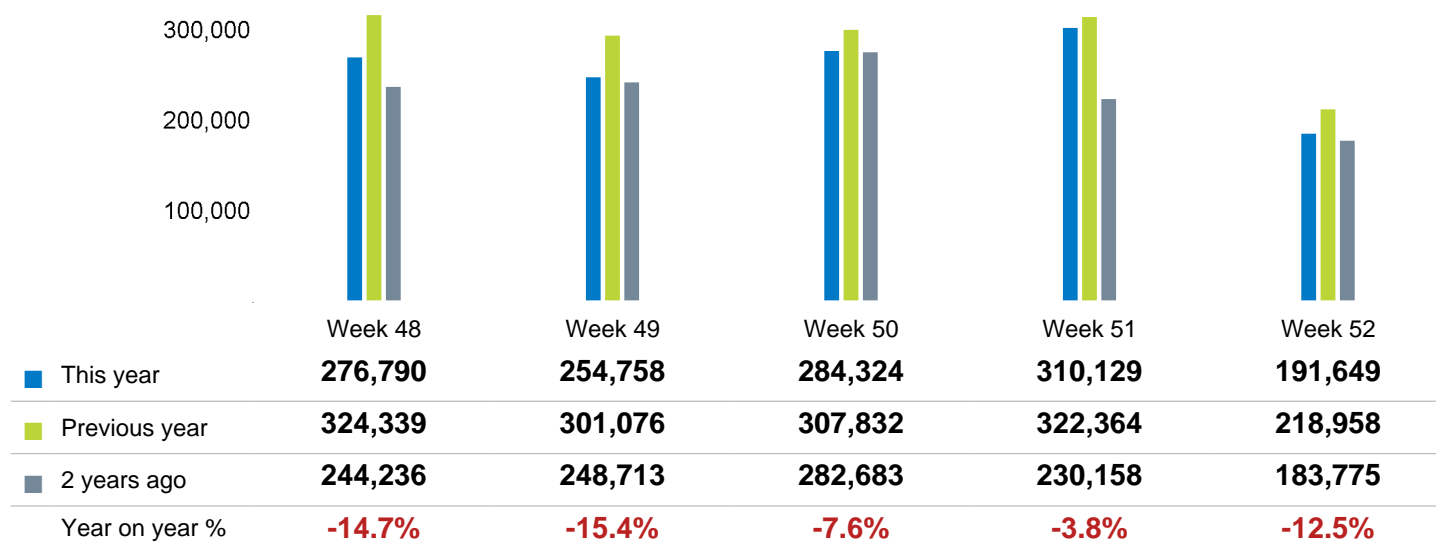
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2022-2023 period with the 2021-2022 period i.e the figure for December compares December 2023 to December 2022

Footfall Counts by week of month

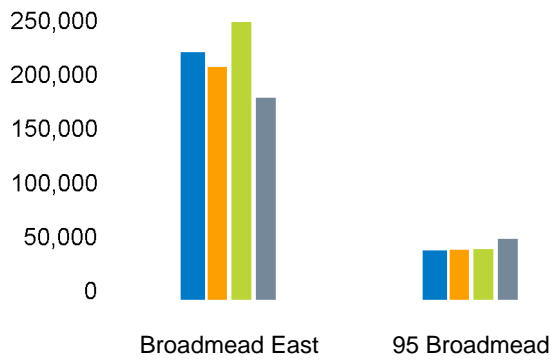
The figures shown below are calculated using weekly totals.



Footfall Counts by location

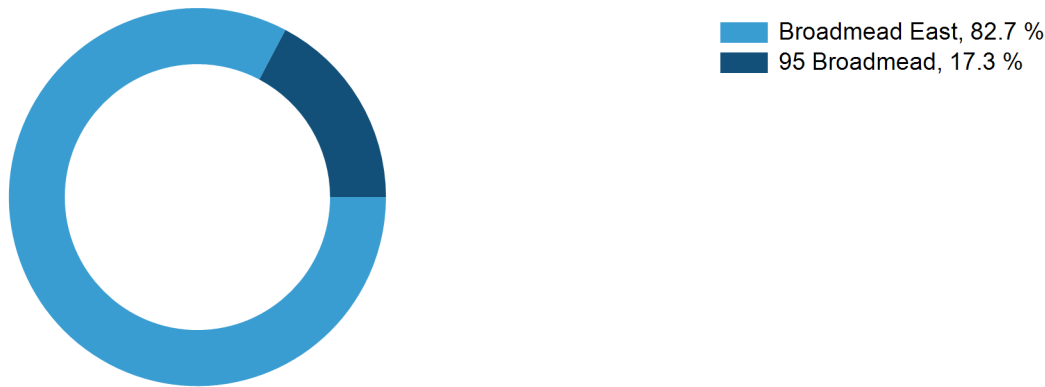
The figures shown below are calculated using weekly averages.

This month Previous month Previous year 2 Years ago



This Month	218,019	45,510
Previous Month	207,286	48,255
Previous Year	246,272	48,641
2 Years Ago	180,287	57,625
Year on Year %	-11.5 %	-6.4 %

Footfall Counts by location



Reporting dates

This month - 26 November 2023 - 30 December 2023

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January,2023 to December , 2023 Vs January, 2022 to December , 2022

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year.December,2023 Vs December, 2022

Month on Month % Change is the % change in footfall for this Month from the previous Month.12 2023 Vs 11 2023

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

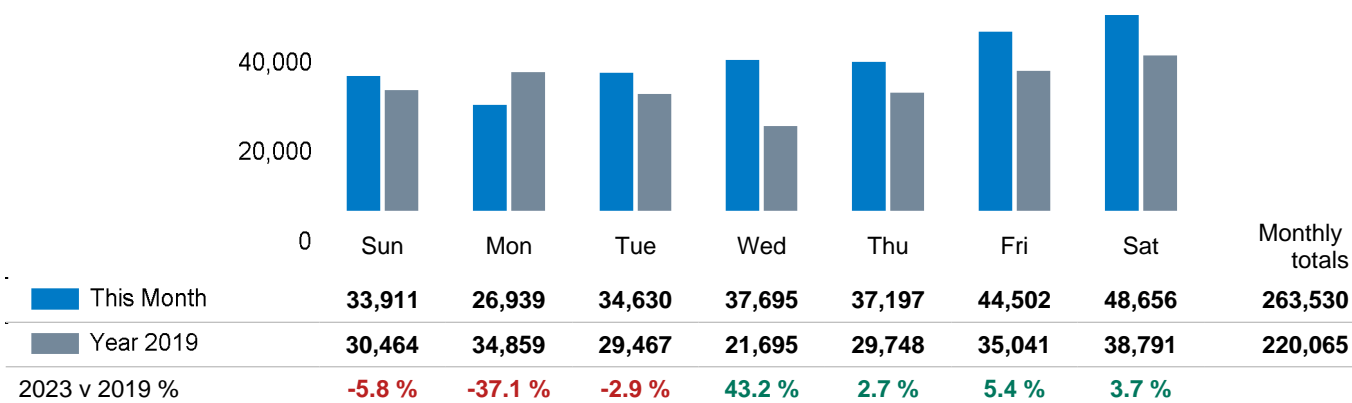
Headlines

	Year to date %	Year on year %
	2023 Vs 2019	2023 Vs 2019
Broadmead BID	-2.8 %	-0.9 %
South West	-10.8 %	-8.3 %
High Street Index(Innovate)	-13.4 %	-13.5 %
High Street Index - BDSU (BDSU - Comparison)	-16.7 %	-13.5 %
UK	-13.5 %	-11.4 %

Broadmead BID is compared to the high street index.

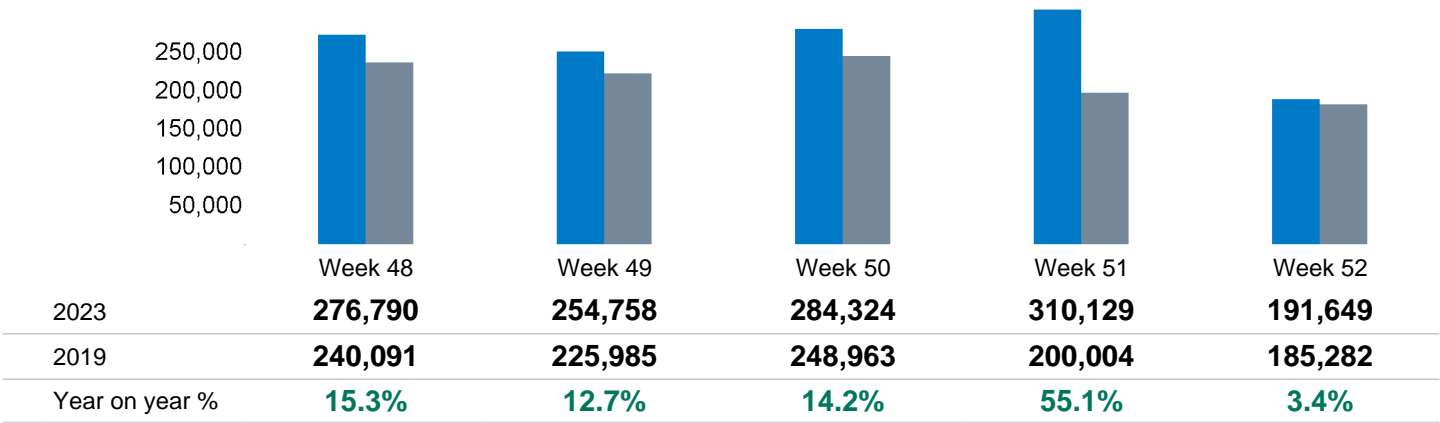
Footfall Counts by day

The figures shown below are calculated using weekly averages.



Footfall Counts by week of month

The figures shown below are calculated using weekly totals.



Footfall Counts by location

The figures shown below are calculated using weekly averages.

