

Footfall Report for: Broadmead BID

Weekly Footfall Counts

	Year to date %		Year on year %		Week on week %	
	2024	2023	2024	2023	2024	2023
Broadmead BID	-4.7%	20.9%	-4.7%	20.9%	7.2%	-1.5%
South West	3.3%	10.3%	3.3%	10.3%	-5.1%	-7.5%
High Street Index(Innovate)	-2.4%	15.8%	-2.4%	15.8%	6.1%	-0.4%
High Street Index - BDSU (BDSU - Comparison)	4.7%	30.8%	4.7%	30.8%	-7.3%	-11.5%
UK	4.1%	19.2%	4.1%	19.2%	-0.8%	-2.2%

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

Headlines

The total number of visitors to Broadmead BID for the last 52 weeks is 12,538,181 which is 2% down on the previous year.

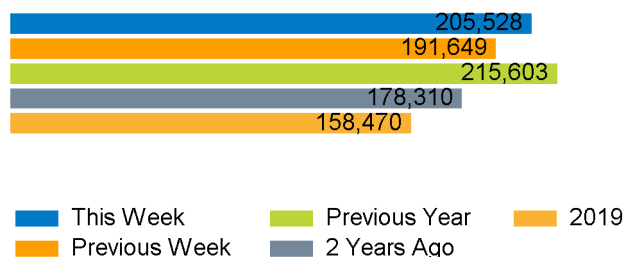
The total number of visitors for the year to date is 205,528 which is 4.7% down on the previous year.

The total number of visitors to Broadmead BID in week commencing 31 December 2023 was 205,528.






















The busiest day in week commencing 31 December 2023 was Friday with 44,075 visitors.

The peak hour of the week was 16:00 on Friday 5 January 2024 with footfall of 6,489.

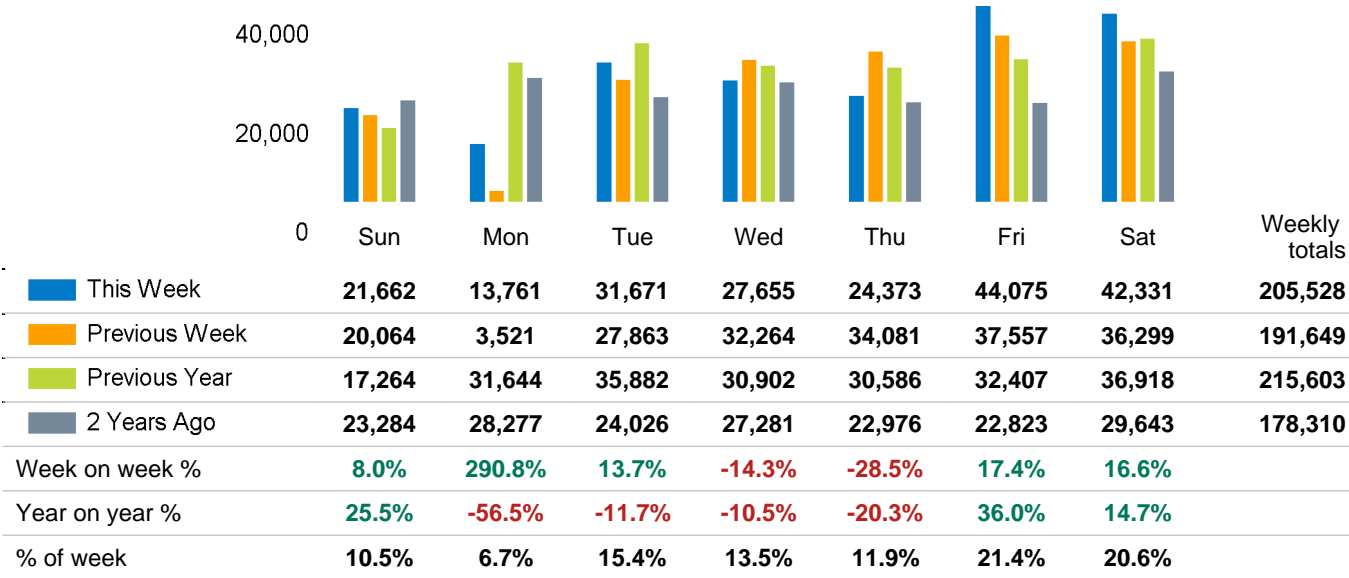
Footfall Counts by week



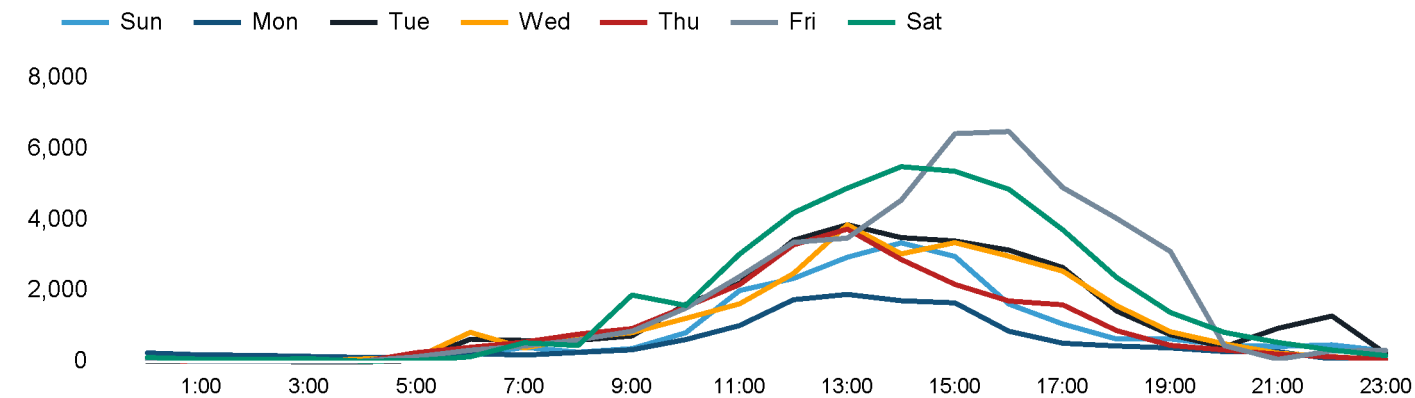
Weather

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
This week	 12°	 12°	 13°	 13°	 10°	 8°	 8°
Previous week	 12°	 12°	 12°	 13°	 12°	 12°	 12°
Previous year	 13°	 11°	 8°	 13°	 13°	 13°	 13°

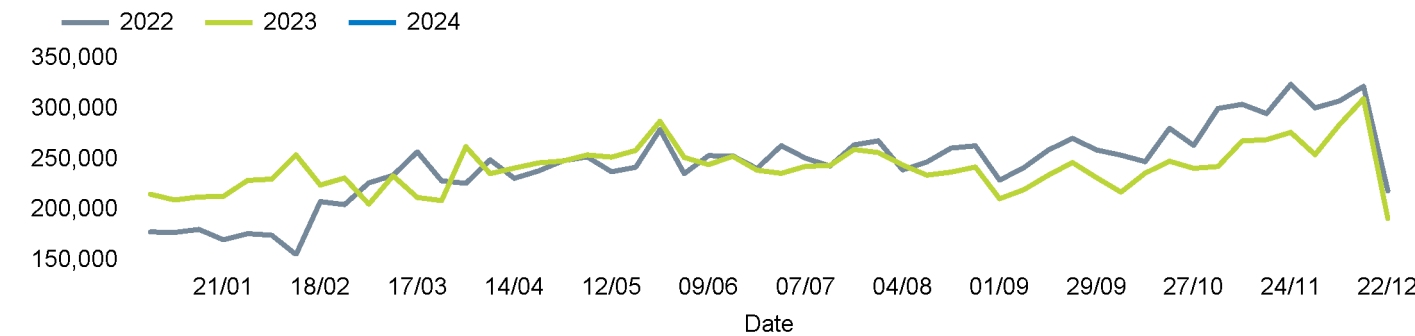
Footfall Counts by day



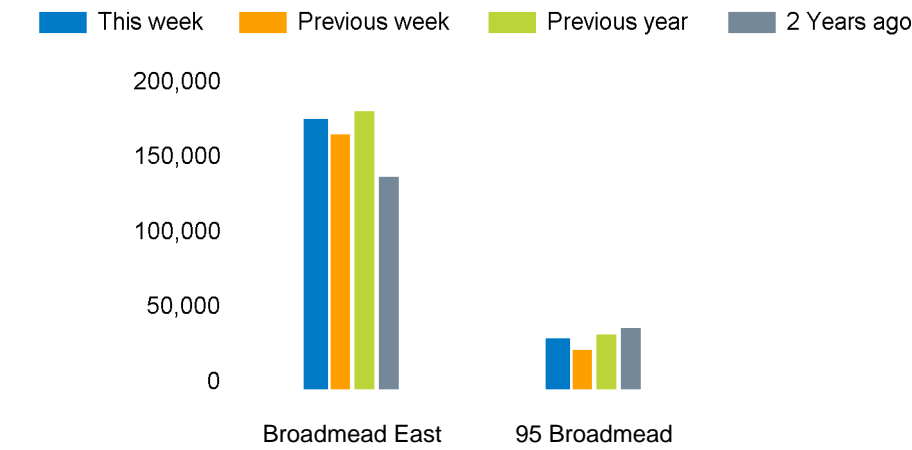
Footfall Counts by hour



Footfall Counts by week



Footfall Counts by location



This Week	171,496	34,032
Previous Week	163,457	28,192
Previous Year	177,746	37,857
2 Years Ago	136,502	41,808
Week on week %	4.9 %	20.7 %
Year on Year %	-3.5 %	-10.1 %

Footfall Counts by location



Reporting dates

This week - 31 December 2023 - 06 January 2024

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week 1, 2024 to Week 1 , 2024 Vs Week 1, 2023 to Week 1 , 2023

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year.Week1, 2024 Vs Week 1, 2023

Week on Week % Change is the % change in footfall for this week from the previous week. Week 1 2024 Vs Week 52 2023

2019 Comparison for: Broadmead BID

2019 comparison for Broadmead BID

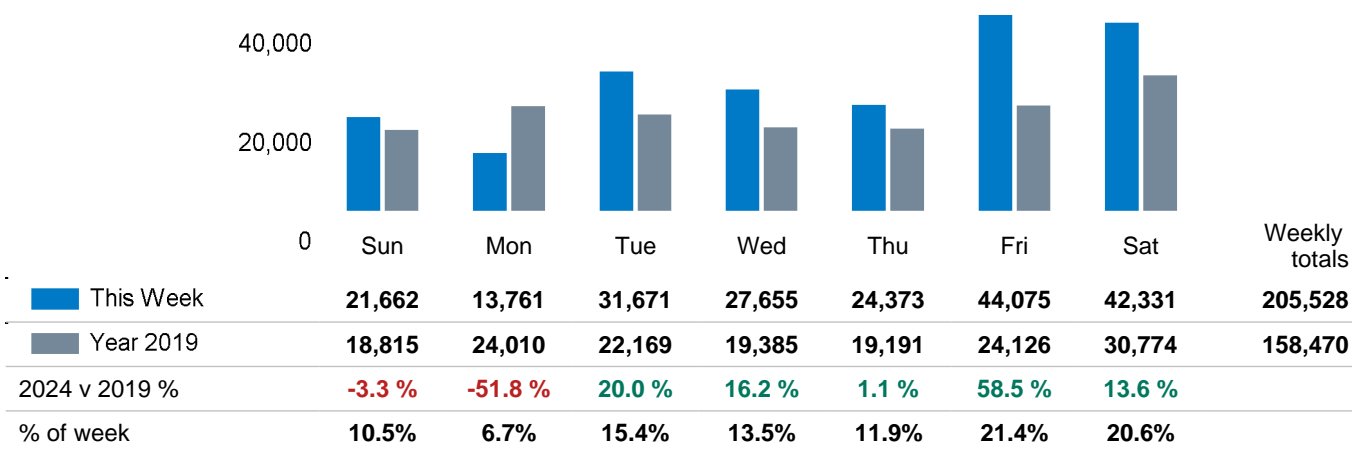
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your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

Headlines

	Year to date %	Year on year %
	2024 Vs 2019	2024 Vs 2019
Broadmead BID	8.2 %	8.2 %
South West	-14.5 %	-14.5 %
High Street Index(Innovate)	-16.3 %	-16.3 %
High Street Index - BDSU (BDSU - Comparison)	-16.6 %	-16.6 %
UK	-14.7 %	-14.7 %

Broadmead BID is compared to the high street index.

Footfall Counts by day



Footfall Counts by location

