

Footfall Report for: Broadmead BID

Weekly Footfall Counts

	Year to date %		Year on year %		Week on week %	
	2023	2022	2023	2022	2023	2022
Broadmead BID	-1.6%	35.4%	-12.5%	19.1%	-38.2%	-32.1%
South West	2.0%	23.4%	-0.5%	-0.8%	-32.9%	-28.5%
High Street Index(Innovate)	0.1%	27.8%	-6.6%	13.8%	-34.7%	-33.6%
High Street Index - BDSU (BDSU - Comparison)	4.4%	38.3%	0.5%	17.6%	-27.7%	-24.3%
UK	3.3%	30.8%	1.9%	9.3%	-28.6%	-25.1%

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 12,548,256 which is 1.6% down on the previous year.

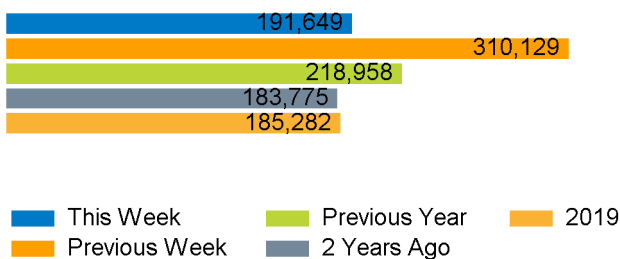
The total number of visitors for the year to date is 12,548,256 which is 1.6% down on the previous year.

The total number of visitors to Broadmead BID in week commencing 24 December 2023 was 191,649.






















The busiest day in week commencing 24 December 2023 was Friday with 37,557 visitors.

The peak hour of the week was 14:00 on Saturday 30 December 2023 with footfall of 5,215.

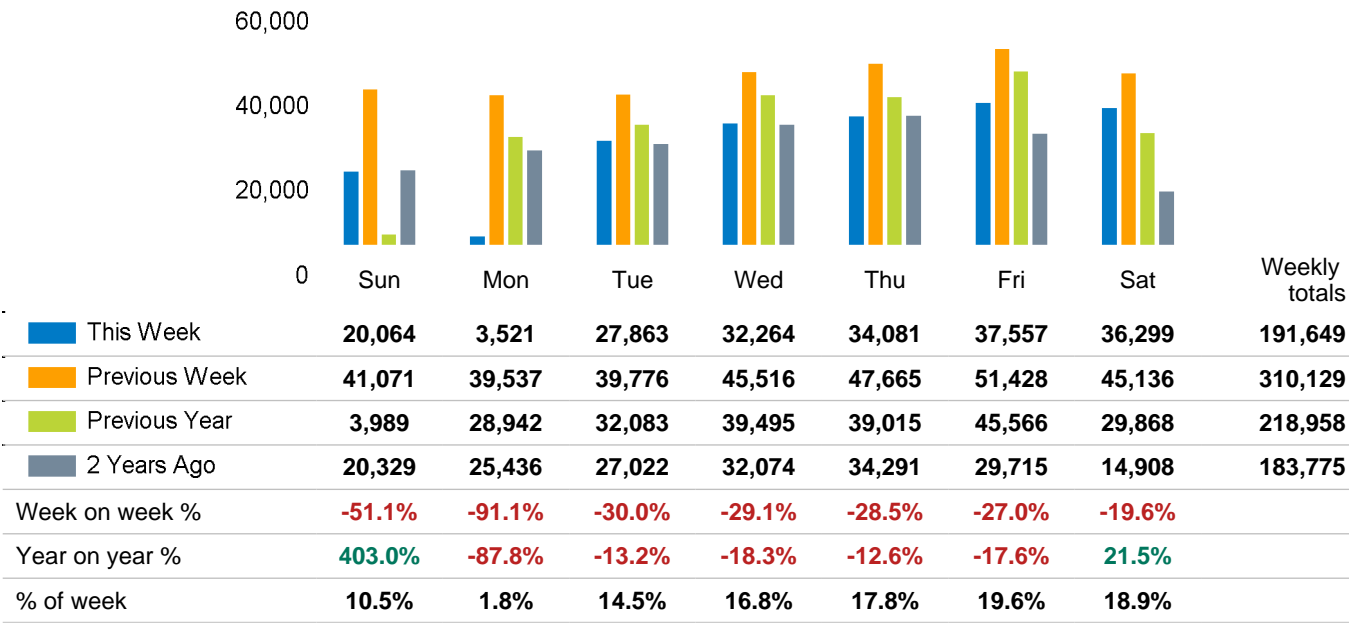
Footfall Counts by week



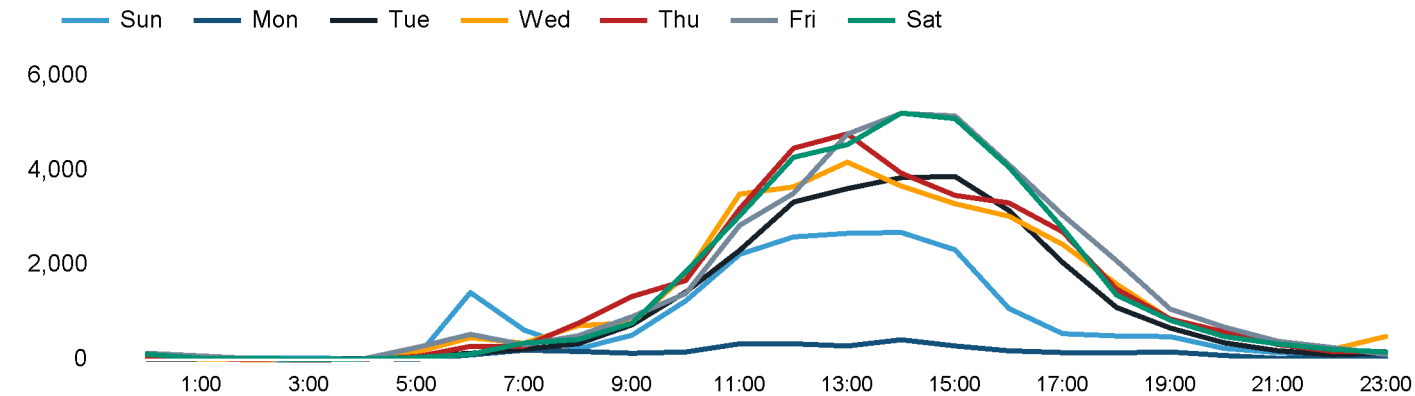
Weather

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
This week							
	12°	12°	12°	13°	12°	12°	12°
Previous week							
	11°	13°	13°	12°	13°	13°	11°
Previous year							
	12°	11°	10°	11°	12°	9°	12°

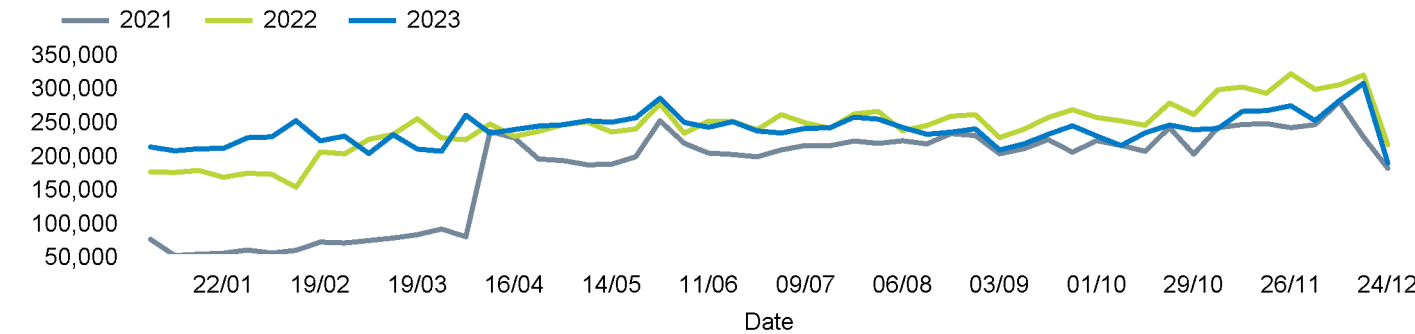
Footfall Counts by day



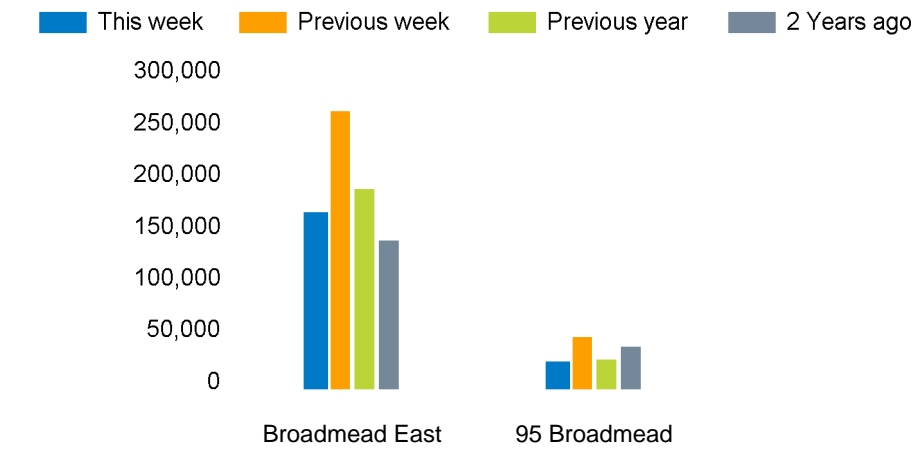
Footfall Counts by hour



Footfall Counts by week



Footfall Counts by location



This Week	163,457	28,192
Previous Week	257,575	52,554
Previous Year	187,024	31,934
2 Years Ago	140,055	43,720
Week on week %	-36.5 %	-46.4 %
Year on Year %	-12.6 %	-11.7 %

Footfall Counts by location



Reporting dates

This week - 24 December 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. Week 1, 2023 to Week 52 , 2023 Vs Week 1, 2022 to Week 52 , 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 52, 2023 Vs Week 52, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 52 2023 Vs Week 51 2023

2019 Comparison for: Broadmead BID

2019 comparison for Broadmead BID

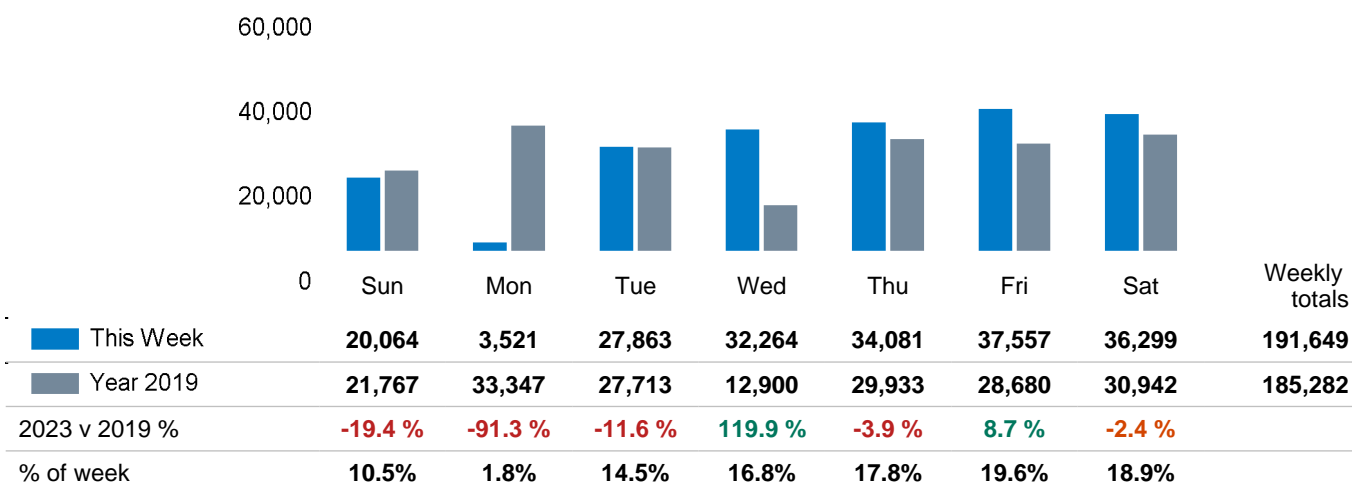
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your 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 %	-11.8 %
South West	-10.8 %	-21.0 %
High Street Index(Innovate)	-13.4 %	-20.4 %
High Street Index - BDSU (BDSU - Comparison)	-16.7 %	-20.3 %
UK	-13.5 %	-21.0 %

Broadmead BID is compared to the high street index.

Footfall Counts by day



Footfall Counts by location

