

# 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	-4.4%	6.1%	-11.2%	-10.4%	-8.2%	-1.3%
South West	-2.8%	3.6%	-8.0%	2.6%	-5.1%	0.4%
High Street Index(Innovate)	-4.4%	5.4%	-7.2%	-5.6%	-4.7%	0.0%
High Street Index - BDSU (BDSU - Comparison)	-0.7%	9.1%	-4.7%	3.9%	-5.0%	-1.0%
UK	-1.2%	6.4%	-5.0%	1.6%	-5.8%	0.1%

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 12,265,446 which is 6.5% down on the previous year.

The total number of visitors for the year to date is 6,115,736 which is 4.4% down on the previous year.

The total number of visitors to Broadmead BID in week commencing 30 June 2024 was 209,744.

The busiest day in week commencing 30 June 2024 was Saturday with 44,036 visitors.

The peak hour of the week was 15:00 on Saturday 6 July 2024 with footfall of 4,909.

## Footfall Counts by week

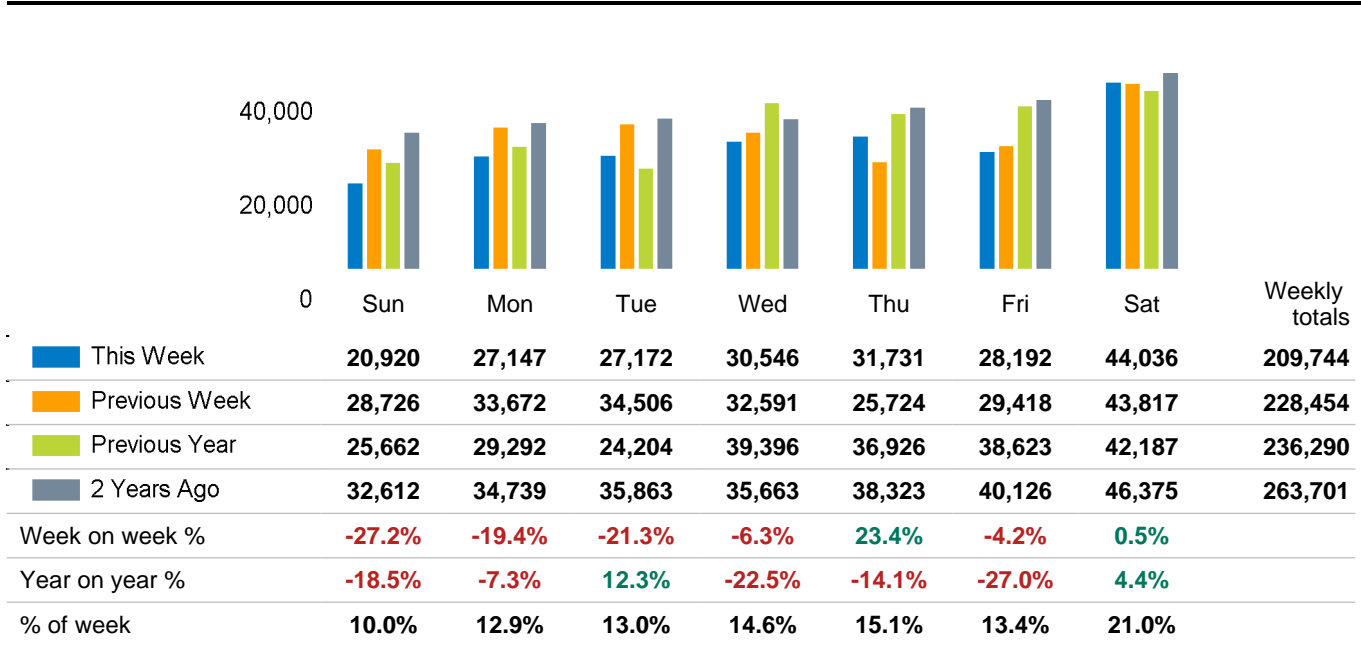


■ This Week      ■ Previous Year  
■ Previous Week    ■ 2 Years Ago

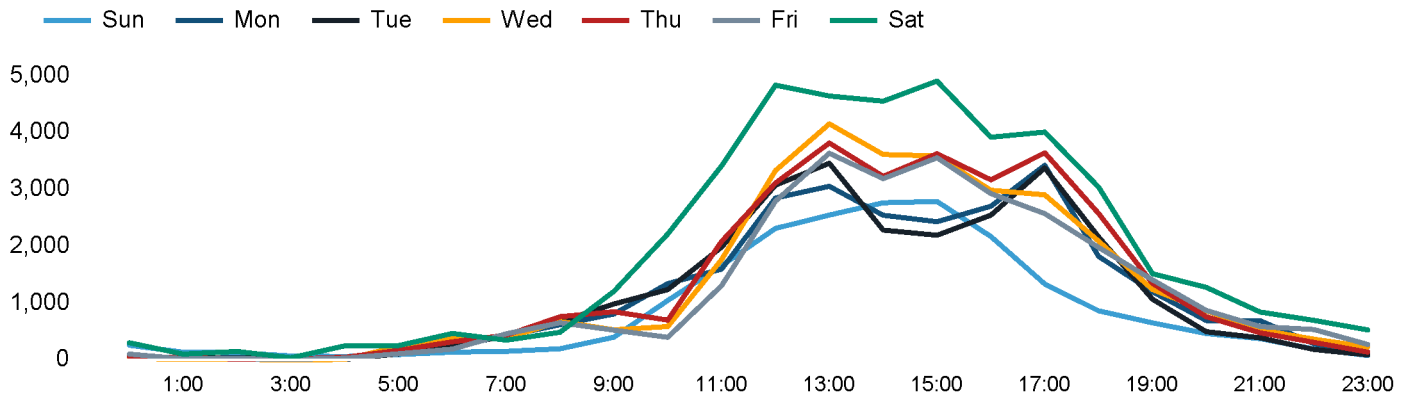
## Weather

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
This week	21°	19°	20°	19°	18°	19°	19°
Previous week	22°	21°	27°	27°	27°	19°	22°
Previous year	21°	19°	19°	19°	21°	28°	28°

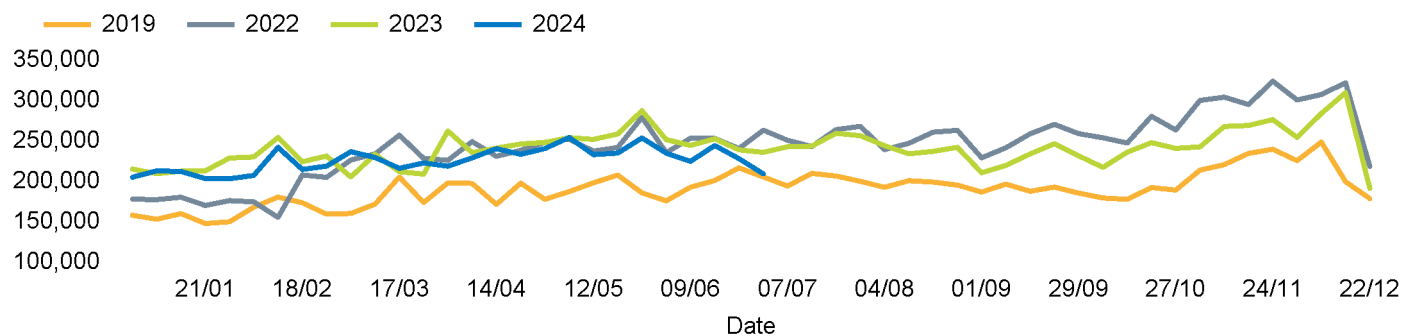
## Footfall Counts by day



## Footfall Counts by hour

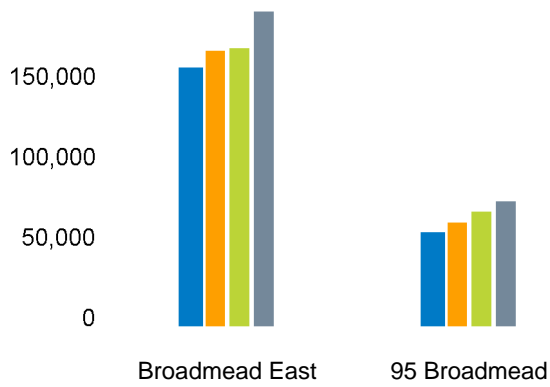


## Footfall Counts by week



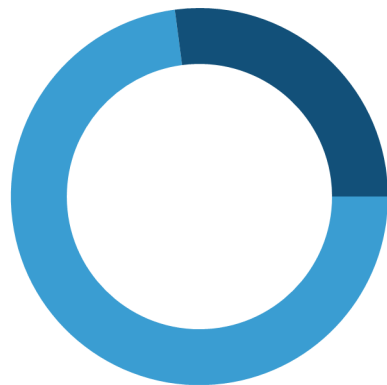
## Footfall Counts by location

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



This Week	<b>152,938</b>	<b>56,806</b>
Previous Week	<b>164,350</b>	<b>64,104</b>
Previous Year	<b>165,842</b>	<b>70,448</b>
2 Years Ago	<b>187,361</b>	<b>76,340</b>
Week on week %	<b>-6.9 %</b>	<b>-11.4 %</b>
Year on Year %	<b>-7.8 %</b>	<b>-19.4 %</b>

## Footfall Counts by location



■ Broadmead East, 72.9 %  
■ 95 Broadmead, 27.1 %



## Reporting dates

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This week - 30 June 2024 - 06 July 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 27, 2024 Vs Week 1, 2023 to Week 27, 2023

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 27, 2024 Vs Week 27, 2023

Week on Week % Change is the % change in footfall for this week from the previous week. Week 27 2024 Vs Week 26 2024

