

Footfall Report for: Broadmead BID

Weeks This Month: 4
Weeks Last Month: 4

Monthly Footfall Counts

	Year to date %		Year on year %		Month on month %	
	2024	2023	2024	2023	2024	2023
Broadmead BID	-4.5%	4.0%	-5.6%	-4.3%	-1.3%	-1.0%
South West	-3.0%	3.1%	-3.6%	2.9%	6.8%	4.9%
High Street Index(Innovate)	-4.4%	3.7%	-5.4%	-2.2%	-0.3%	2.5%
High Street Index - BDSU (BDSU - Comparison)	-0.4%	7.8%	-0.7%	4.1%	-1.8%	1.5%
UK	-0.8%	5.1%	-0.3%	1.2%	-0.1%	0.7%

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 7,756,342 which is 4.5% down on the previous year.

The total number of visitors to Broadmead BID in month commencing 28 July 2024 was 919,077.

The busiest day in month commencing 28 July 2024 was Saturday 3 August with 43,273 visitors.

The peak hour of the month was 15:00 on Saturday 10 August 2024 with footfall of 5,275.

Footfall Counts by month






■ This Month ■ Previous Year
■ Previous Month ■ 2 Years Ago

Figures shown below are calculated using monthly totals.

Weather



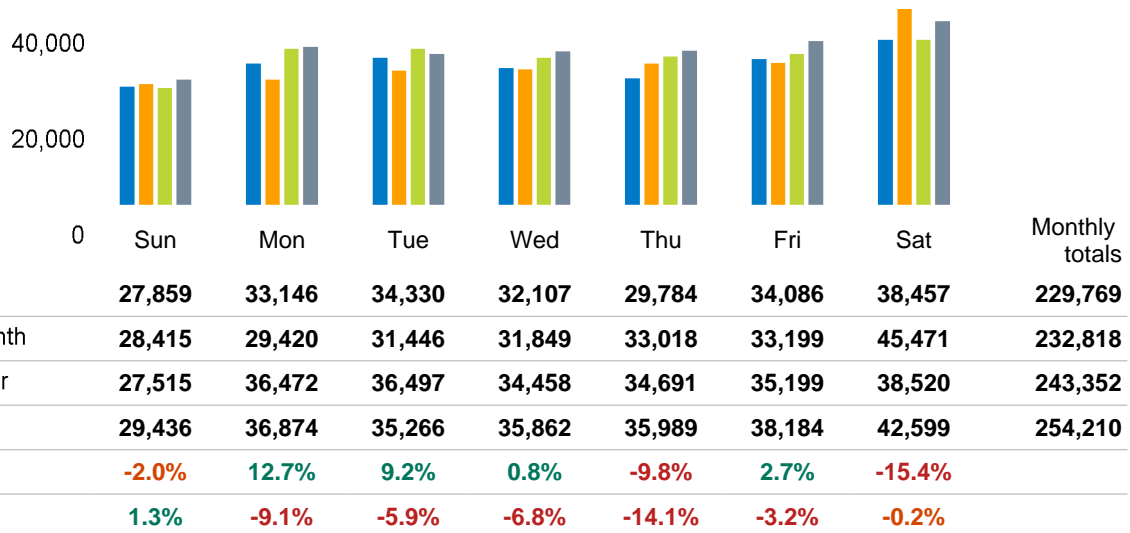
			
Number of days this month	15	12	1
Number of days same month last year	10	17	1
Number of days same month two years ago	20	3	5

Average temperature

	Maximum temperature	Minimum temperature
2024	23°	13°
2023	22°	14°
2022	25°	15°

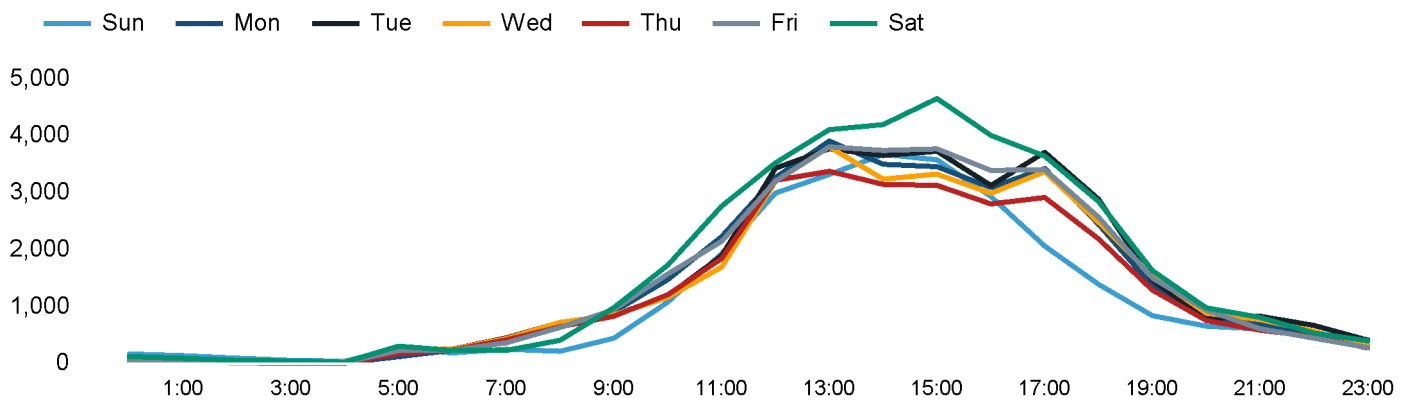
Footfall Counts by day

The figures shown below are calculated using weekly averages.



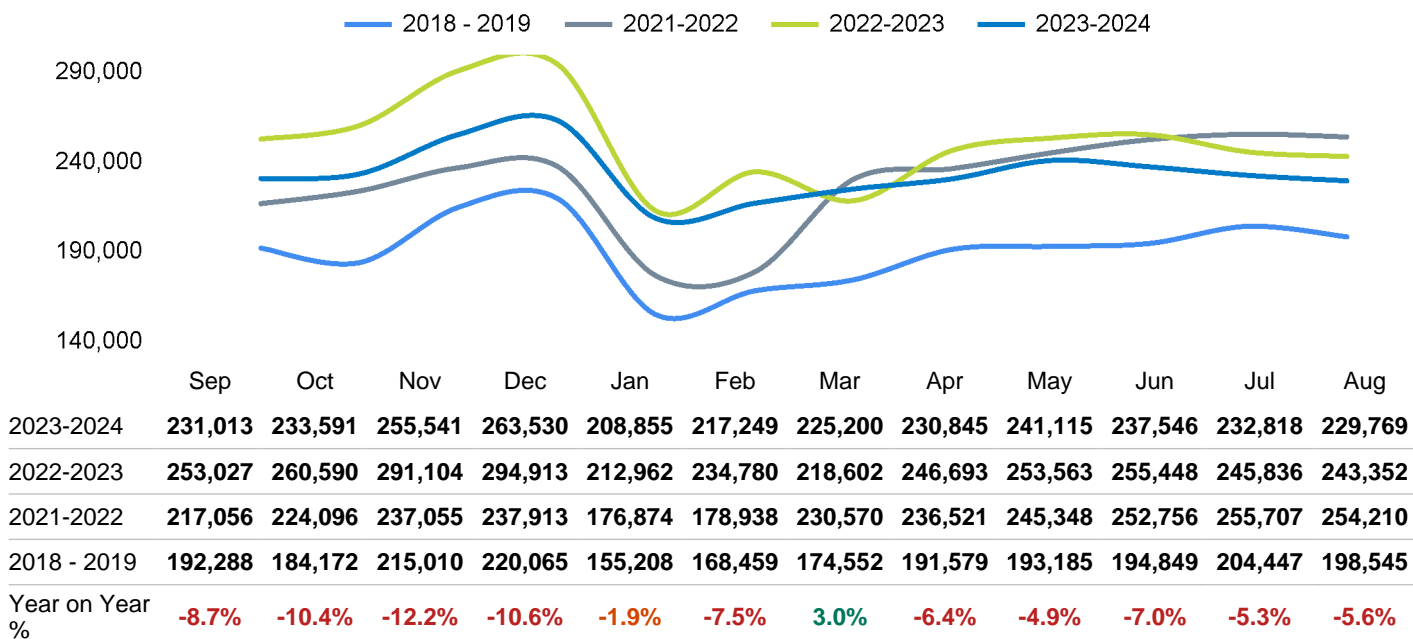
Footfall Counts by hour

The figures shown below are calculated using a weekly average



Footfall Counts - rolling 12 months

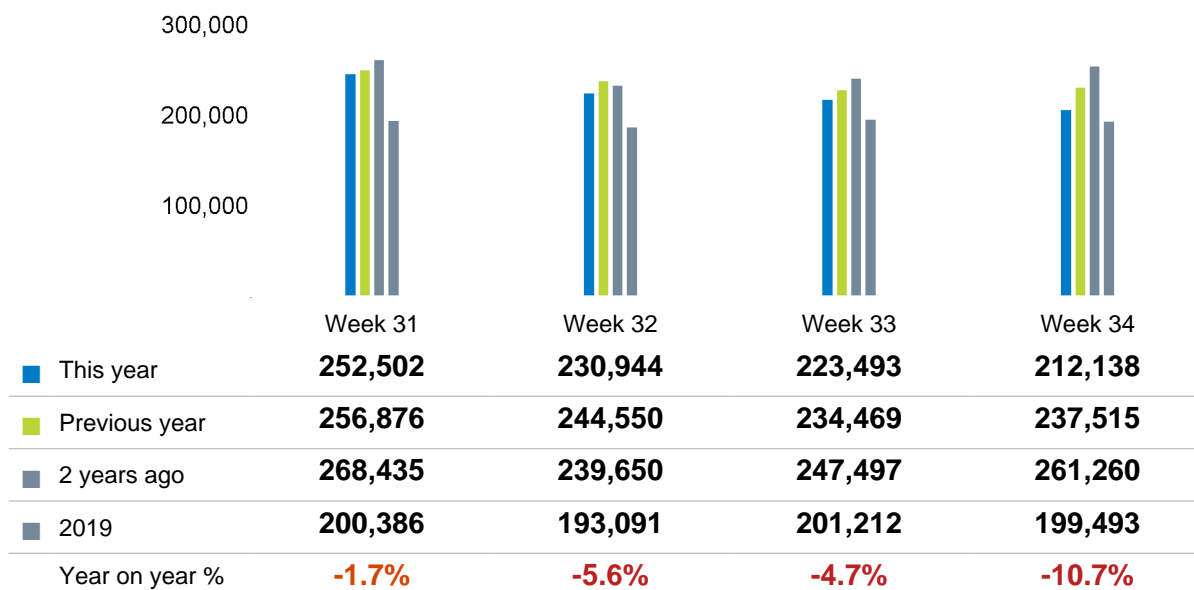
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2023-2024 period with the 2022-2023 period i.e the figure for August compares August 2024 to August 2023

Footfall Counts by week of month

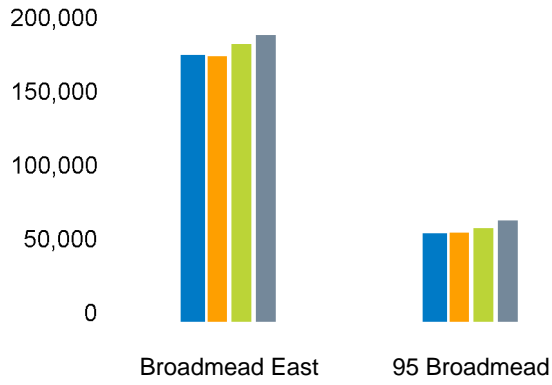
The figures shown below are calculated using weekly totals.



Footfall Counts by location

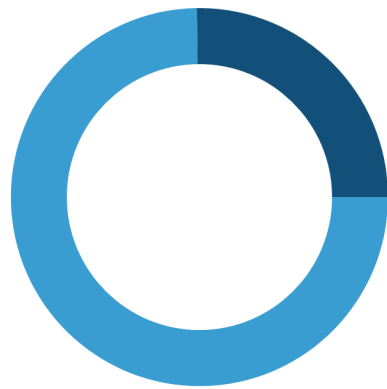
The figures shown below are calculated using weekly averages.

■ This month
 ■ Previous month
 ■ Previous year
 ■ 2 Years ago



This Month	171,831	57,937
Previous Month	172,582	60,235
Previous Year	180,231	63,121
2 Years Ago	186,192	68,017
Year on Year %	-4.7 %	-8.2 %

Footfall Counts by location



■ Broadmead East, 74.8 %
■ 95 Broadmead, 25.2 %



Reporting dates

This month - 28 July 2024 - 24 August 2024

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

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 8 2024 Vs 7 2024

