

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	-5.2%	1.4%	-11.1%	-14.4%	-4.6%	-6.2%
South West	-3.2%	2.9%	-5.4%	-1.9%	-5.3%	-5.6%
High Street Index(Innovate)	-4.6%	2.4%	-7.3%	-6.7%	-4.0%	-0.5%
High Street Index - BDSU (BDSU - Comparison)	-0.3%	6.4%	-1.2%	-1.5%	-0.3%	-0.7%
UK	-0.9%	4.4%	-2.1%	-1.7%	-1.0%	-2.0%

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 12,039,585 which is 6.6% down on the previous year.

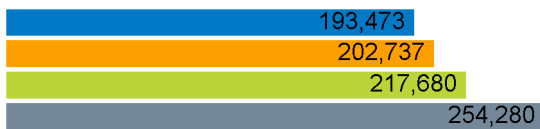
The total number of visitors for the year to date is 9,215,038 which is 5.2% down on the previous year.

The total number of visitors to Broadmead BID in week commencing 6 October 2024 was 193,473.

The busiest day in week commencing 6 October 2024 was Saturday with 38,493 visitors.






















The peak hour of the week was 14:00 on Saturday 12 October 2024 with footfall of 4,888.

Footfall Counts by week

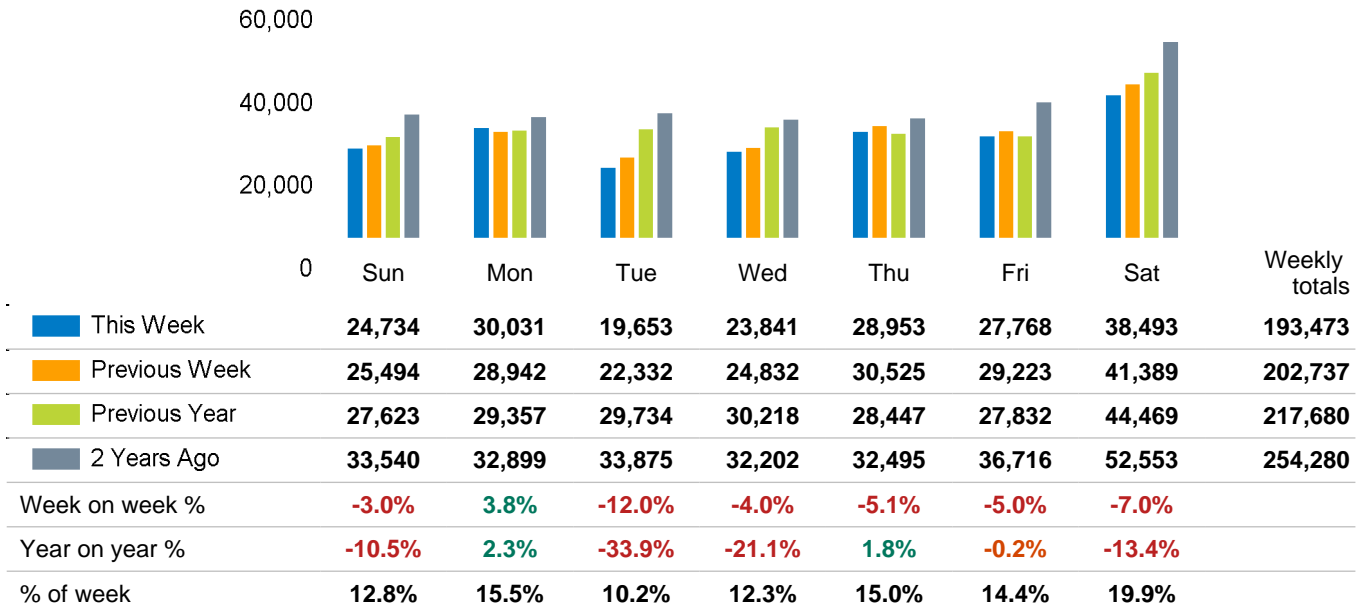


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

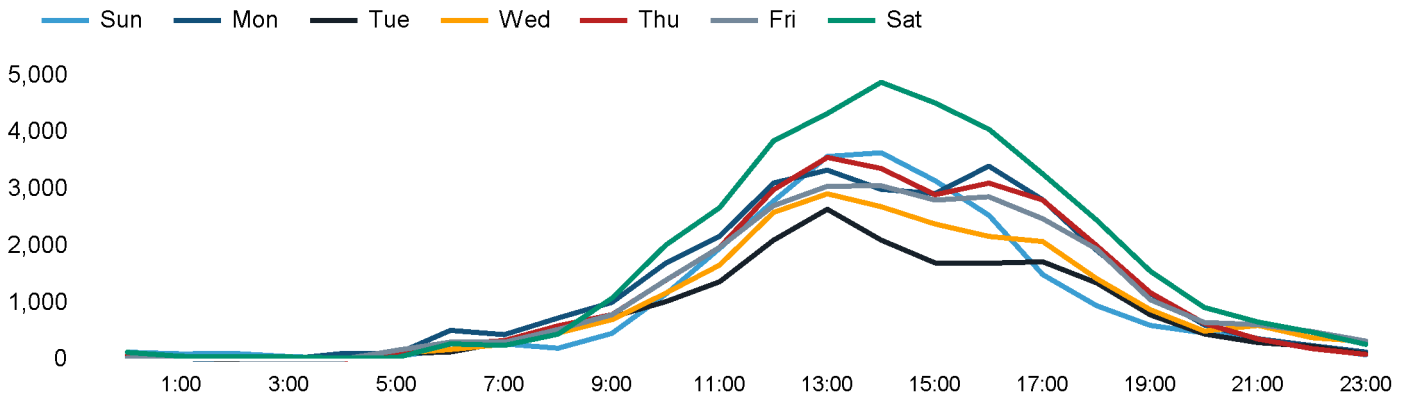
Weather

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
This week	 17°	 19°	 19°	 15°	 15°	 13°	 15°
Previous week	 16°	 15°	 15°	 15°	 17°	 17°	 17°
Previous year	 23°	 23°	 22°	 19°	 19°	 20°	 19°

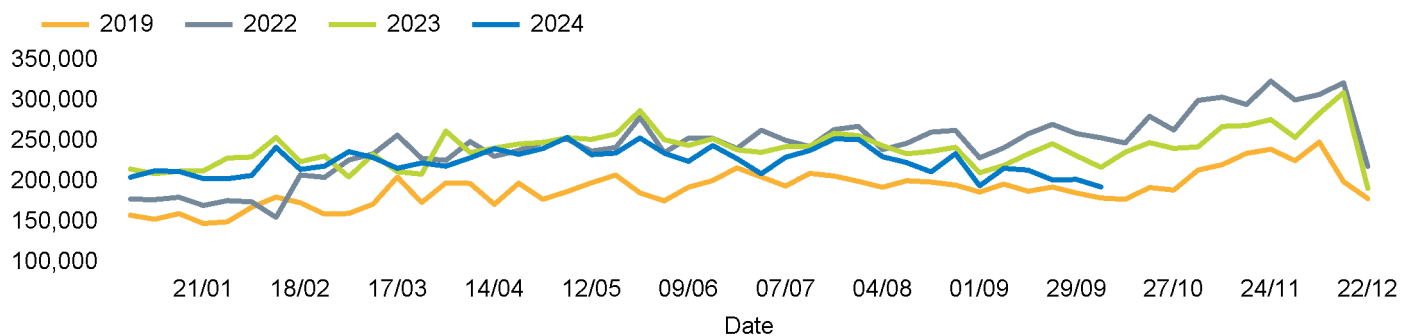
Footfall Counts by day



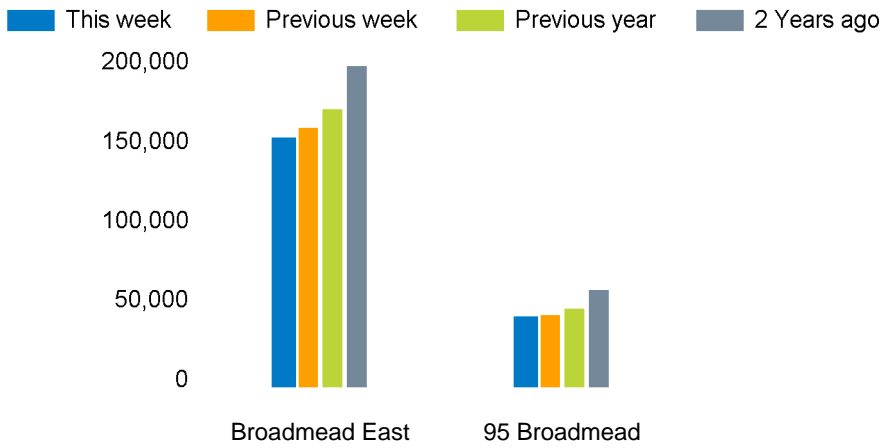
Footfall Counts by hour



Footfall Counts by week

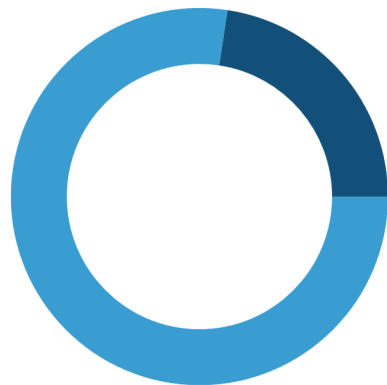


Footfall Counts by location



This Week	149,721	43,752
Previous Week	156,740	45,997
Previous Year	167,871	49,809
2 Years Ago	193,481	60,799
Week on week %	-4.5 %	-4.9 %
Year on Year %	-10.8 %	-12.2 %

Footfall Counts by location



■ Broadmead East, 77.4 %
■ 95 Broadmead, 22.6 %



Reporting dates

This week - 06 October 2024 - 12 October 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 41, 2024 Vs Week 1, 2023 to Week 41, 2023

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 41, 2024 Vs Week 41, 2023

Week on Week % Change is the % change in footfall for this week from the previous week. Week 41 2024 Vs Week 40 2024

