

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	-5.5%	1.3%	-17.9%	-4.6%	0.4%	8.6%
South West	-3.2%	2.9%	-2.9%	0.4%	1.0%	-1.9%
High Street Index(Innovate)	-4.6%	2.3%	-8.1%	-2.8%	-1.6%	-0.7%
High Street Index - BDSU (BDSU - Comparison)	-0.1%	6.1%	6.8%	-5.4%	0.8%	-6.0%
UK	-0.8%	4.1%	5.3%	-4.8%	0.7%	-6.2%

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 11,997,340 which is 6.9% down on the previous year.

The total number of visitors for the year to date is 9,409,283 which is 5.5% down on the previous year.

The total number of visitors to Broadmead BID in week commencing 13 October 2024 was 194,245.

The busiest day in week commencing 13 October 2024 was Saturday with 34,069 visitors.

The peak hour of the week was 14:00 on Saturday 19 October 2024 with footfall of 4,450.

Footfall Counts by week

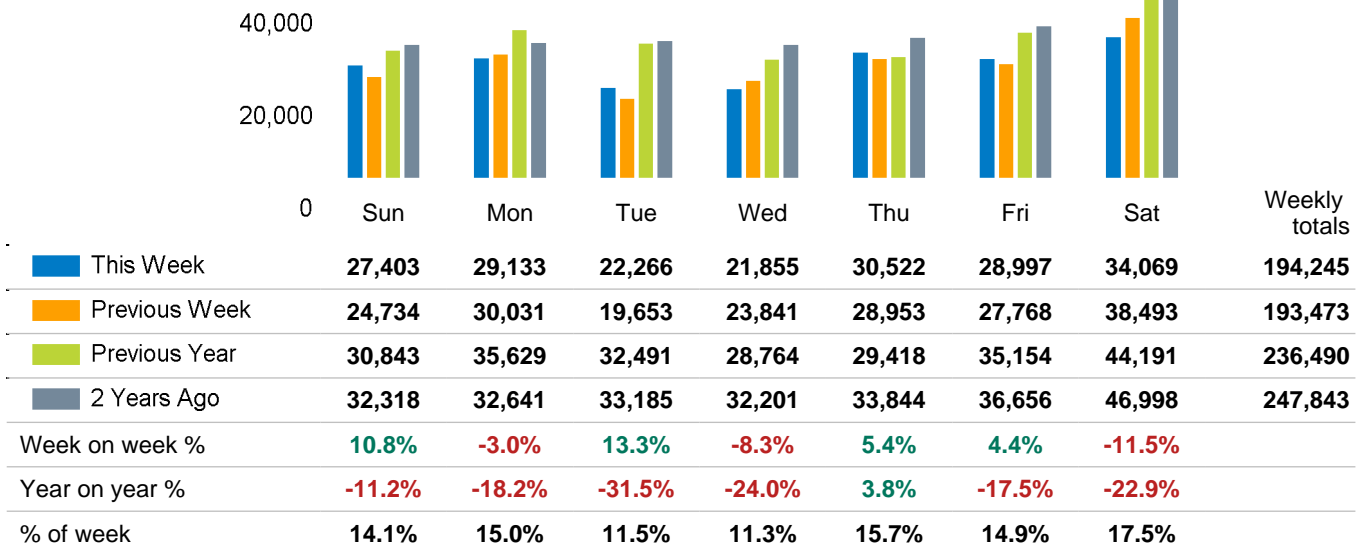


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

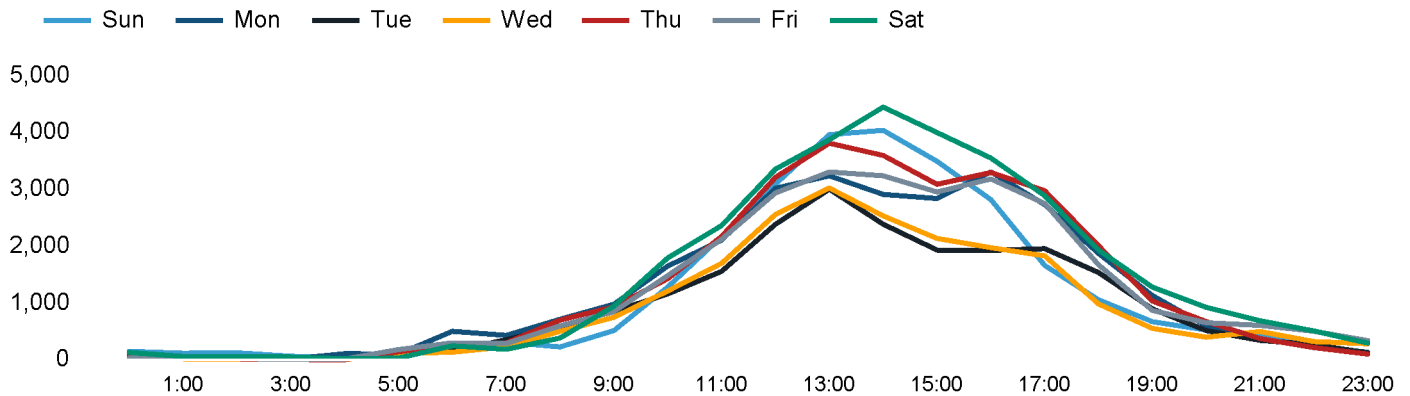
Weather

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
This week	15°	12°	17°	18°	18°	18°	16°
Previous week	17°	19°	19°	15°	15°	13°	15°
Previous year	13°	11°	15°	15°	18°	18°	16°

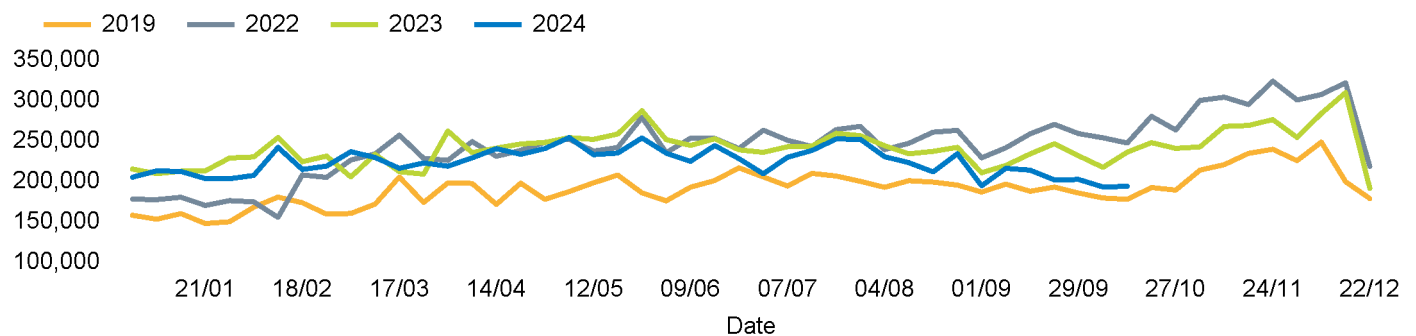
Footfall Counts by day



Footfall Counts by hour

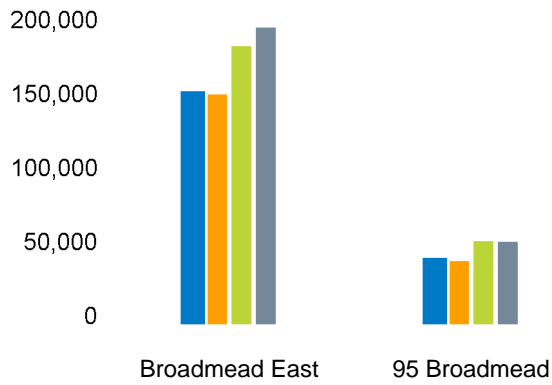


Footfall Counts by week



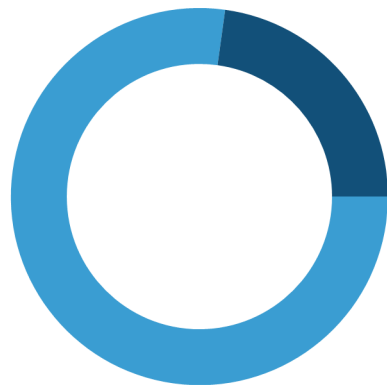
Footfall Counts by location

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



This Week	149,923	44,322
Previous Week	149,721	43,752
Previous Year	180,162	56,328
2 Years Ago	192,019	55,824
Week on week %	0.1 %	1.3 %
Year on Year %	-16.8 %	-21.3 %

Footfall Counts by location



■ Broadmead East, 77.2 %
■ 95 Broadmead, 22.8 %



Reporting dates

This week - 13 October 2024 - 19 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 42, 2024 Vs Week 1, 2023 to Week 42, 2023

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 42, 2024 Vs Week 42, 2023

Week on Week % Change is the % change in footfall for this week from the previous week. Week 42 2024 Vs Week 41 2024

