

# Footfall Report for: Broadmead BID

## Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2019	2018	2019	2018	2019	2018
Broadmead BID	0.8 %	-1.2 %	3.6 %	-3.5 %	4.2 %	-0.6 %
South West	-2.6 %	-2.8 %	-2.0 %	-4.1 %	3.5 %	-0.3 %
High Street Index(Innovate)	-2.6 %	-2.1 %	-3.5 %	-4.1 %	4.5 %	2.1 %
High Street Index - BDSU(BDSU - Comparison)	-1.1 %		-0.4 %	-0.6 %	1.9 %	-0.2 %
UK	-1.5 %	-2.3 %	-0.1 %	-2.8 %	3.2 %	0.4 %

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 change in footfall for Broadmead BID over the last 52 weeks is 0.5% up on the previous year.

Footfall for the year to date is 0.8% up on the previous year.

The number of visitors counted for week commencing 18 August 2019 was 201,212.

The busiest day in week commencing 18 August 2019 was Friday with 30,880 visitors.






















The peak hour of the week was 13:00 on Monday 19 August 2019 with footfall of 4,543

## Footfall by week

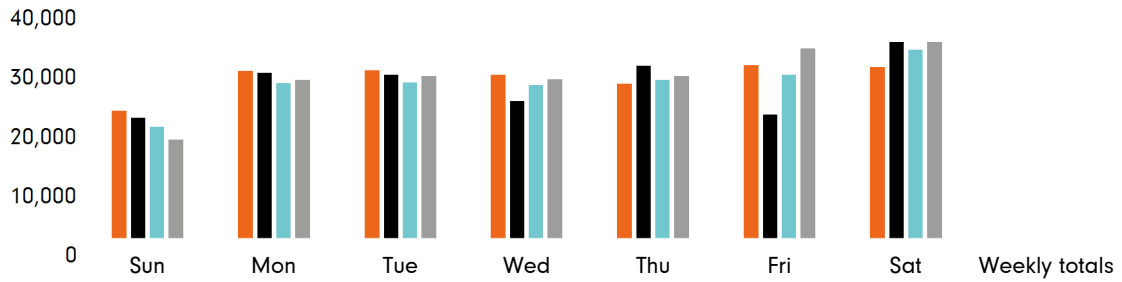


■ This Week     ■ Previous Year  
■ Previous Week     ■ 2 Years Ago

## Weather

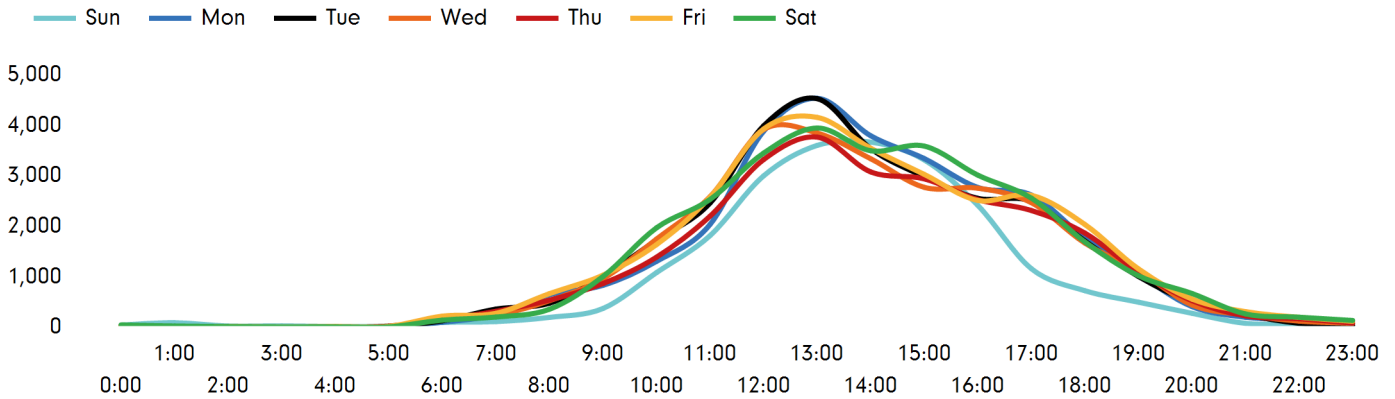
	Sun	Mon	Tue	Wed	Thu	Fri	Sat
This week	 18°	 18°	 18°	 20°	 21°	 25°	 28°
Previous week	 19°	 18°	 19°	 19°	 19°	 17°	 19°
Previous year	 21°	 23°	 22°	 23°	 19°	 17°	 18°

## Footfall by day

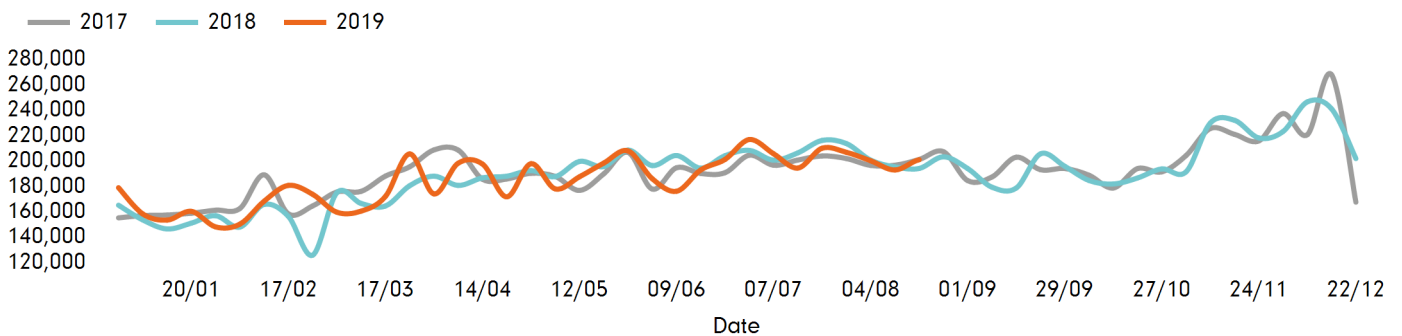


Week on week %	5.7 %	1.4 %	2.9 %	18.7 %	-10.3 %	38.6 %	-12.6 %	
Year on year %	13.3 %	7.9 %	8.0 %	6.7 %	-2.3 %	5.8 %	-9.1 %	
% of week	11.4%	14.9%	14.9%	14.5%	13.7%	15.3%	15.2%	

## Footfall by hour

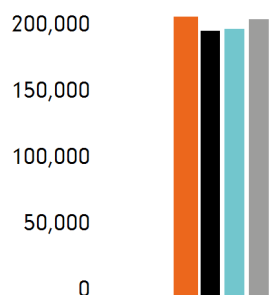


## Footfall by week



## Footfall by location

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



Broadmead East

This Week	<b>201,212</b>
Previous Week	<b>193,091</b>
Previous Year	<b>194,312</b>
2 Years Ago	<b>201,367</b>
Week on week %	<b>4.2 %</b>
Year on Year %	<b>3.6 %</b>

### Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week 1, 2019 to Week 34, 2019 Vs Week 1, 2018 to Week 34, 2018

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 34, 2019 Vs Week 34, 2018

Week on Week % Change is the % change in footfall for this week from the previous week. Week 34 2019 Vs Week 33 2019