

Footfall Report for: Broadmead BID

Weeks This Month: 4
Weeks Last Month: 4

Monthly Footfall Counts

	Year to date % YoY		This month % YoY		This month % MoM	
	2025	2024	2025	2024	2025	2024
Broadmead BID	-4.4%	-4.5%	-1.0%	-5.6%	-1.7%	-1.3%
South West	-3.2%	-3.0%	-2.0%	-3.6%	3.0%	6.8%
High Street Index - BDSU (BDSU - Comparison)	2.1%	-0.4%	3.3%	-0.7%	-2.0%	-1.8%
UK	0.7%	-0.8%	0.8%	-0.3%	-1.6%	-0.1%

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 7,637,910 which is 4.4% down on the previous year.

The total number of visitors to Broadmead BID in month commencing 3 August 2025 was 892,068.

The busiest day in month commencing 3 August 2025 was Saturday 23 August with 39,730 visitors.

The peak hour of the month was 14:00 on Saturday 30 August 2025 with footfall of 4,918.

Footfall Counts by month



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

Figures shown below are calculated using monthly totals.

Weather



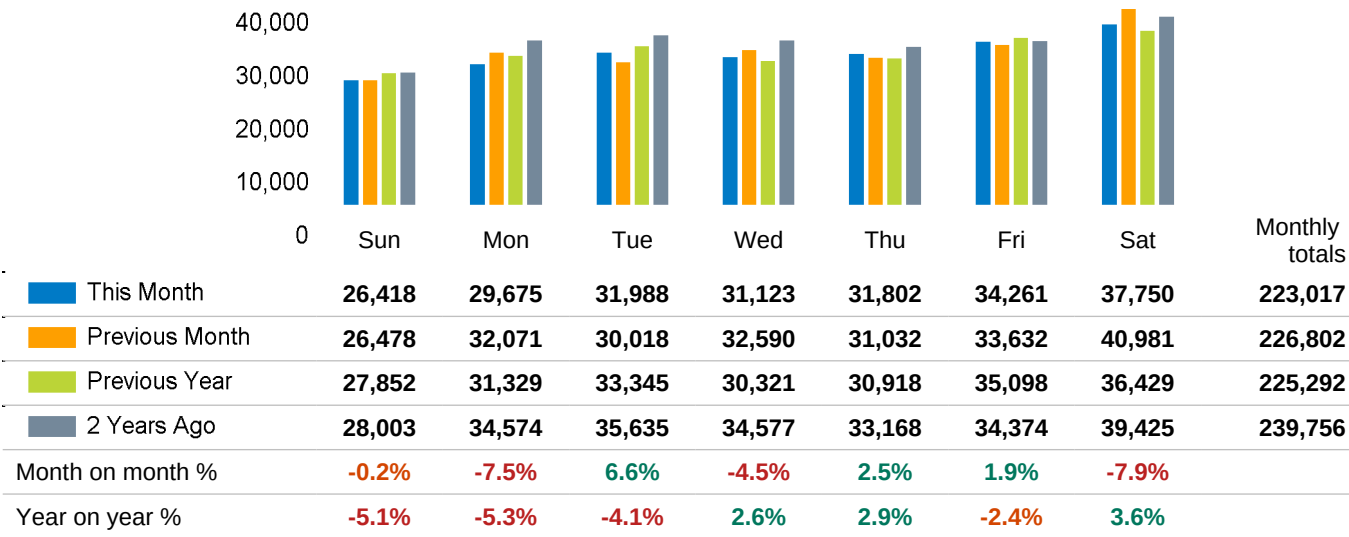
Number of days August 2025	16	12	
Number of days August 2024	12	15	1
Number of days August 2023	10	18	

Average temperature

	Maximum temperature	Minimum temperature
2025	25°	14°
2024	22°	13°
2023	22°	13°

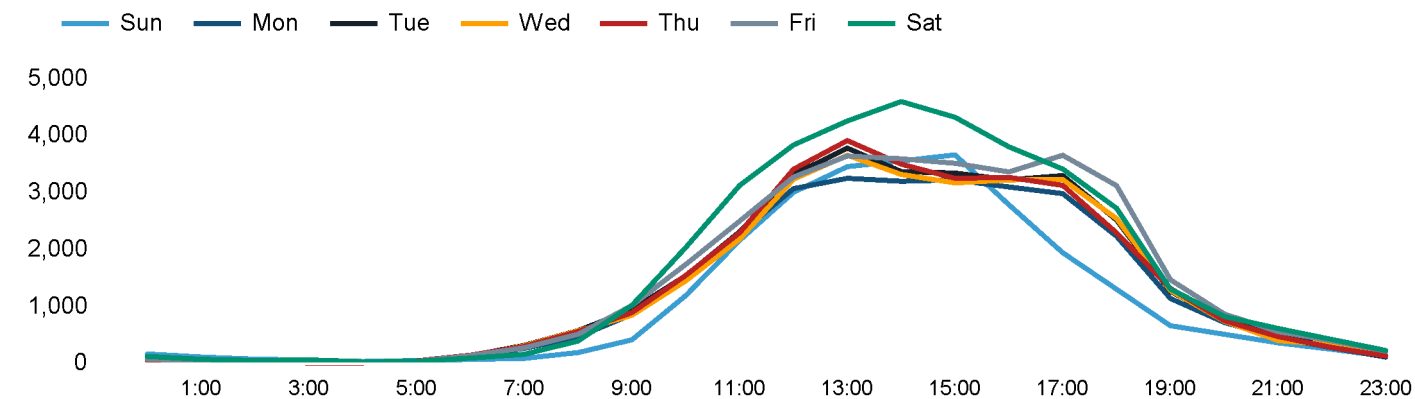
Football Counts by day

The figures shown below are calculated using weekly averages.



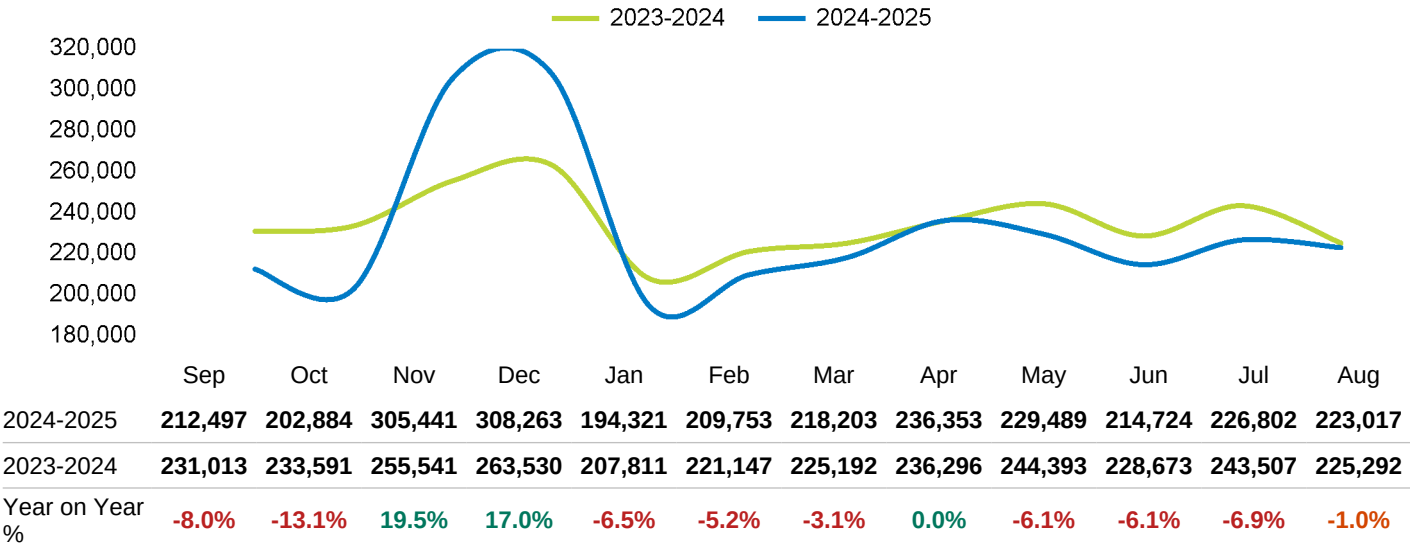
Football Counts by hour

The figures shown below are calculated using a weekly average



Football Counts - rolling 12 months

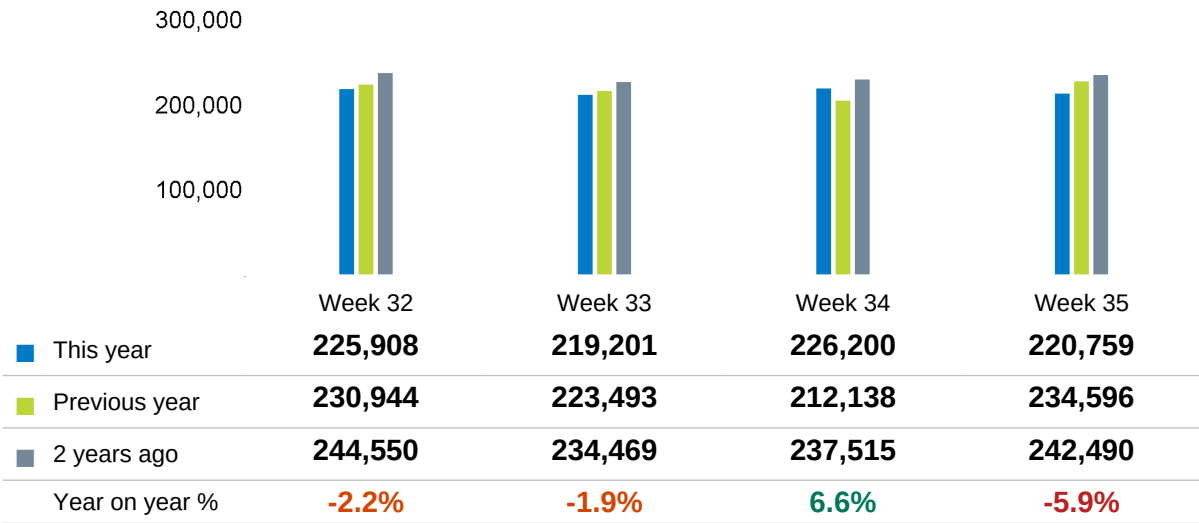
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2024-2025 period with the 2023-2024 period i.e the figure for August compares August 2025 to August 2024

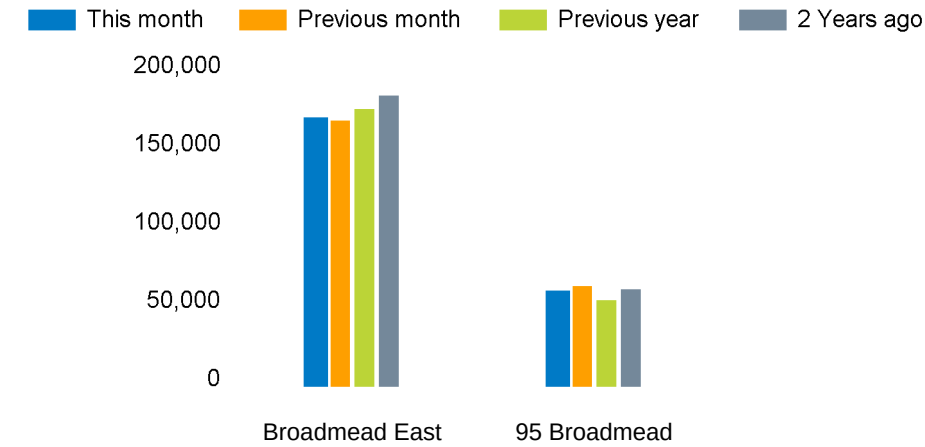
Football Counts by week of month

The figures shown below are calculated using weekly totals.



Footfall Counts by location

The figures shown below are calculated using weekly averages.



This Month	163,478	59,539
Previous Month	163,068	63,733
Previous Year	170,005	55,287
2 Years Ago	178,169	61,586
Year on Year %	-3.8 %	7.7 %

Footfall Counts by location



Reporting dates

This month - 03 August 2025 - 30 August 2025

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2025 to August , 2025 Vs January, 2024 to August , 2024

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year.August, 2025 Vs August, 2024

Month on Month % Change is the % change in footfall for this Month from the previous Month.8 2025 Vs 7 2025