Weeks This Month: 5
Weeks Last Month: 4

Monthly Footfall Counts

	Year to date % YoY		This month % YoY		This month % MoM	
	2025	2024	2025	2024	2025	2024
Broadmead	**-2.6%**	**-1.2%**	**-0.3%**	**17.0%**	**-6.0%**	**0.9%**
South West	**-1.8%**	**-3.1%**	**3.1%**	**-1.6%**	**8.5%**	**13.2%**
High Street Index - BDSU (BDSU - Comparison)	**1.8%**	**0.4%**	**4.0%**	**3.1%**	**5.1%**	**11.7%**
UK	**0.2%**	**-0.6%**	**2.0%**	**0.3%**	**3.9%**	**4.8%**

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 12,265,702 which is 2.6% down on the previous year.

The total number of visitors to Broadmead in month commencing 30 November 2025 was 1,419,912.

The busiest day in month commencing 30 November 2025 was Saturday 13 December with 68,453 visitors.

The peak hour of the month was 14:00 on Saturday 13 December 2025 with footfall of 8,173.

Footfall Counts by month

- This Month: 1,419,912
- Previous Month: 1,207,937
- Previous Year: 1,424,272
- 2 Years Ago: 1,246,388
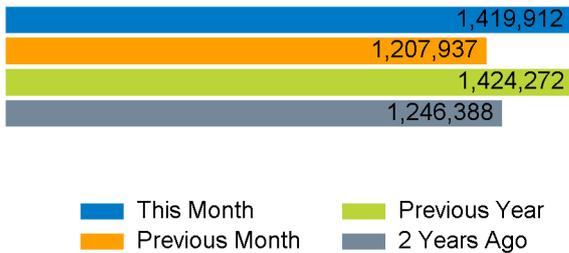
Figures shown below are calculated using monthly totals.

Weather

	☀	☁	🌧	☰
Number of days December 2025	16	16	3	
Number of days December 2024	4	28	2	1
Number of days December 2023	3	24	8	

Average temperature

	Maximum temperature	Minimum temperature
2025	**11°**	**4°**
2024	**11°**	**5°**
2023	**11°**	**6°**

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Footfall Counts by day

The figures shown below are calculated using weekly averages.

	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Monthly totals
This Month	43,507	41,934	41,121	37,200	26,633	41,285	52,302	283,982
Previous Month	41,431	35,699	35,324	37,332	39,195	45,571	67,432	301,984
Previous Year	44,332	45,903	38,032	27,934	36,815	43,410	48,428	284,854
2 Years Ago	31,005	22,804	33,870	35,907	34,739	44,495	46,457	249,277
Month on month %	5.0%	17.5%	16.4%	-0.4%	-32.1%	-9.4%	-22.4%	
Year on year %	-1.9%	-8.6%	8.1%	33.2%	-27.7%	-4.9%	8.0%	
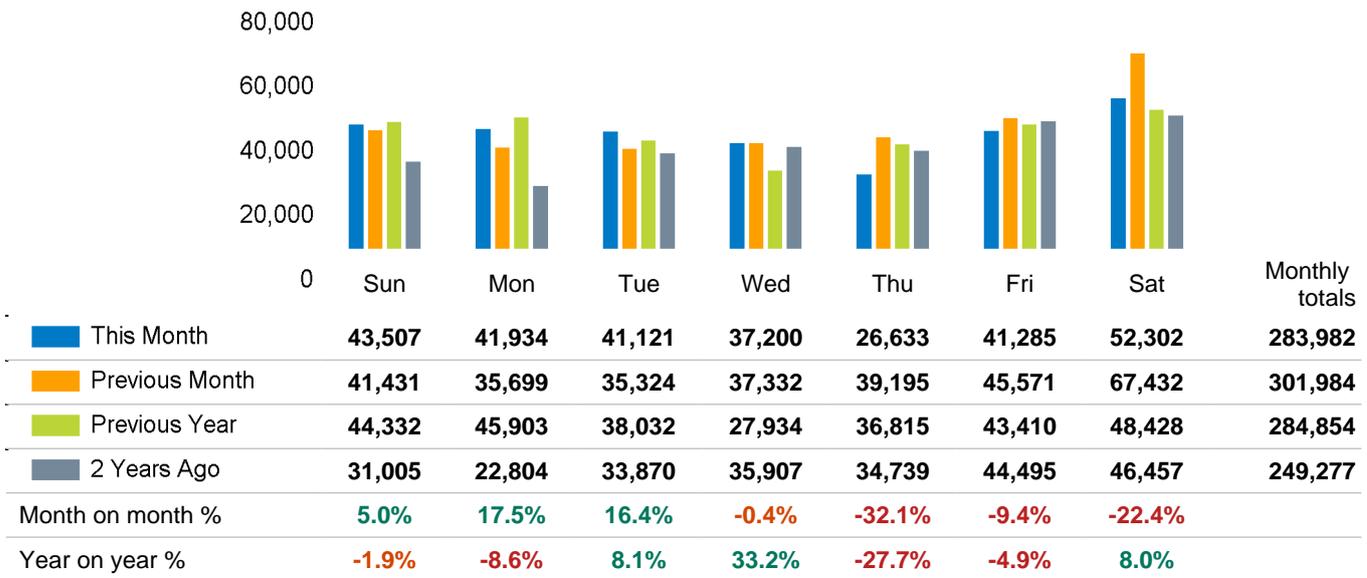
Footfall Counts by hour

The figures shown below are calculated using a weekly average

Footfall Report

Broadmead
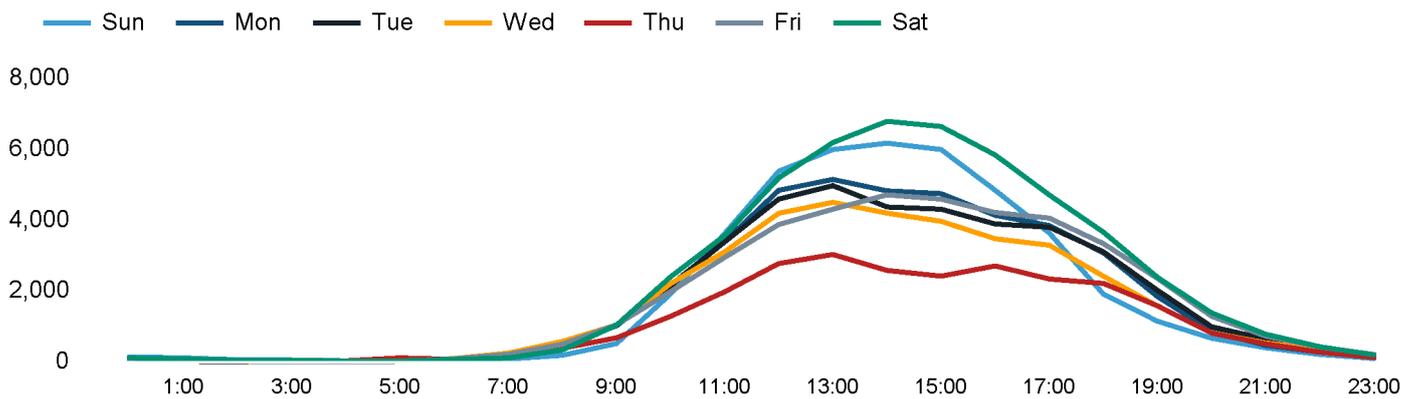
Footfall Counts - rolling 12 months

The figures shown below are calculated using weekly averages.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2024-2025	194,321	209,753	218,203	236,353	229,489	214,724	226,802	223,017	216,562	229,283	301,984	283,982
2023-2024	207,811	221,147	225,192	236,296	244,393	228,673	243,507	225,292	206,125	227,143	310,361	284,854
Year on Year %	-6.5%	-5.2%	-3.1%	0.0%	-6.1%	-6.1%	-6.9%	-1.0%	5.1%	0.9%	-2.7%	-0.3%
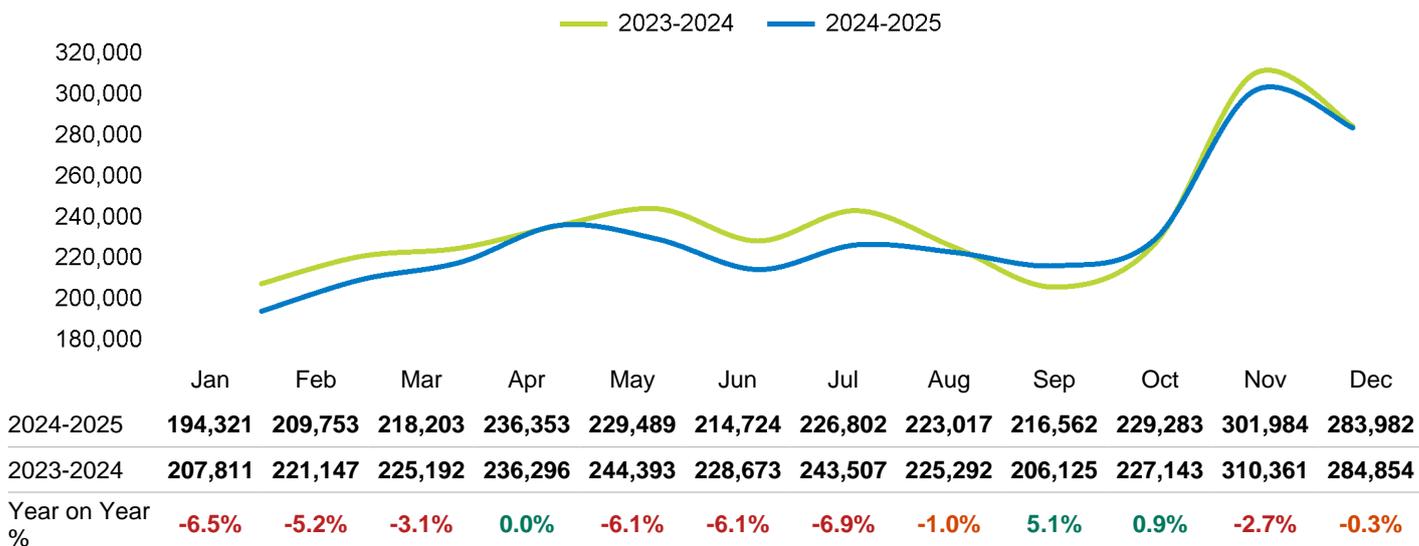
Year on year % is calculated by comparing the 2024-2025 period with the 2023-2024 period i.e the figure for December compares December 2025 to December 2024

Footfall Counts by week of month

The figures shown below are calculated using weekly totals.

	Week 1	Week 49	Week 50	Week 51	Week 52
This Year	202,407	294,489	329,543	331,406	252,403
Previous year	205,528	290,481	342,511	344,878	243,995
2 years ago	215,603	254,758	284,324	310,129	191,649
Year on year %	-1.5%	1.4%	-3.8%	-3.9%	3.4%
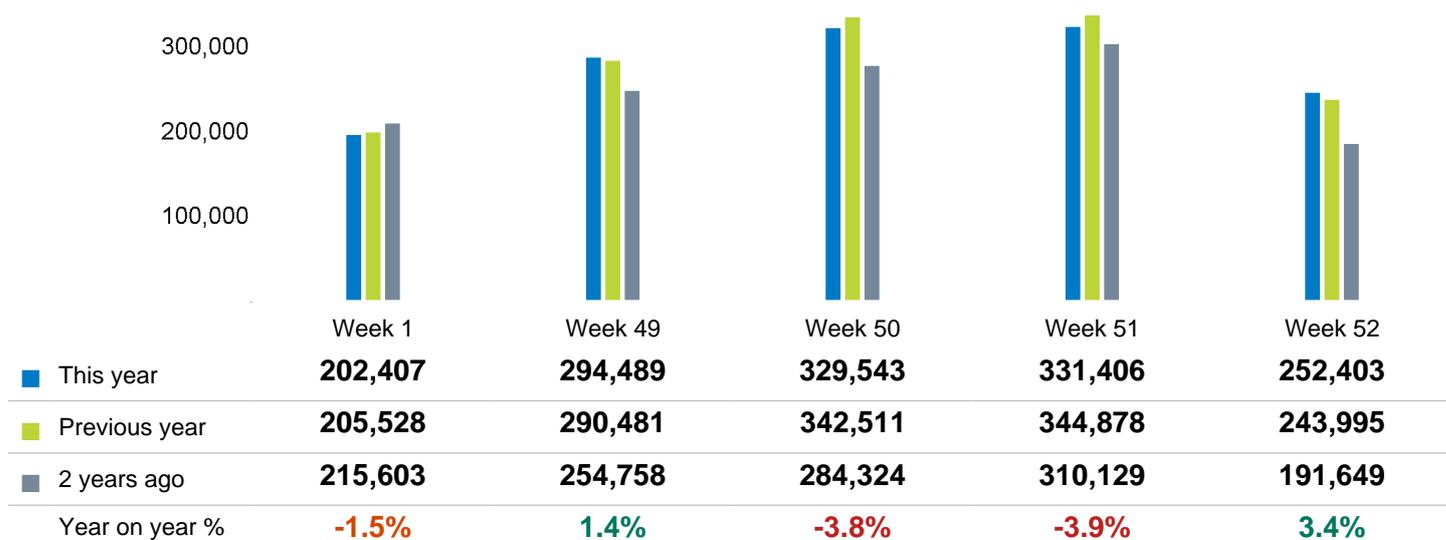
Week 53

212,071

205,528
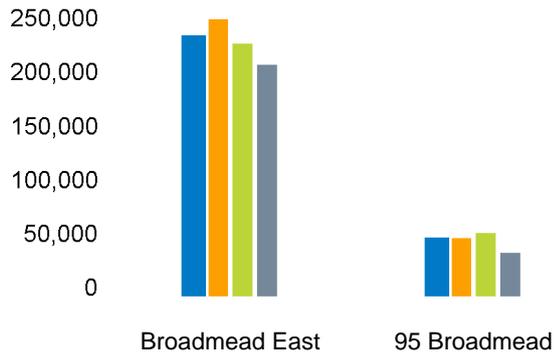
215,603

4.8%

Footfall Report

Broadmead

Footfall Counts by location

The figures shown below are calculated using weekly averages.

- **This month**
- **Previous month**
- **Previous year**
- **2 Years ago**

	Broadmead East	95 Broadmead
This Month	**230,391**	**53,590**
Previous Month	**246,384**	**55,599**
Previous Year	**225,203**	**59,651**
2 Years Ago	**206,545**	**42,732**
Year on Year %	**2.3 %**	**-10.2 %**

Footfall Counts by location

- Broadmead East, 81.1 %
- 95 Broadmead, 18.9 %
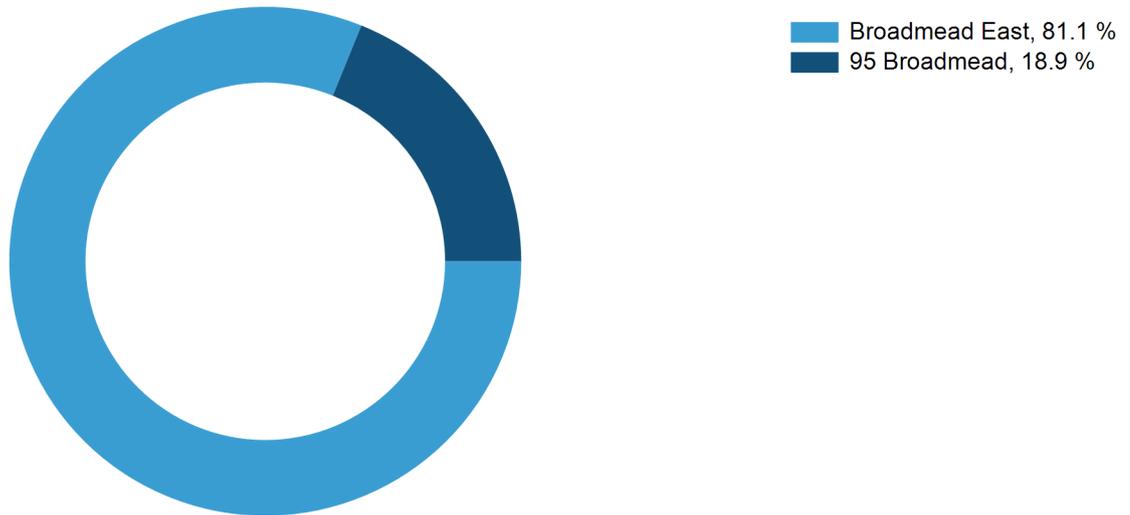
Reporting dates

This month - 30 November 2025 - 03 January 2026

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 December , 2025 Vs January, 2024 to December , 2024

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

Month on Month % Change is the % change in footfall for this Month from the previous Month.12 2025 Vs 11 2025

Footfall Report

Broadmead