

**Bournemouth Coastal BID**

Week 29, 2017

17/07/2017 to 23/07/2017



REGION - South West

Monday to Sunday

COUNT TYPE: Footfall Counts

Weekly Footfall

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

	Year to Date % Change		Year on Year % Change		Week On Week % Change	
	2017	2016	2017	2016	2017	2016
Bournemouth Coastal BID	▼ -12.5 %	▼ -6.9 %	▼ -16.9 %	▼ -4.0 %	▼ -0.7 %	▲ 4.1 %
South West	▼ -1.1 %	▼ -0.9 %	▼ -6.9 %	▲ 2.9 %	▼ -0.3 %	▲ 6.9 %
High Street Index(Coastal Town)	▼ -2.5 %	▼ -3.2 %	▼ -9.9 %	▼ -0.1 %	▲ 0.1 %	▲ 4.8 %
UK	▼ -0.1 %	▼ -2.1 %	▼ -3.9 %	▲ 2.1 %	▼ -0.1 %	▲ 2.2 %

Headlines

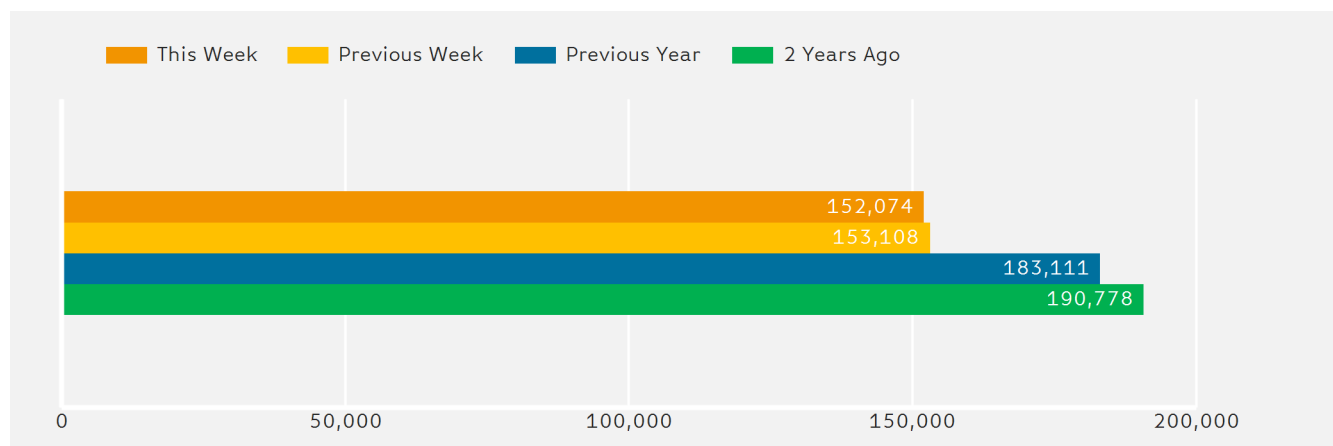
The change in footfall for Bournemouth Coastal BID over the last 52 weeks is 9% down on the previous year.

Footfall for the year to date is 12.5% down on the previous year.

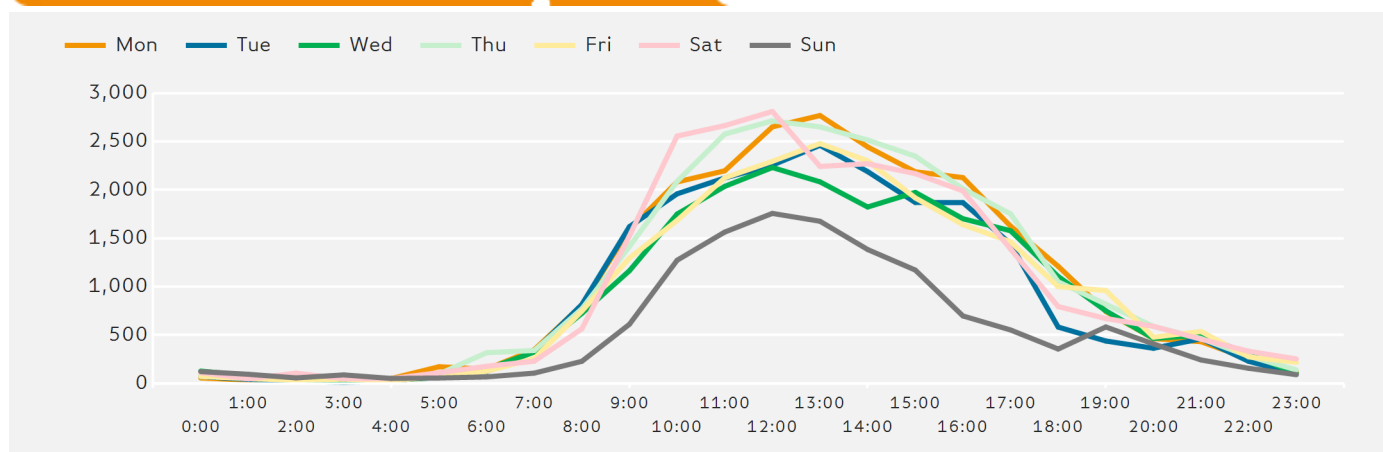
The number of visitors counted for week commencing 17 July 2017 was 152,074.

The busiest day in week commencing 17 July 2017 was Thursday with 25,211 visitors.






















The peak hour of the week was 12:00 on Saturday with footfall of 2,810

Footfall Totals by Week

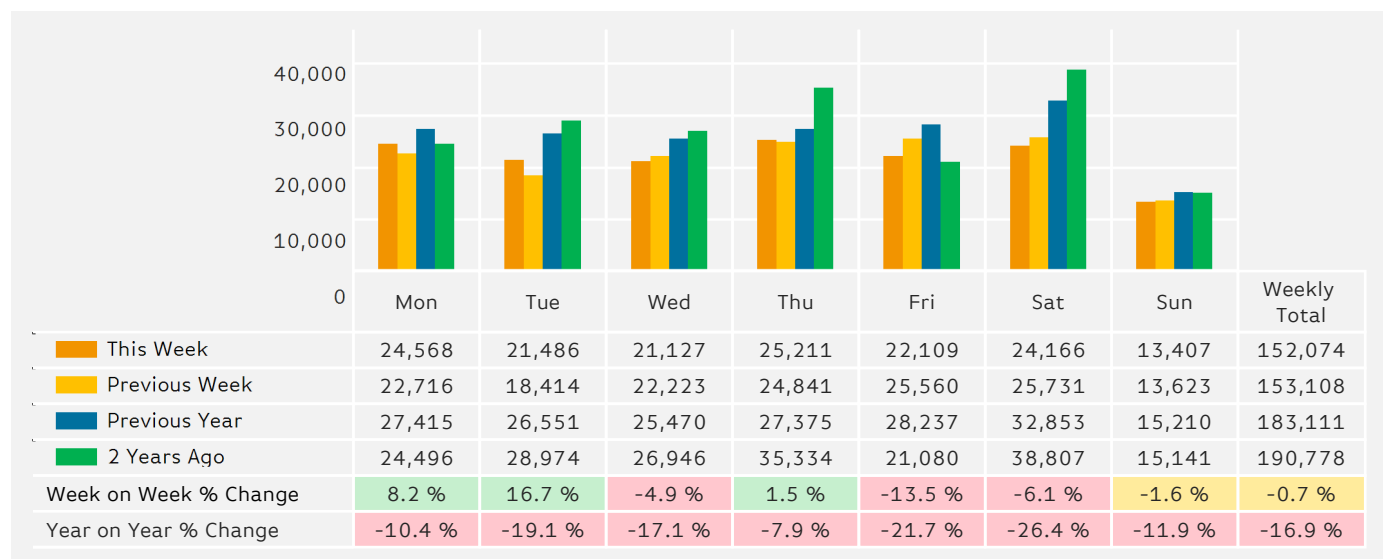
Footfall by Hour



Weather

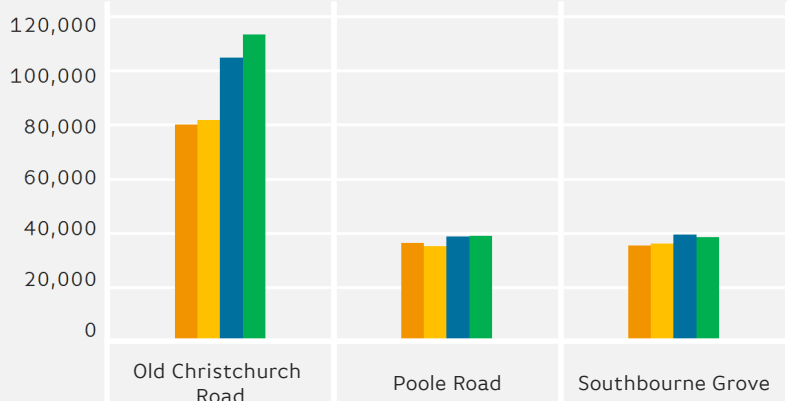
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	 23	 26	 21	 18	 19	 17	 18
Previous Week	 22	 17	 22	 19	 22	 22	 23
Previous Year	 25	 31	 30	 23	 25	 24	 20

Footfall by Day



Footfall Totals

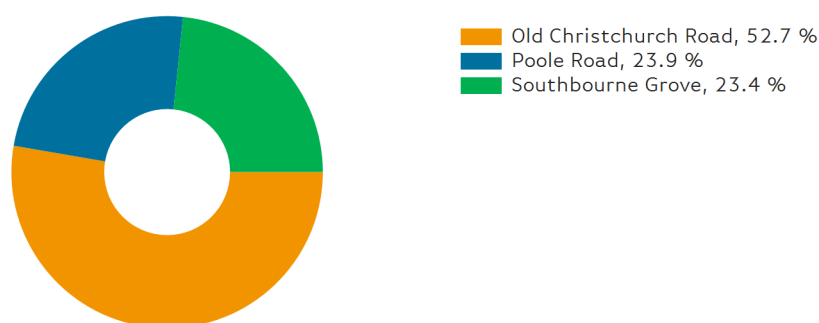
■ This Week
 ■ Previous Week
 ■ Previous Year
 ■ 2 Years Ago



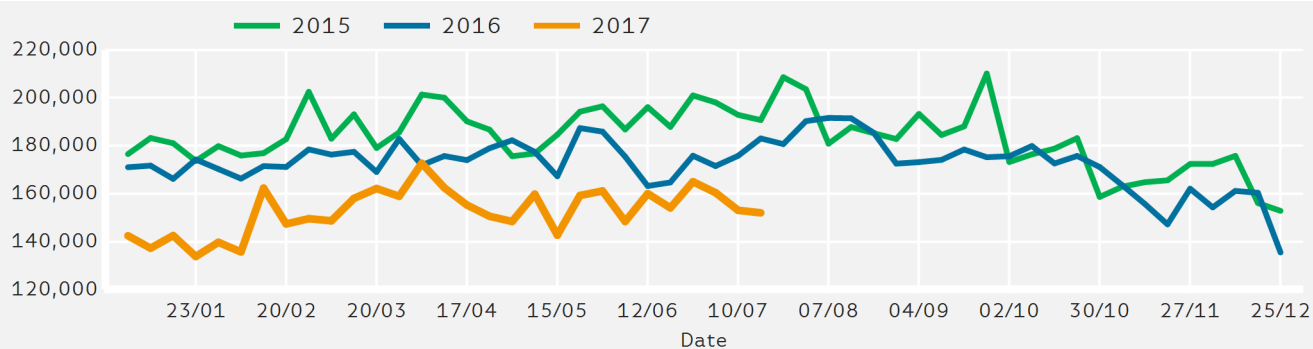
This Week	80,158	36,384	35,532
Previous Week	81,698	35,217	36,193
Previous Year	104,782	38,861	39,468
2 Years Ago	113,410	38,882	38,486
Week on Week % Change	-1.9 %	3.3 %	-1.8 %
Year on Year % Change	-23.5 %	-6.4 %	-10.0 %

Footfall Totals

Counting By Location - Main Locations Only



Footfall by Week



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

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year.

Week on Week % Change is the % change in footfall for this week from the previous week.