

**Bournemouth Coastal BID**

Week 31, 2017

31/07/2017 to 06/08/2017



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	▼ -12.6 %	▼ -7.1 %	▼ -12.7 %	▼ -6.5 %	▲ 6.7 %	▲ 5.3 %
South West	▼ -1.3 %	▼ -0.9 %	▼ -5.1 %	▼ -0.4 %	▲ 1.2 %	▼ -1.0 %
High Street Index(Coastal Town)	▼ -2.9 %	▼ -3.2 %	▼ -6.5 %	▼ -3.8 %	▲ 3.1 %	▼ -2.3 %
UK	▼ -0.3 %	▼ -2.0 %	▼ -3.1 %	▲ 0.1 %	▲ 1.5 %	▼ -1.2 %

Headlines

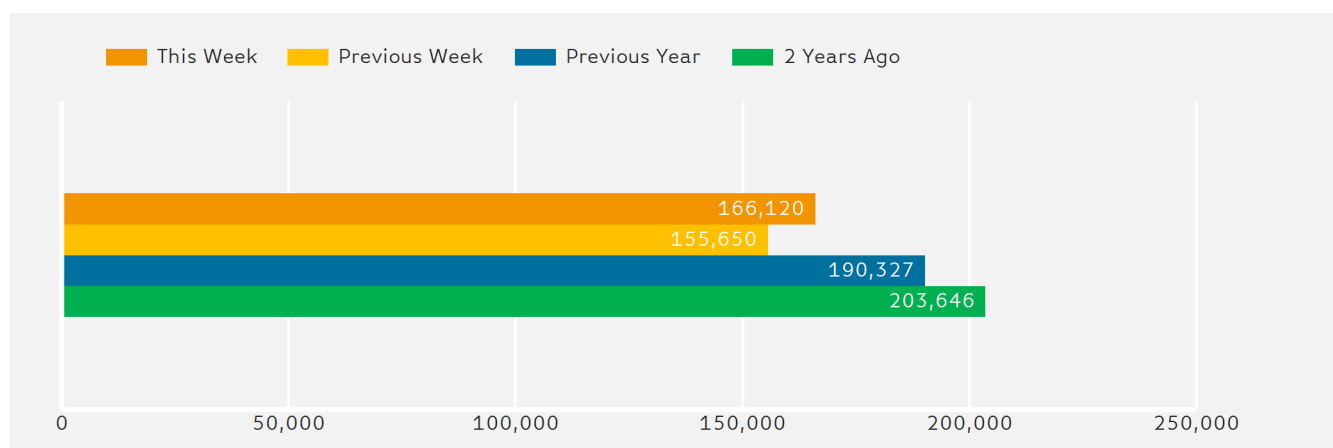
The change in footfall for Bournemouth Coastal BID over the last 52 weeks is 9.1% down on the previous year.

Footfall for the year to date is 12.6% down on the previous year.

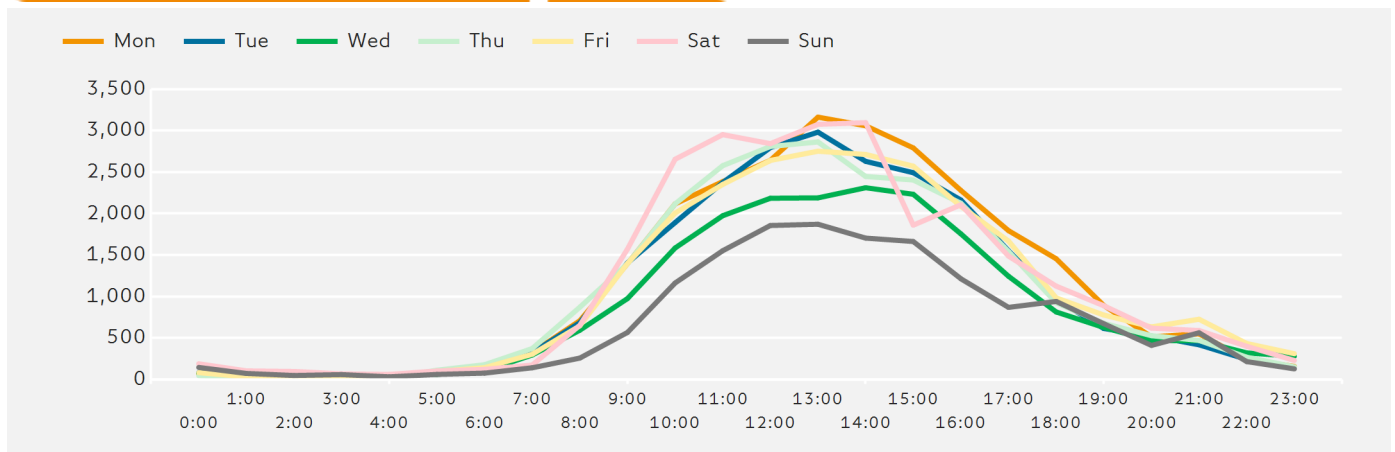
The number of visitors counted for week commencing 31 July 2017 was 166,120.

The busiest day in week commencing 31 July 2017 was Saturday with 27,066 visitors.






















The peak hour of the week was 13:00 on Monday with footfall of 3,162

Footfall Totals by Week

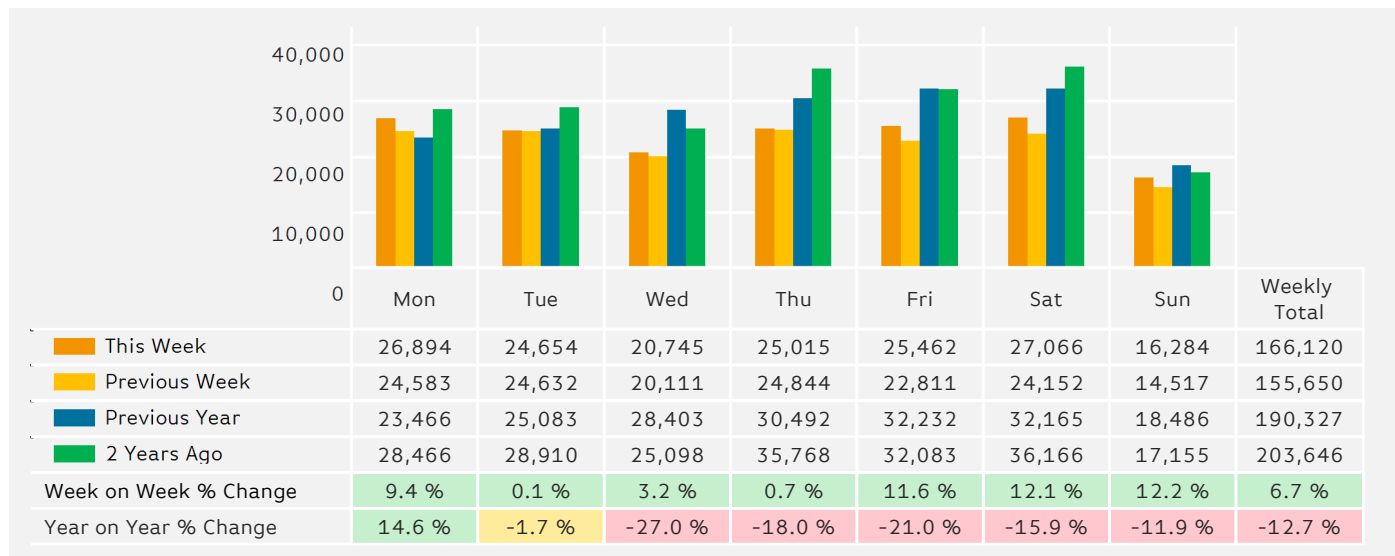
Footfall by Hour



Weather

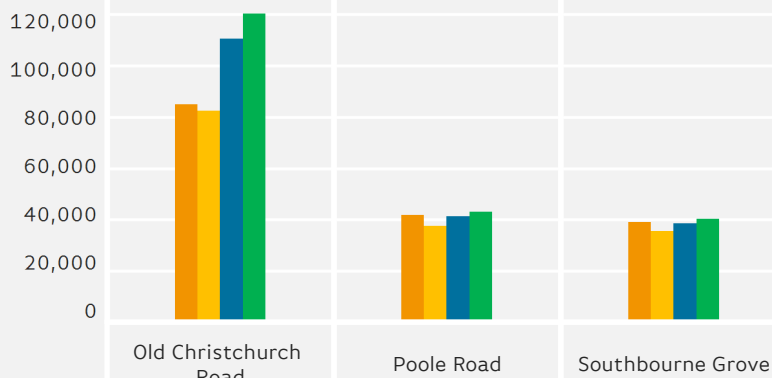
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	 18	 19	 18	 19	 21	 19	 19
Previous Week	 23	 22	 19	 18	 18	 18	 18
Previous Year	 18	 20	 22	 21	 22	 23	 24

Footfall by Day



Footfall by Location

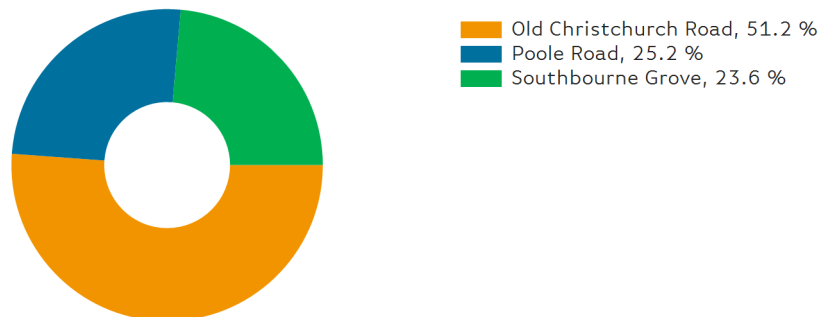
■ This Week
 ■ Previous Week
 ■ Previous Year
 ■ 2 Years Ago



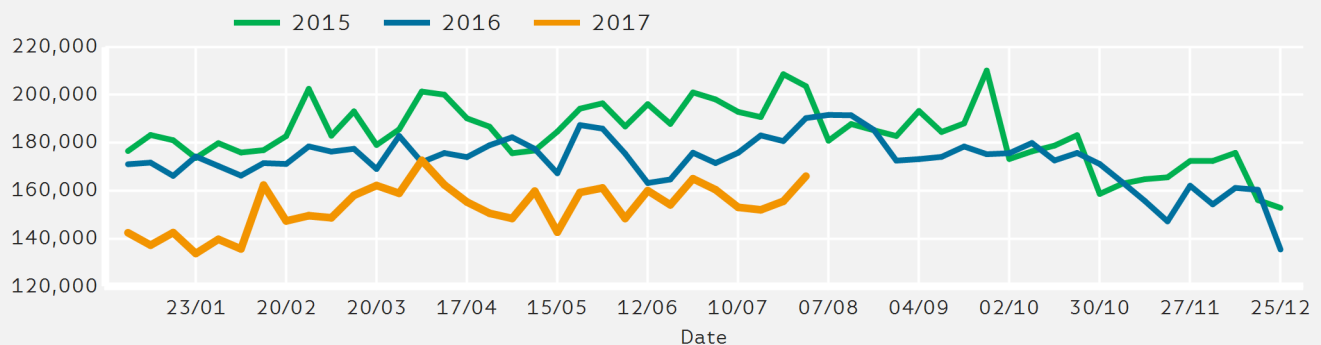
This Week	84,987	41,923	39,210
Previous Week	82,400	37,635	35,615
Previous Year	110,489	41,354	38,484
2 Years Ago	120,298	43,078	40,270
Week on Week % Change	3.1 %	11.4 %	10.1 %
Year on Year % Change	-23.1 %	1.4 %	1.9 %

Footfall by location

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.