

**Bournemouth Coastal BID**

Week 32, 2017

07/08/2017 to 13/08/2017



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	▼ -12.7 %	▼ -6.7 %	▼ -16.0 %	▲ 5.9 %	▼ -3.1 %	▲ 0.7 %
South West	▼ -1.4 %	▼ -0.7 %	▼ -3.9 %	▲ 4.7 %	▲ 1.2 %	▲ 1.1 %
High Street Index(Coastal Town)	▼ -2.9 %	▼ -3.2 %	▼ -4.2 %	▼ -3.6 %	▲ 1.1 %	▼ -1.1 %
UK	▼ -0.4 %	▼ -1.9 %	▼ -3.9 %	▲ 2.5 %	▼ -2.2 %	▼ -1.6 %

**Headlines**

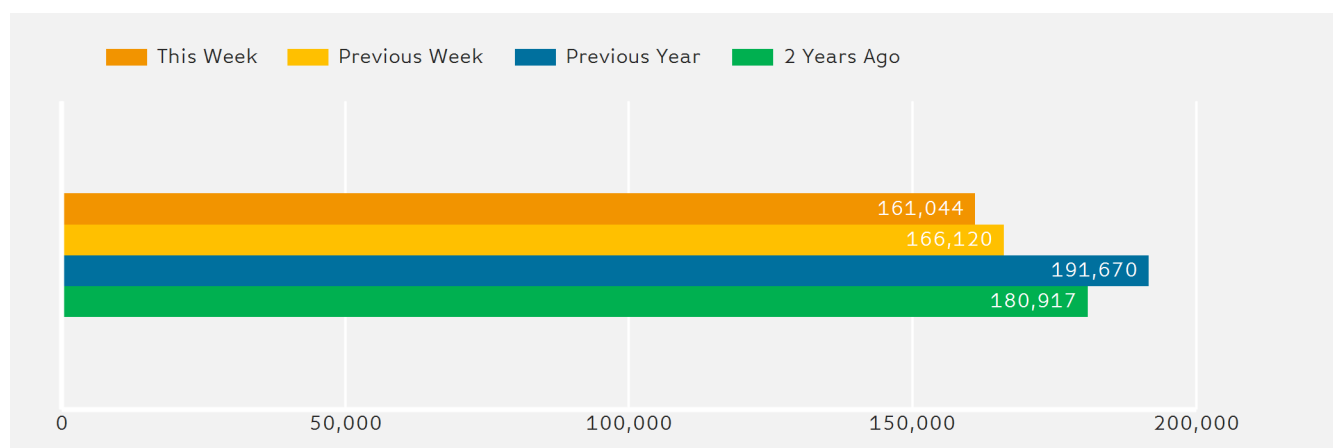
The change in footfall for Bournemouth Coastal BID over the last 52 weeks is 9.5% down on the previous year.

Footfall for the year to date is 12.7% down on the previous year.

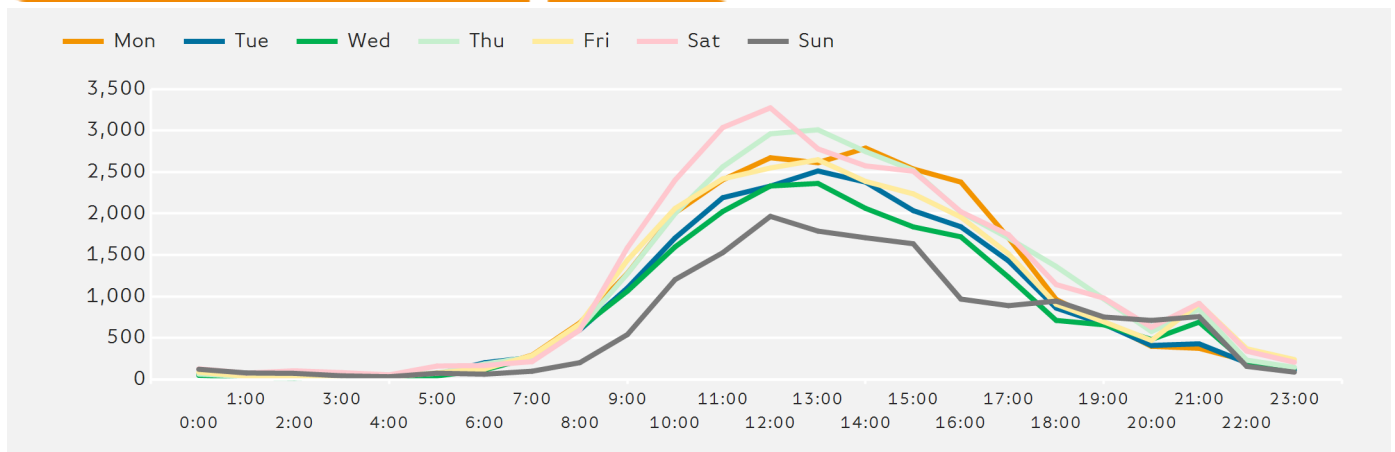
The number of visitors counted for week commencing 7 August 2017 was 161,044.

The busiest day in week commencing 7 August 2017 was Saturday with 27,747 visitors.






















The peak hour of the week was 12:00 on Saturday with footfall of 3,274

**Footfall Totals by Week**

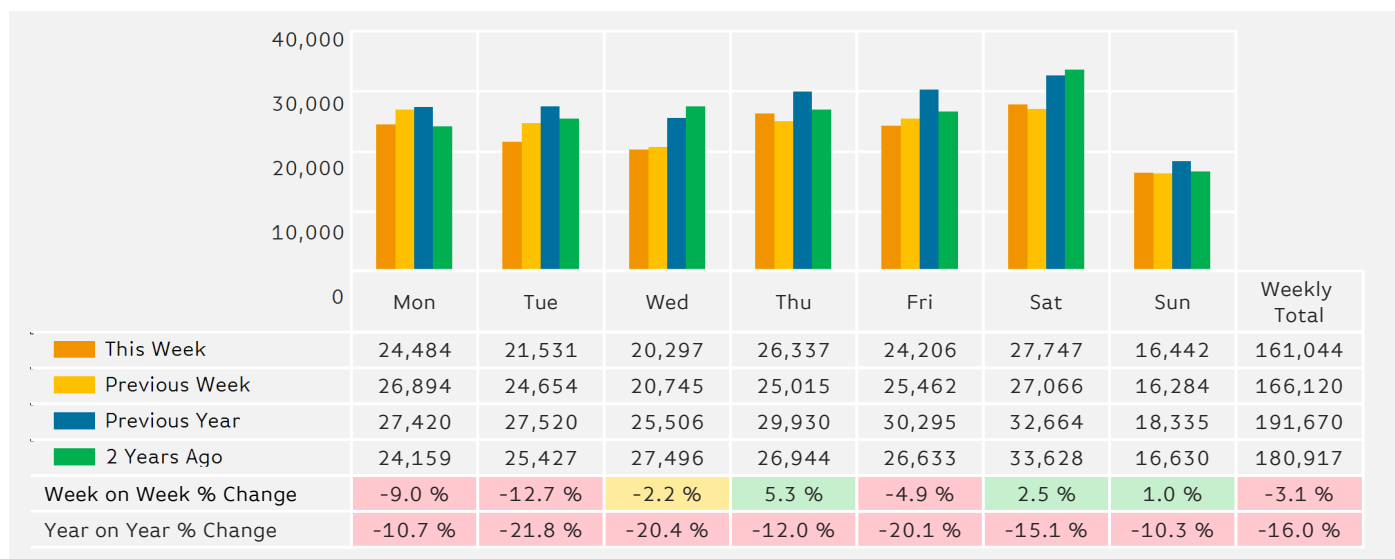
## Footfall by Hour



## Weather

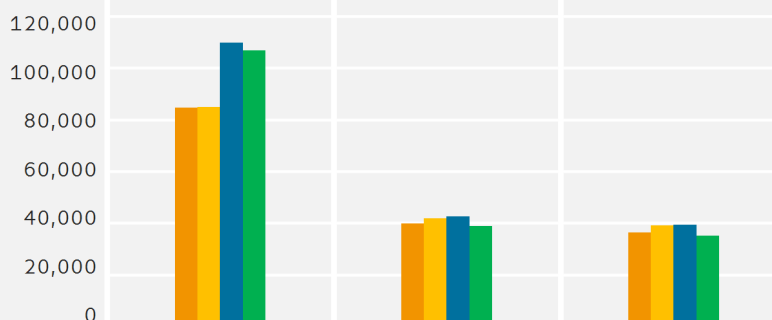
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	 18	 17	 17	 20	 18	 19	 19
Previous Week	 18	 19	 18	 19	 21	 19	 19
Previous Year	 21	 22	 20	 23	 24	 22	 23

## Footfall by Day



## Footfall by Location

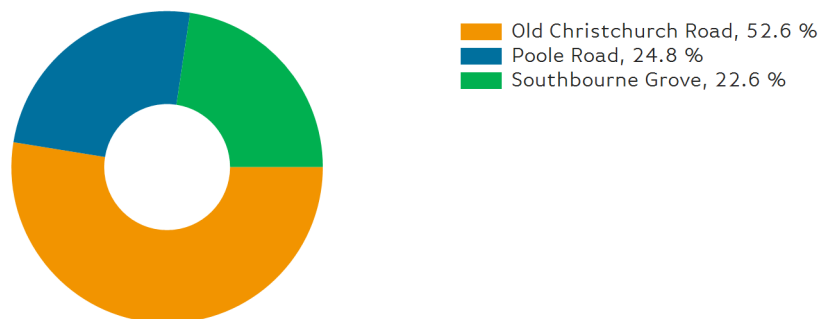
■ This Week
 ■ Previous Week
 ■ Previous Year
 ■ 2 Years Ago



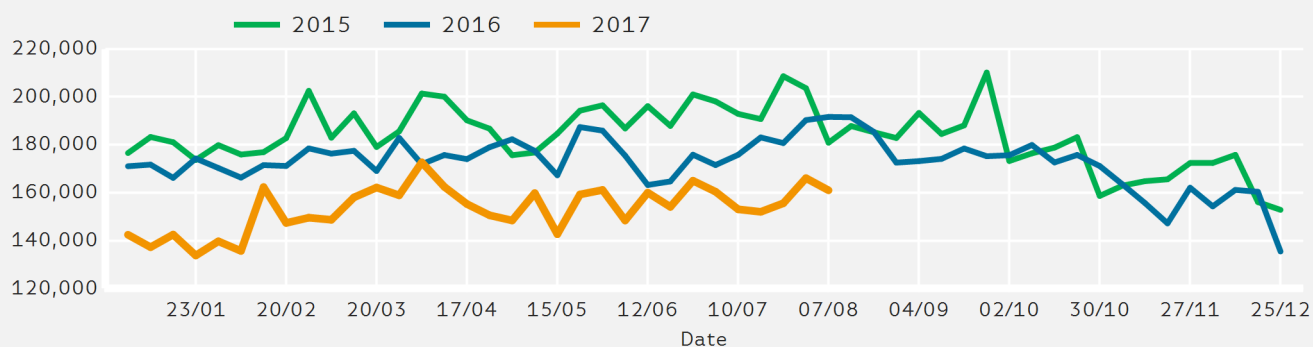
	Old Christchurch Road	Poole Road	Southbourne Grove
This Week	84,641	39,939	36,464
Previous Week	84,987	41,923	39,210
Previous Year	109,781	42,643	39,246
2 Years Ago	106,948	38,837	35,132
Week on Week % Change	-0.4 %	-4.7 %	-7.0 %
Year on Year % Change	-22.9 %	-6.3 %	-7.1 %

## 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.