



Bournemouth Coastal BID

Week 36, 2017

04/09/2017 to 10/09/2017



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	▼ -12.2 %	▼ -6.4 %	▼ -11.2 %	▼ -10.4 %	▼ -10.7 %	▲ 0.4 %
South West	▼ -1.5 %	▼ -0.4 %	▼ -3.8 %	▼ -0.3 %	▼ -7.5 %	▼ -6.5 %
High Street Index(Coastal Town)	▼ -3.1 %	▼ -3.0 %	▼ -7.7 %	▼ -1.5 %	▼ -13.7 %	▼ -8.8 %
UK	▼ -0.7 %	▼ -1.6 %	▼ -4.4 %	▲ 0.5 %	▼ -3.3 %	▼ -1.0 %

Headlines

The change in footfall for Bournemouth Coastal BID over the last 52 weeks is 9.9% down on the previous year.

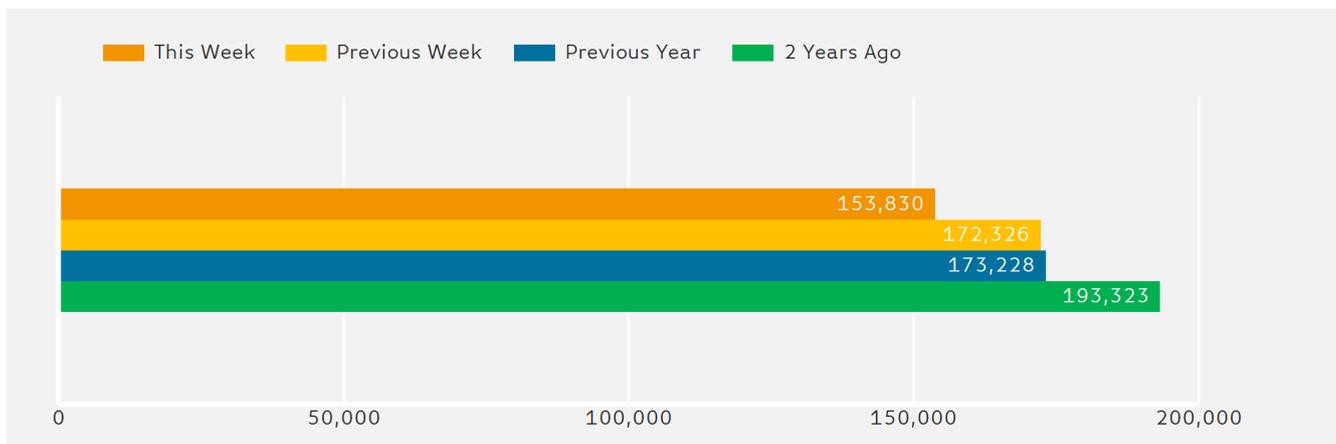
Footfall for the year to date is 12.2% down on the previous year.

The number of visitors counted for week commencing 4 September 2017 was 153,830.

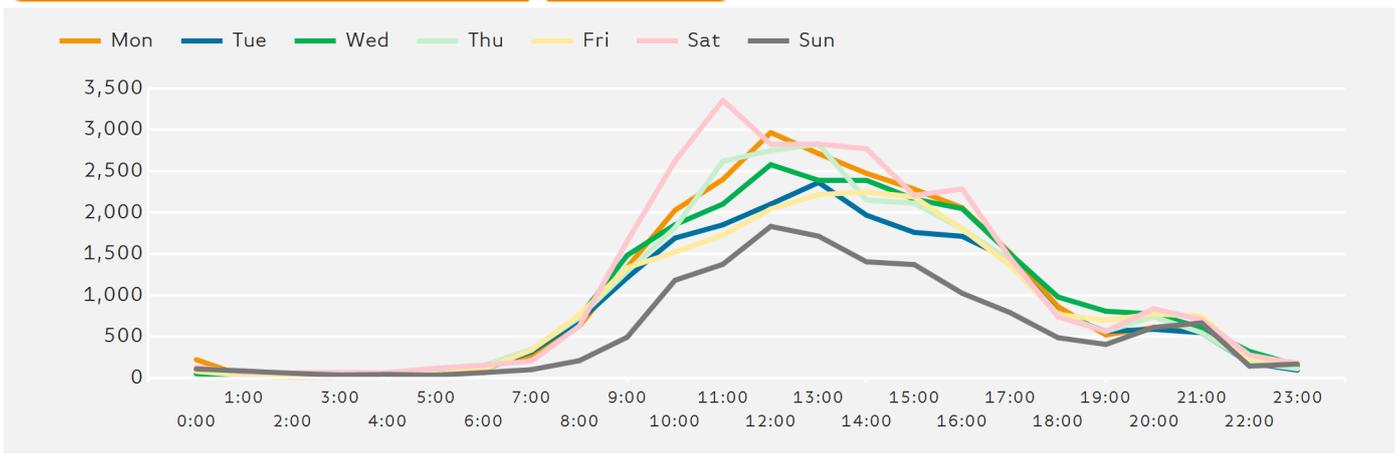
The busiest day in week commencing 4 September 2017 was Saturday with 26,808 visitors.

The peak hour of the week was 11:00 on Saturday with footfall of 3,356

Footfall by Week



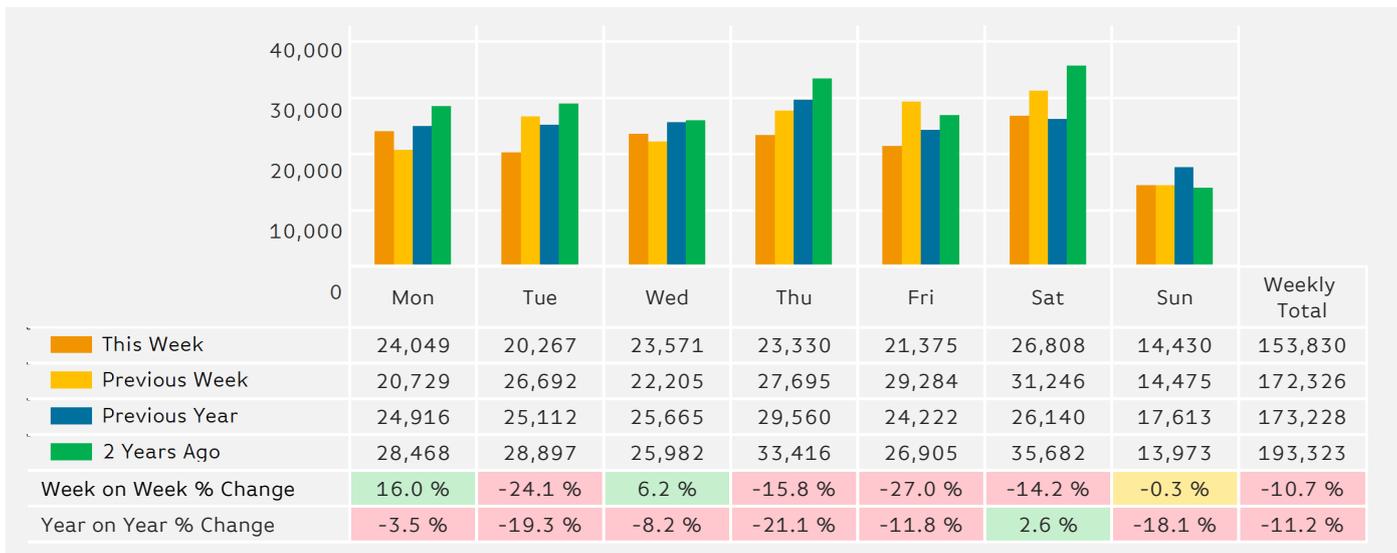
Footfall by Hour



Weather

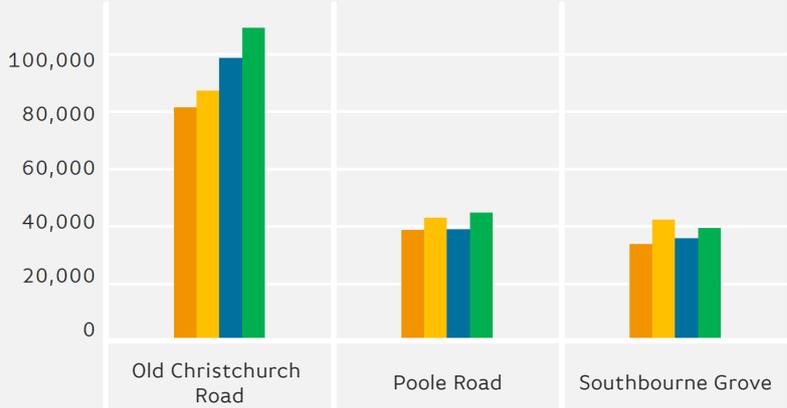
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	21	19	20	19	17	17	17
Previous Week	25	24	15	19	21	19	16
Previous Year	23	24	26	22	21	19	19

Footfall by Day



Footfall by Location

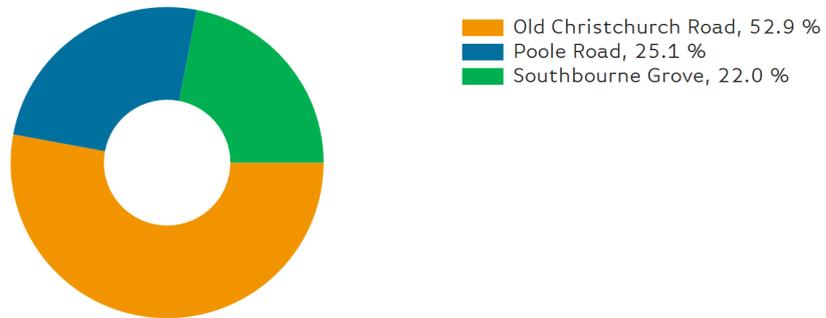
■ This Week
 ■ Previous Week
 ■ Previous Year
 ■ 2 Years Ago



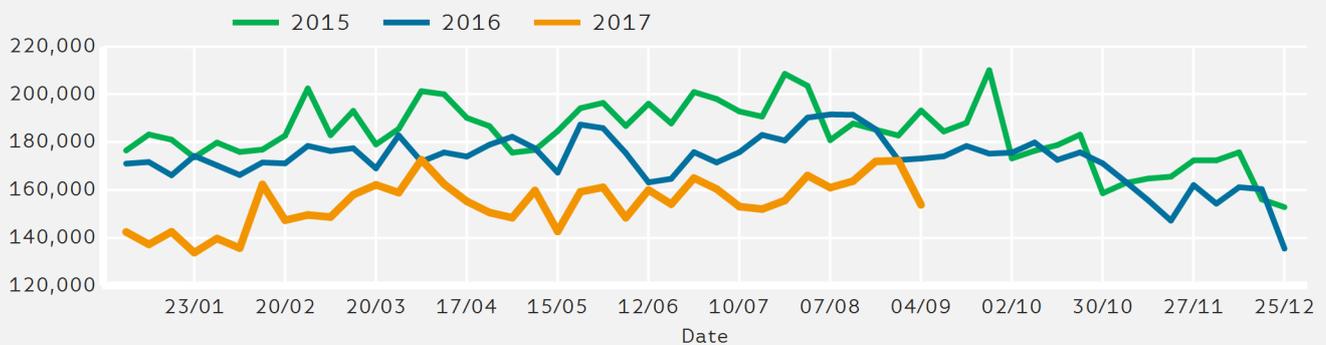
	Old Christchurch Road	Poole Road	Southbourne Grove
This Week	81,397	38,646	33,787
Previous Week	87,060	42,921	42,345
Previous Year	98,531	38,859	35,838
2 Years Ago	109,174	44,724	39,425
Week on Week % Change	-6.5 %	-10.0 %	-20.2 %
Year on Year % Change	-17.4 %	-0.5 %	-5.7 %

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.