



Bournemouth Coastal BID

Week 37, 2017

11/09/2017 to 17/09/2017



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	▼ -12.0 %	▼ -6.4 %	▼ -4.9 %	▼ -5.6 %	▲ 7.7 %	▲ 0.5 %
South West	▼ -1.5 %	▼ -0.3 %	▼ -4.6 %	▲ 3.3 %	▼ -1.1 %	▼ -1.0 %
High Street Index(Coastal Town)	▼ -3.2 %	▼ -2.9 %	▼ -7.1 %	▲ 2.2 %	▼ -1.8 %	▼ -0.2 %
UK	▼ -0.7 %	▼ -1.5 %	▼ -3.9 %	▲ 1.5 %	▲ 0.6 %	▲ 0.4 %

Headlines

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

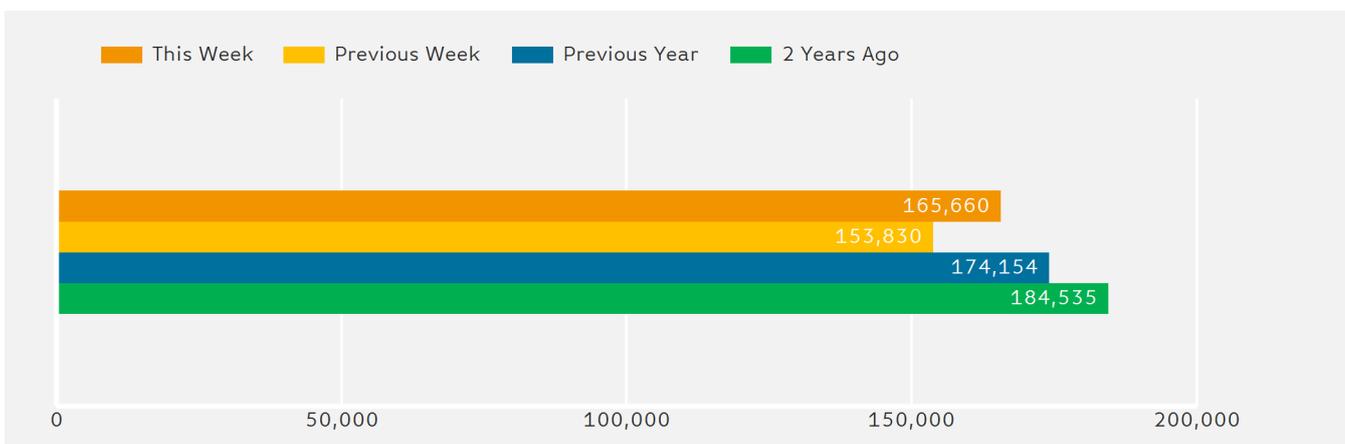
Footfall for the year to date is 12% down on the previous year.

The number of visitors counted for week commencing 11 September 2017 was 165,660.

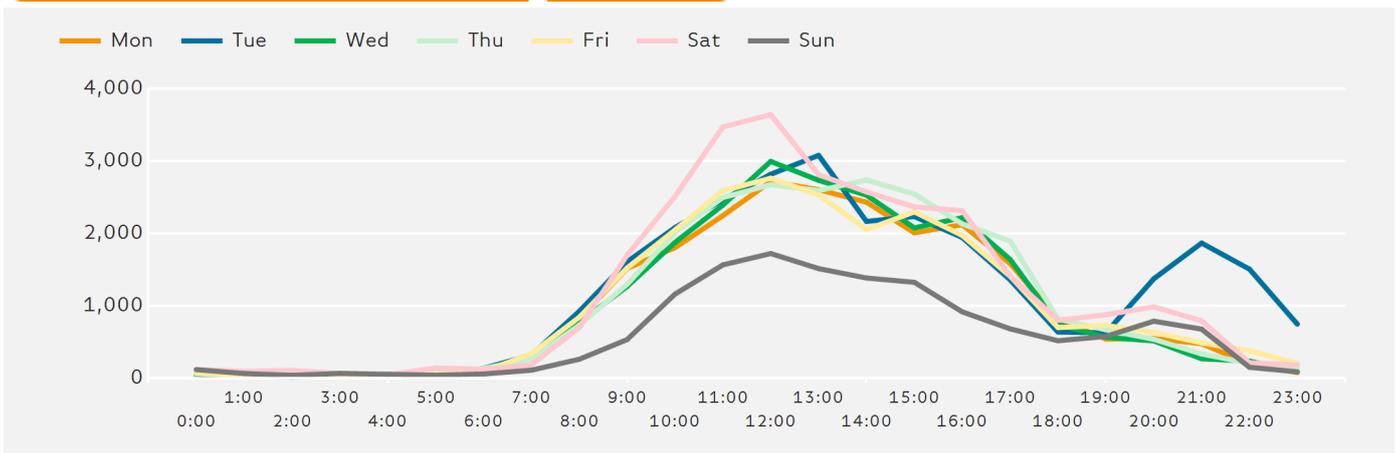
The busiest day in week commencing 11 September 2017 was Saturday with 28,190 visitors.

The peak hour of the week was 12:00 on Saturday with footfall of 3,638

Footfall by Week



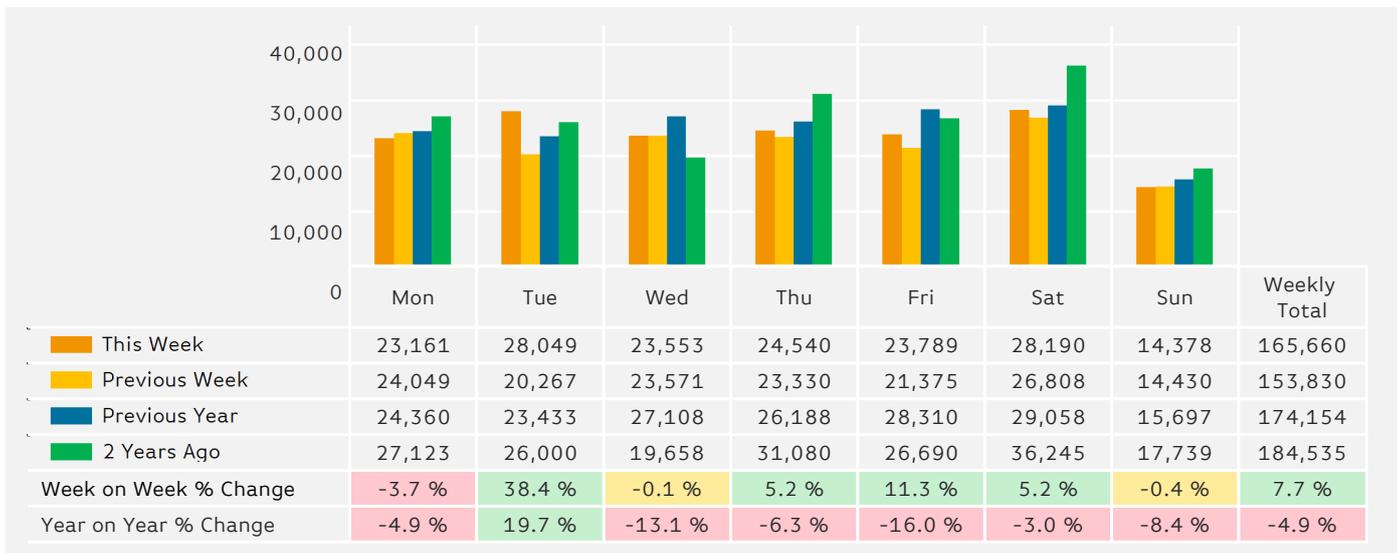
Footfall by Hour



Weather

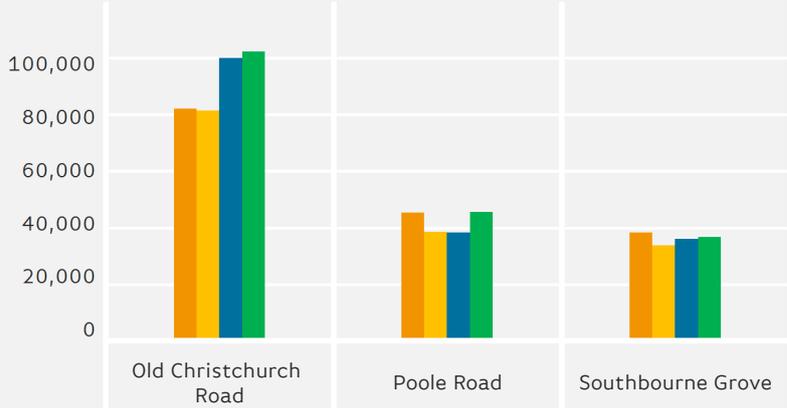
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	17	17	17	17	17	16	16
Previous Week	21	19	20	19	17	17	17
Previous Year	22	25	26	27	20	18	20

Footfall by Day



Footfall by Location

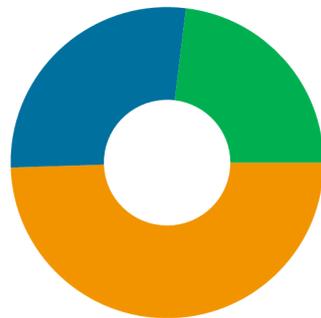
■ This Week
 ■ Previous Week
 ■ Previous Year
 ■ 2 Years Ago



	Old Christchurch Road	Poole Road	Southbourne Grove
This Week	82,008	45,434	38,218
Previous Week	81,397	38,646	33,787
Previous Year	99,971	38,222	35,961
2 Years Ago	102,165	45,671	36,699
Week on Week % Change	0.8 %	17.6 %	13.1 %
Year on Year % Change	-18.0 %	18.9 %	6.3 %

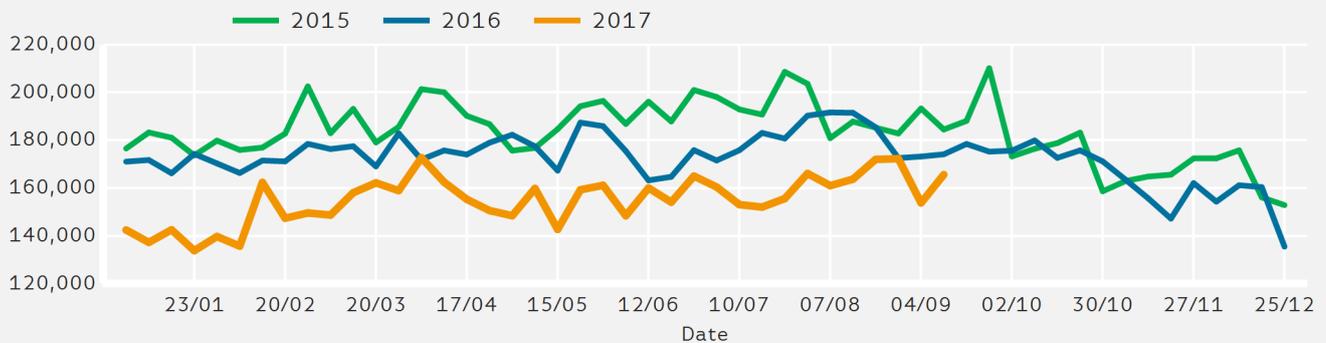
Footfall by location

Counting By Location - Main Locations Only



■ Old Christchurch Road, 49.5 %
■ Poole Road, 27.4 %
■ Southbourne Grove, 23.1 %

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.