

**Bournemouth Coastal BID**

Week 34, 2017

21/08/2017 to 27/08/2017



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 %	▼ -6.3 %	▼ -7.2 %	▲ 0.1 %	▲ 5.0 %	▼ -3.2 %
South West	▼ -1.4 %	▼ -0.6 %	▲ 0.1 %	▲ 1.9 %	▲ 2.3 %	▲ 0.8 %
High Street Index(Coastal Town)	▼ -2.9 %	▼ -3.2 %	▼ -1.3 %	▼ -2.1 %	▲ 3.8 %	▲ 1.9 %
UK	▼ -0.5 %	▼ -1.7 %	▼ -1.4 %	▲ 0.6 %	▲ 1.2 %	▲ 0.7 %

Headlines

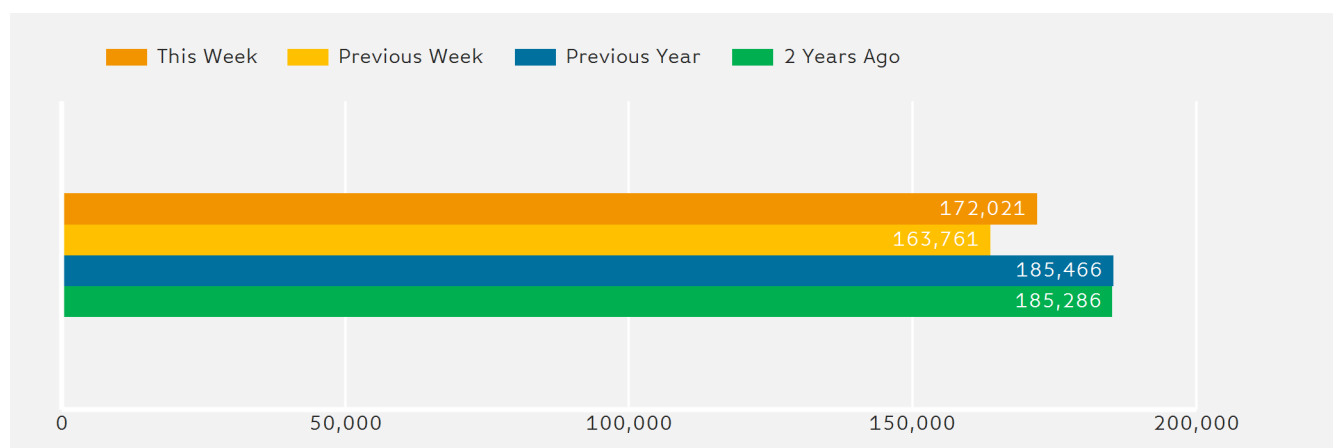
The change in footfall for Bournemouth Coastal BID over the last 52 weeks is 10% down on the previous year.

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

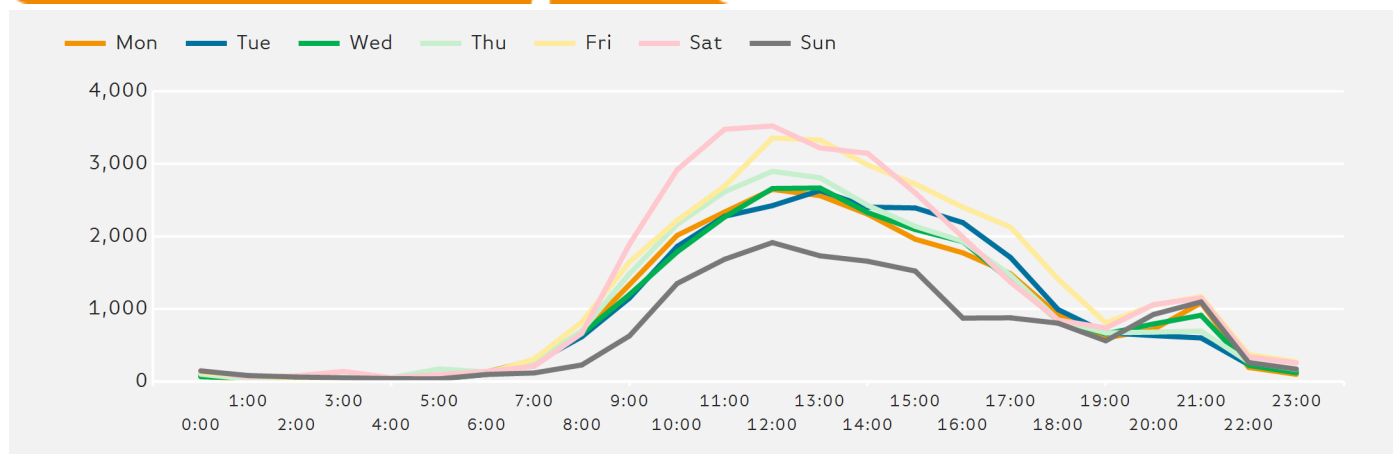
The number of visitors counted for week commencing 21 August 2017 was 172,021.

The busiest day in week commencing 21 August 2017 was Friday with 30,158 visitors.

The peak hour of the week was 12:00 on Saturday with footfall of 3,520

Footfall Totals by Week

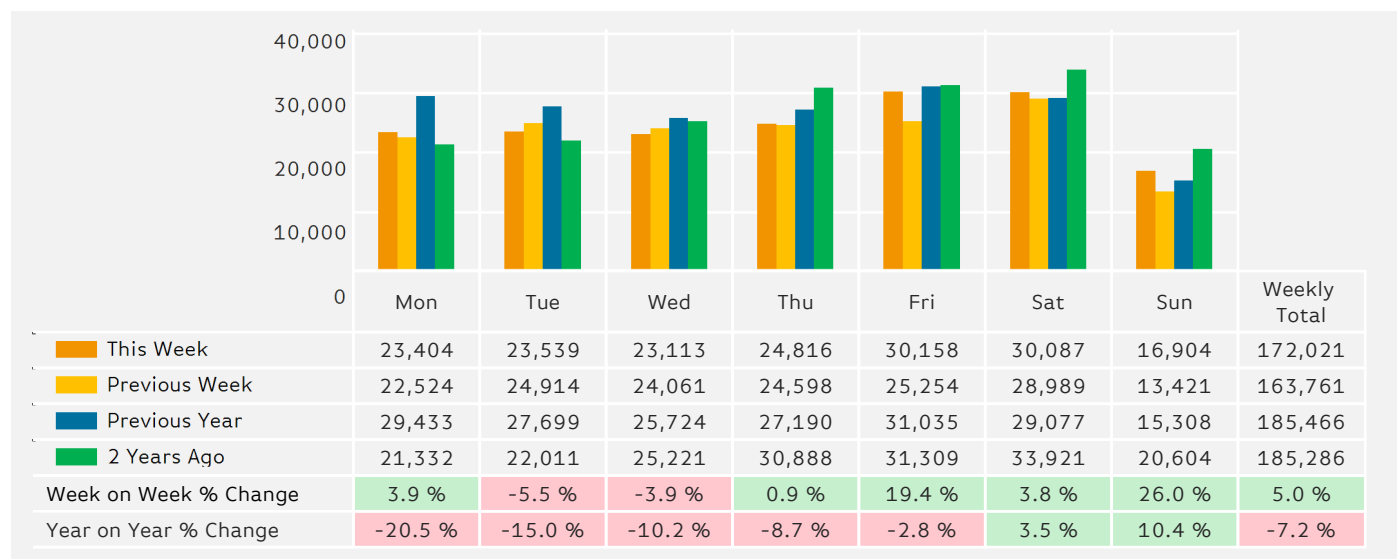
Footfall by Hour



Weather

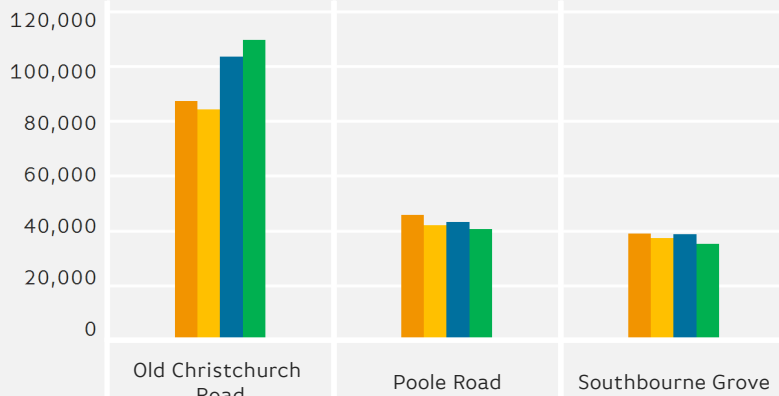
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week							
		21	20	20	20		
Previous Week							
	19	19	20	20	18	19	19
Previous Year							
	22	28	30	25	25	23	19

Footfall by Day



Footfall by Location

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



This Week	87,363	45,757	38,901
Previous Week	84,358	42,091	37,312
Previous Year	103,445	43,209	38,812
2 Years Ago	109,609	40,564	35,113
Week on Week % Change	3.6 %	8.7 %	4.3 %
Year on Year % Change	-15.5 %	5.9 %	0.2 %

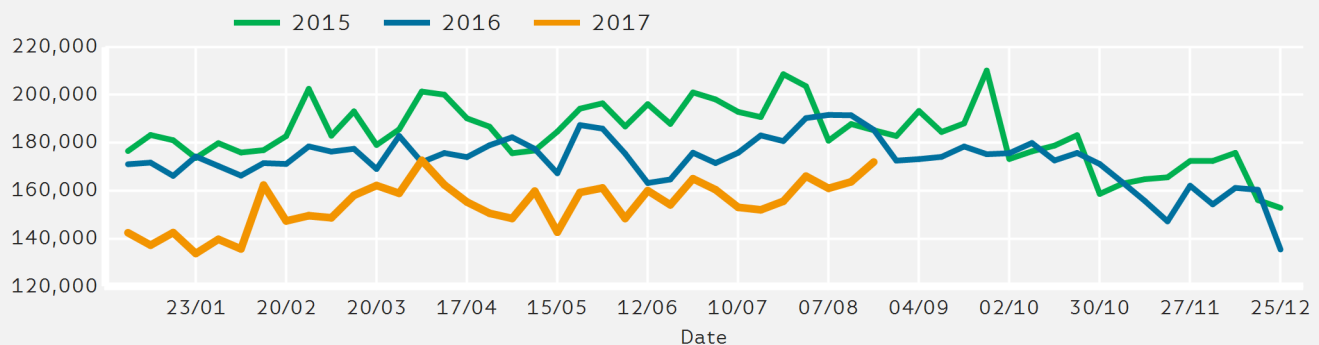
Footfall by location

Counting By Location - Main Locations Only



■ Old Christchurch Road, 50.8 %
■ Poole Road, 26.6 %
■ Southbourne Grove, 22.6 %

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.