

**Bournemouth Collective**

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 Collective	▲ 1.3 %	▲ 3.0 %	▼ -6.3 %	▼ -2.4 %	▼ -16.0 %	▼ -7.8 %
Sovereign Shopping Centre, Boscombe	▼ -9.2 %	▲ 5.2 %	▼ -6.7 %	▼ -1.4 %	▼ -1.5 %	▼ -5.6 %
South West	▼ -1.5 %	▼ -0.4 %	▼ -3.8 %	▼ -0.3 %	▼ -7.5 %	▼ -6.5 %
UK	▼ -0.7 %	▼ -1.6 %	▼ -4.4 %	▲ 0.5 %	▼ -3.3 %	▼ -1.0 %

**Headlines**

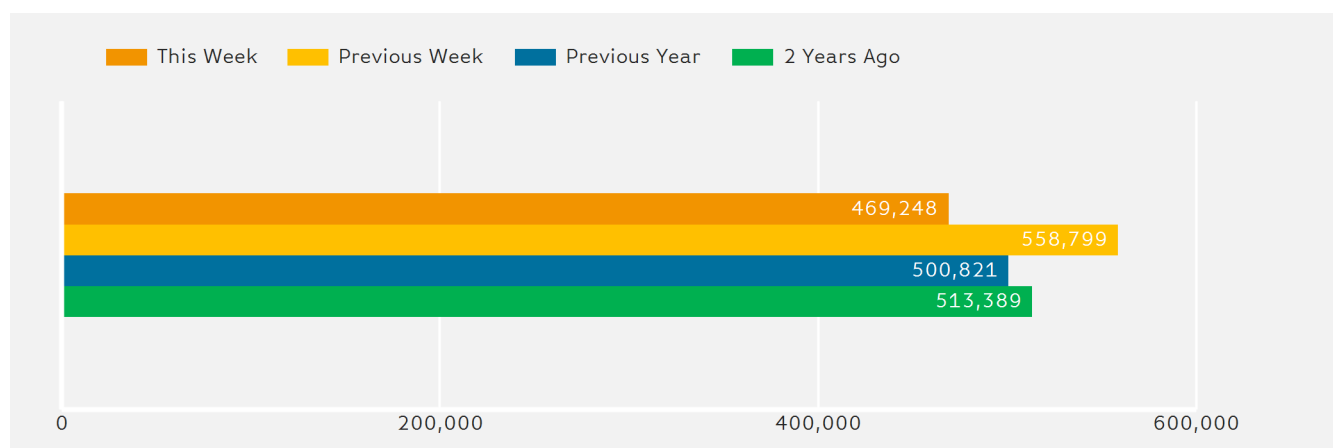
The change in footfall for Bournemouth Collective over the last 52 weeks is 3.2% up on the previous year.

Footfall for the year to date is 1.3% up on the previous year.

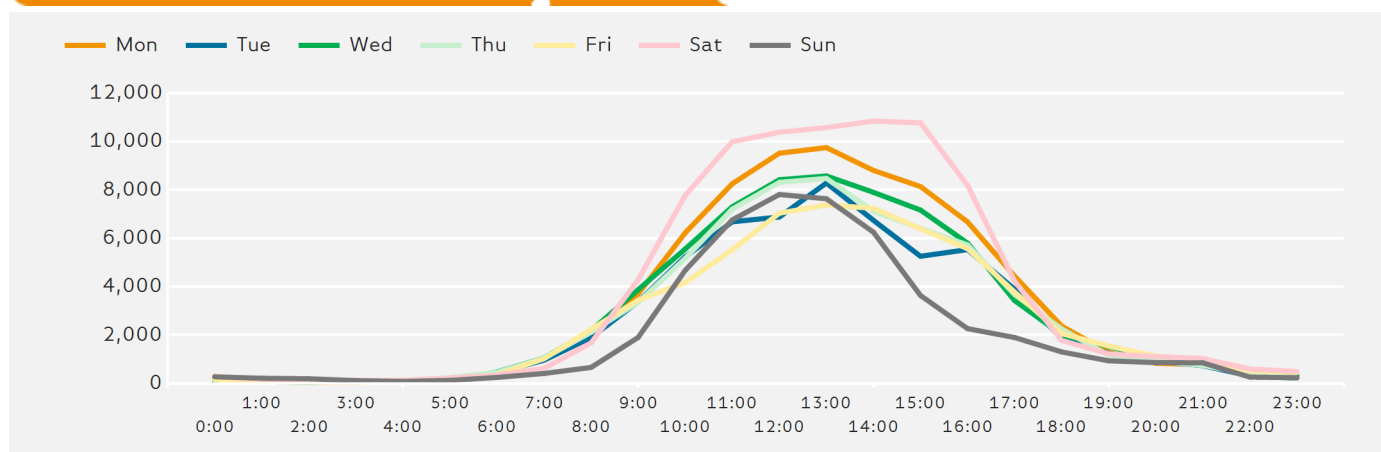
The number of visitors counted for week commencing 4 September 2017 was 469,248.

The busiest day in week commencing 4 September 2017 was Saturday with 87,038 visitors.

The peak hour of the week was 14:00 on Saturday with footfall of 10,841

**Footfall by Week**

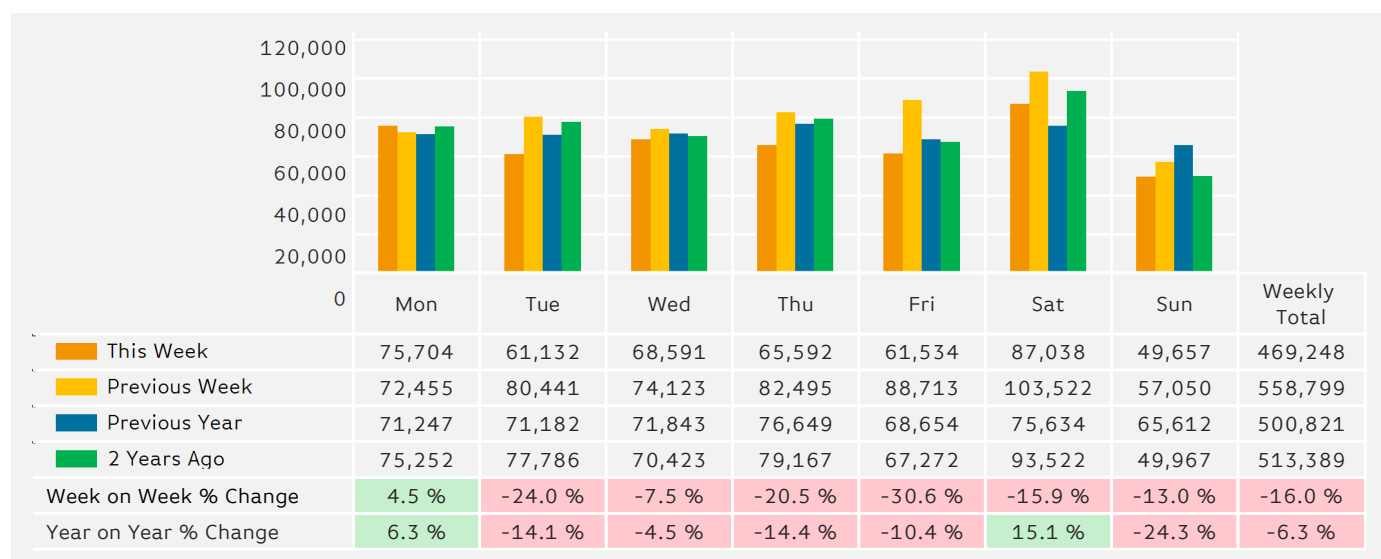
## Footfall by Hour



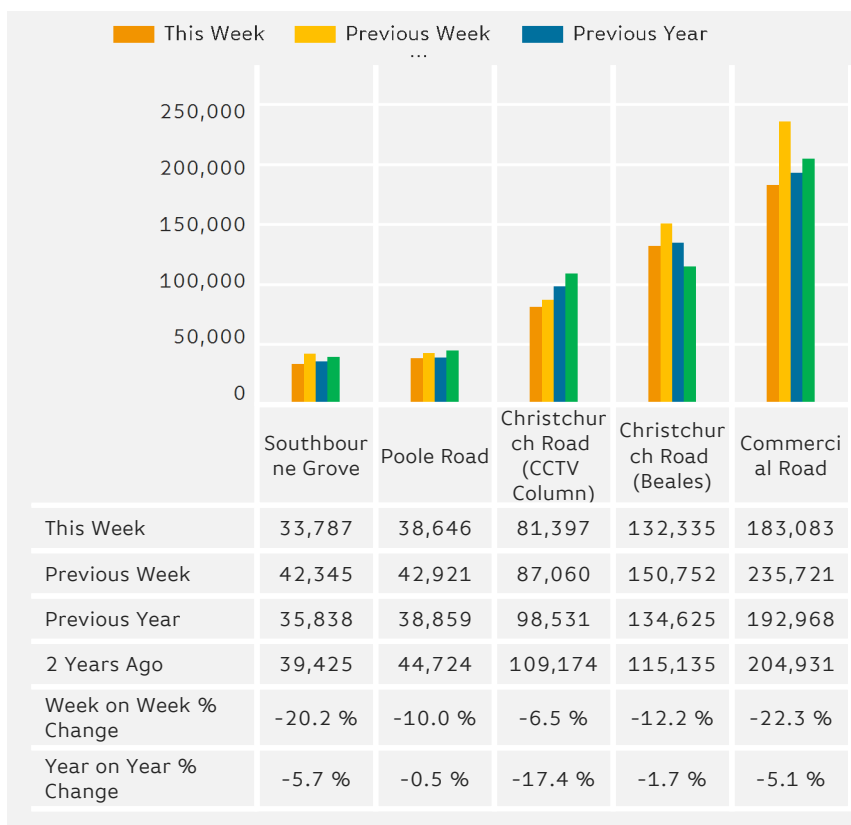
## Weather

	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

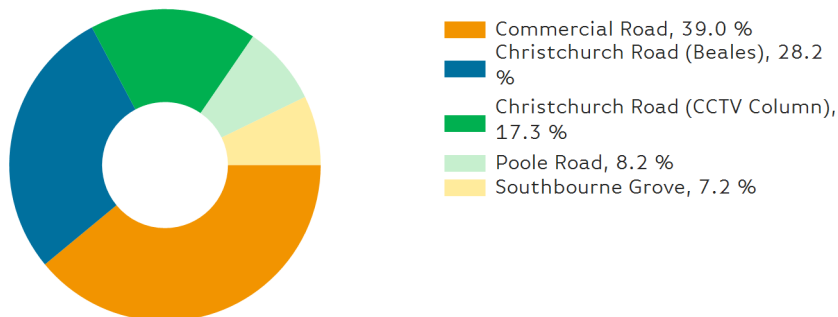


## Footfall by Location

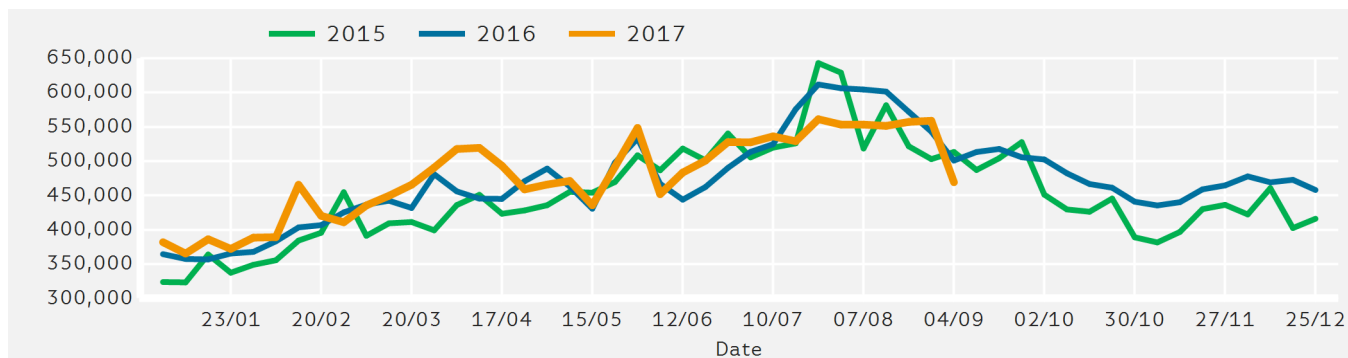


## Footfall by location

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.