



Bournemouth Coastal BID

Week 46, 2017

13/11/2017 to 19/11/2017



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	▼ -11.3 %	▼ -5.7 %	▼ -5.0 %	▼ -5.5 %	▼ -0.6 %	▼ -4.8 %
South West	▼ -1.8 %	▼ -0.4 %	▲ 3.2 %	▼ -1.9 %	▲ 5.5 %	▼ -1.4 %
High Street Index(Coastal Town)	▼ -3.1 %	▼ -2.6 %	▲ 2.7 %	▼ -1.7 %	▲ 5.2 %	▲ 0.4 %
UK	▼ -0.8 %	▼ -1.4 %	▲ 2.9 %	▼ -1.5 %	▲ 3.1 %	▲ 0.3 %

Headlines

The change in footfall for Bournemouth Coastal BID over the last 52 weeks is 10.9% down on the previous year.

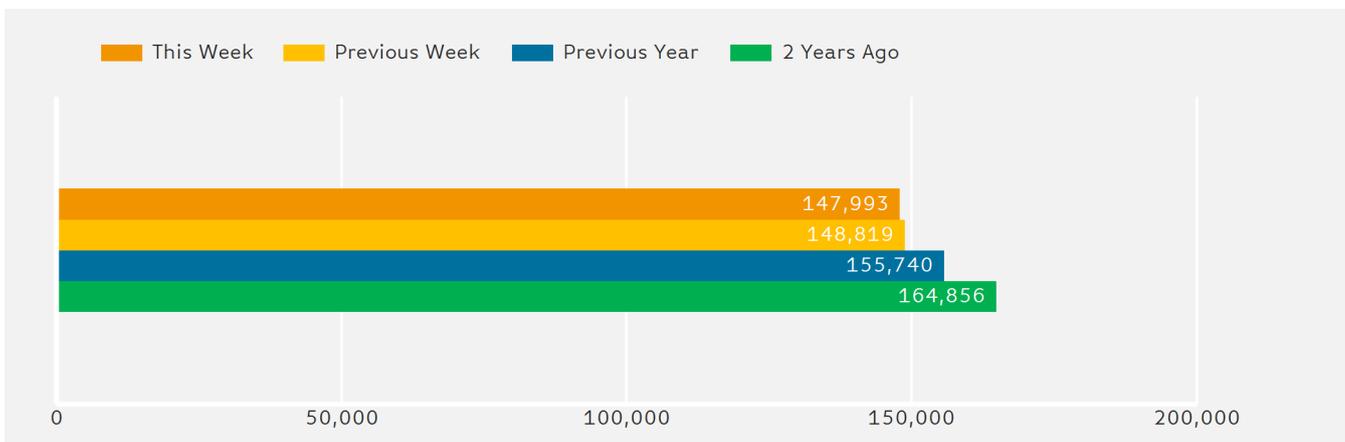
Footfall for the year to date is 11.3% down on the previous year.

The number of visitors counted for week commencing 13 November 2017 was 147,993.

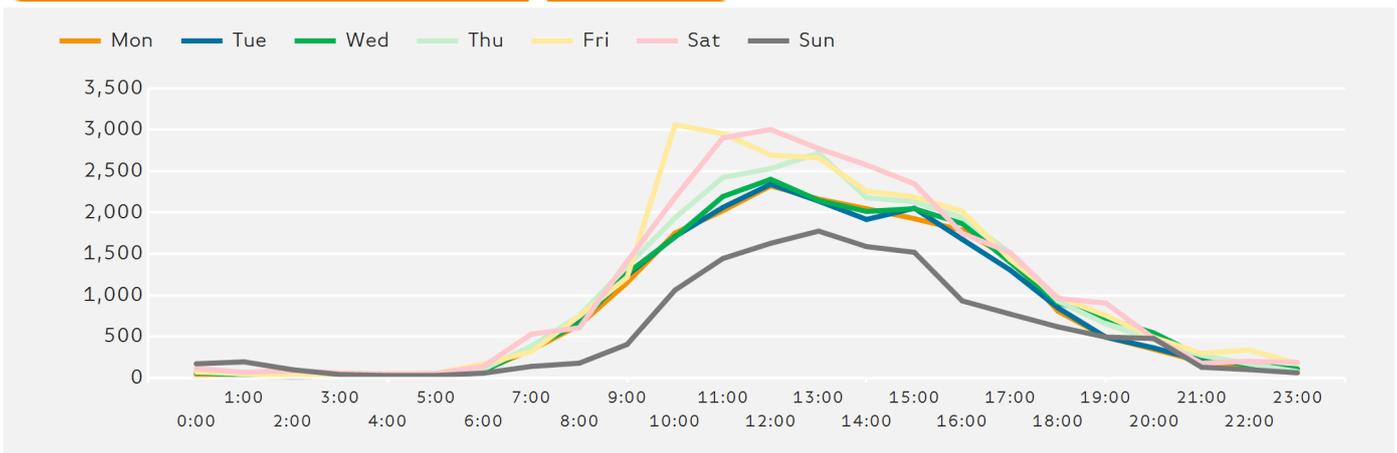
The busiest day in week commencing 13 November 2017 was Saturday with 25,109 visitors.

The peak hour of the week was 10:00 on Friday with footfall of 3,061

Footfall by Week



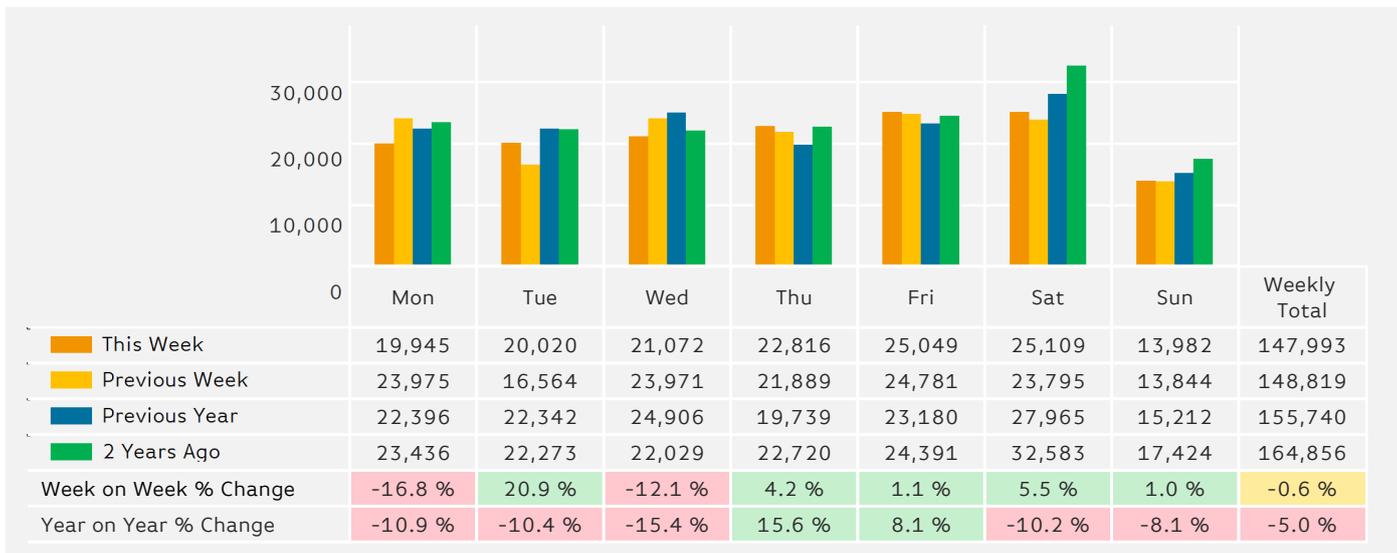
Footfall by Hour



Weather

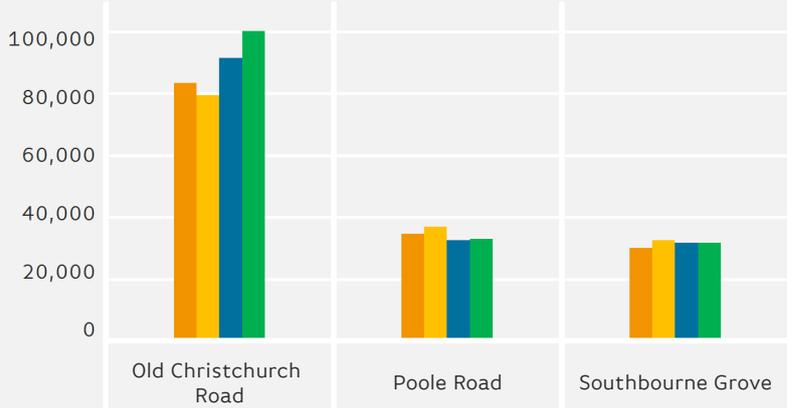
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	7	13	13	13	10	12	9
Previous Week	12	12	11	14	12	14	9
Previous Year	13	16	14	13	8	9	11

Footfall by Day



Footfall by Location

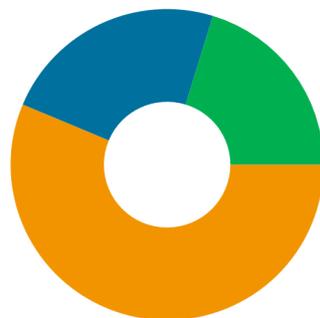
■ This Week
 ■ Previous Week
 ■ Previous Year
 ■ 2 Years Ago



This Week	83,352	34,638	30,003
Previous Week	79,384	36,817	32,618
Previous Year	91,417	32,499	31,824
2 Years Ago	100,215	32,894	31,747
Week on Week % Change	5.0 %	-5.9 %	-8.0 %
Year on Year % Change	-8.8 %	6.6 %	-5.7 %

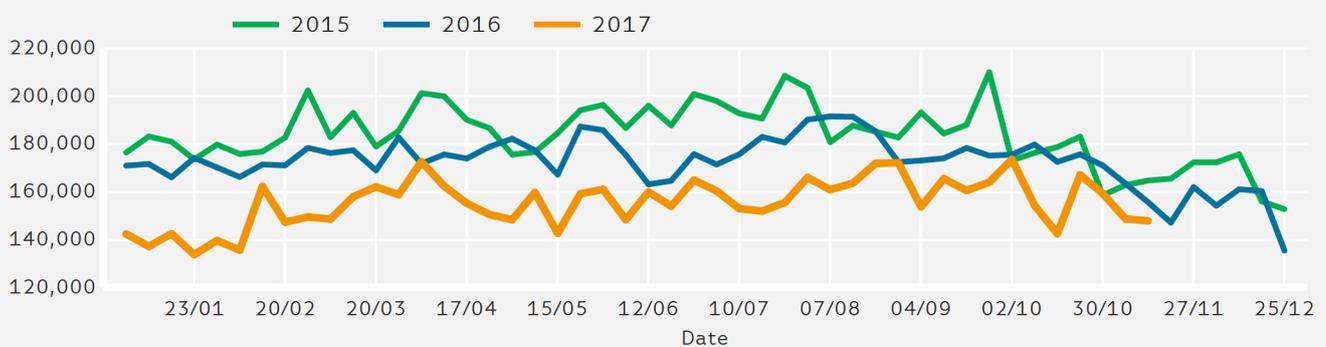
Footfall by location

Counting By Location - Main Locations Only



■ Old Christchurch Road, 56.3 %
■ Poole Road, 23.4 %
■ Southbourne Grove, 20.3 %

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.