

**Bournemouth Coastal BID**

Week 47, 2017

20/11/2017 to 26/11/2017



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	▼ -11.1 %	▼ -5.8 %	▲ 1.0 %	▼ -11.1 %	▲ 0.5 %	▼ -5.4 %
South West	▼ -1.8 %	▼ -0.5 %	▼ -1.9 %	▼ -6.4 %	▲ 3.2 %	▲ 5.4 %
High Street Index(Coastal Town)	▼ -3.0 %	▼ -2.6 %	▲ 0.5 %	▼ -3.0 %	▲ 3.1 %	▲ 10.4 %
UK	▼ -0.8 %	▼ -1.4 %	▼ -1.3 %	▼ -1.3 %	▲ 2.2 %	▲ 7.3 %

Headlines

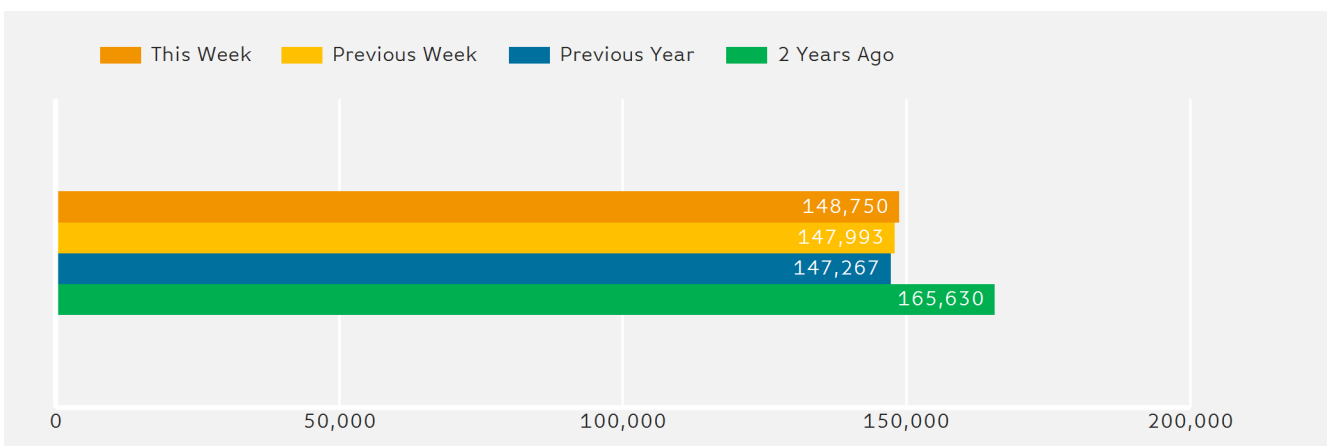
The change in footfall for Bournemouth Coastal BID over the last 52 weeks is 10.7% down on the previous year.

Footfall for the year to date is 11.1% down on the previous year.

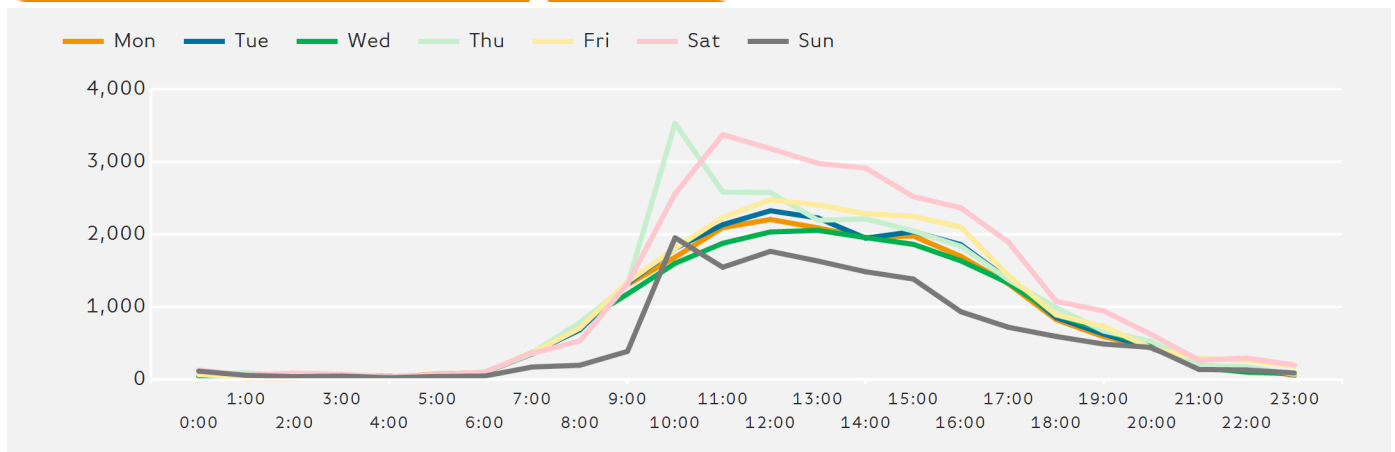
The number of visitors counted for week commencing 20 November 2017 was 148,750.

The busiest day in week commencing 20 November 2017 was Saturday with 27,931 visitors.






















The peak hour of the week was 10:00 on Thursday with footfall of 3,526

Footfall by Week

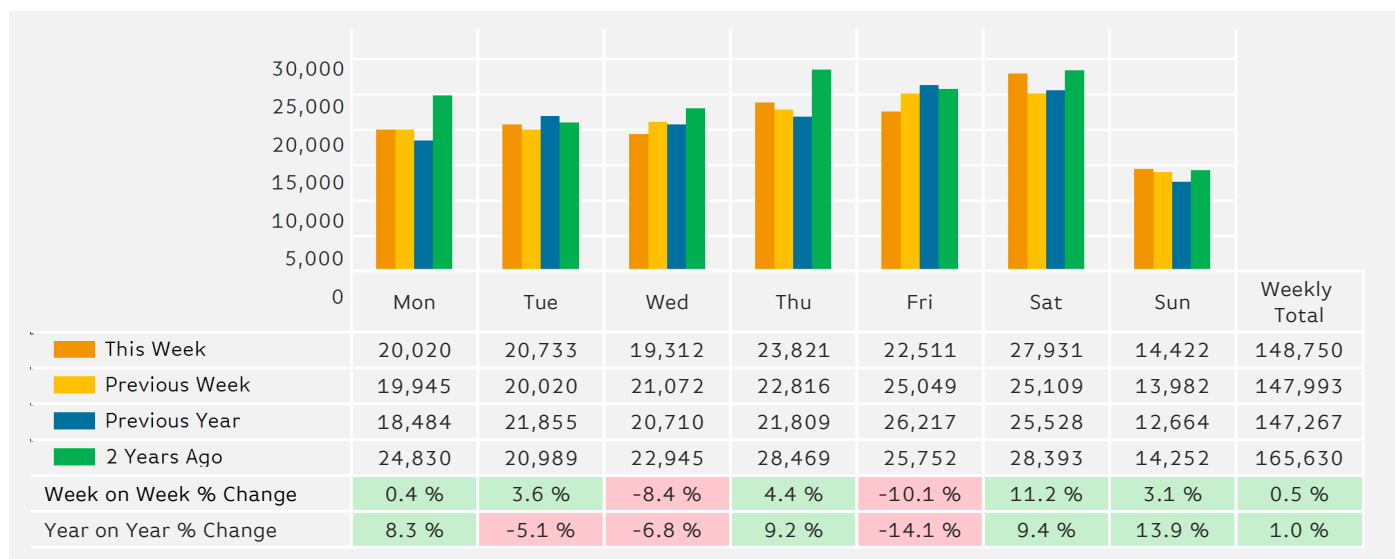
Footfall by Hour



Weather

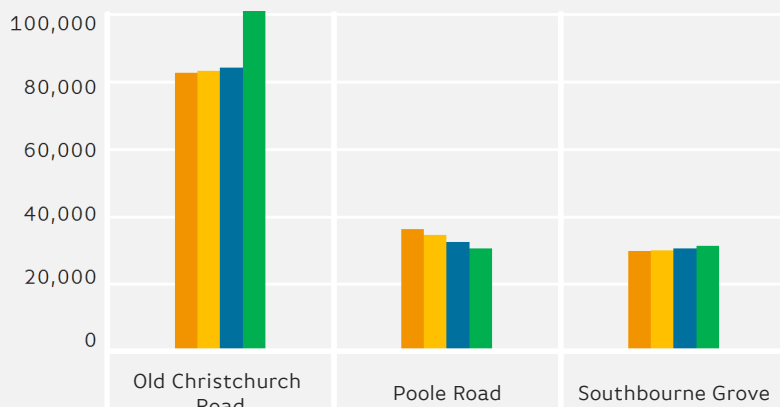
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	 13	 13	 16	 12	 9	 8	 8
Previous Week	 7	 13	 13	 13	 10	 12	 9
Previous Year	 13	 11	 9	 11	 10	 7	 9

Footfall by Day



Footfall by Location

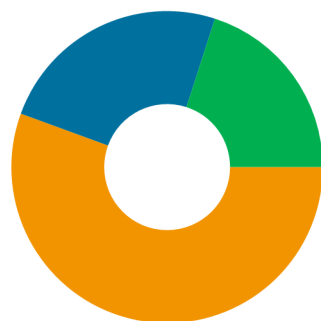
■ This Week
 ■ Previous Week
 ■ Previous Year
 ■ 2 Years Ago



This Week	82,663	36,289	29,798
Previous Week	83,352	34,638	30,003
Previous Year	84,204	32,447	30,616
2 Years Ago	103,717	30,627	31,286
Week on Week % Change	-0.8 %	4.8 %	-0.7 %
Year on Year % Change	-1.8 %	11.8 %	-2.7 %

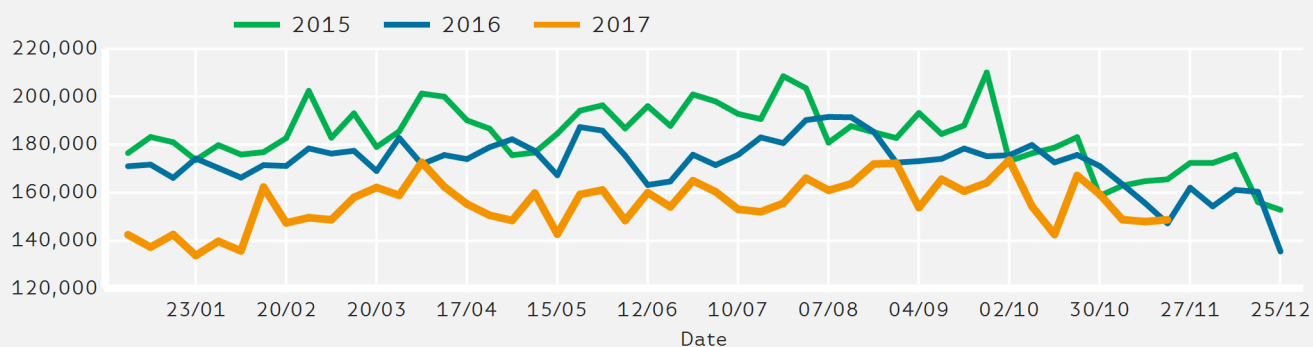
Footfall by location

Counting By Location - Main Locations Only



■ Old Christchurch Road, 55.6 %
■ Poole Road, 24.4 %
■ Southbourne Grove, 20.0 %

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.