Bournemouth COASTAL BID

Boscombe Town Centre

Week 52, 2017

25/12/2017 to 31/12/2017

REGION - South West   Monday to Sunday   COUNT TYPE: Footfall Counts

springboard

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

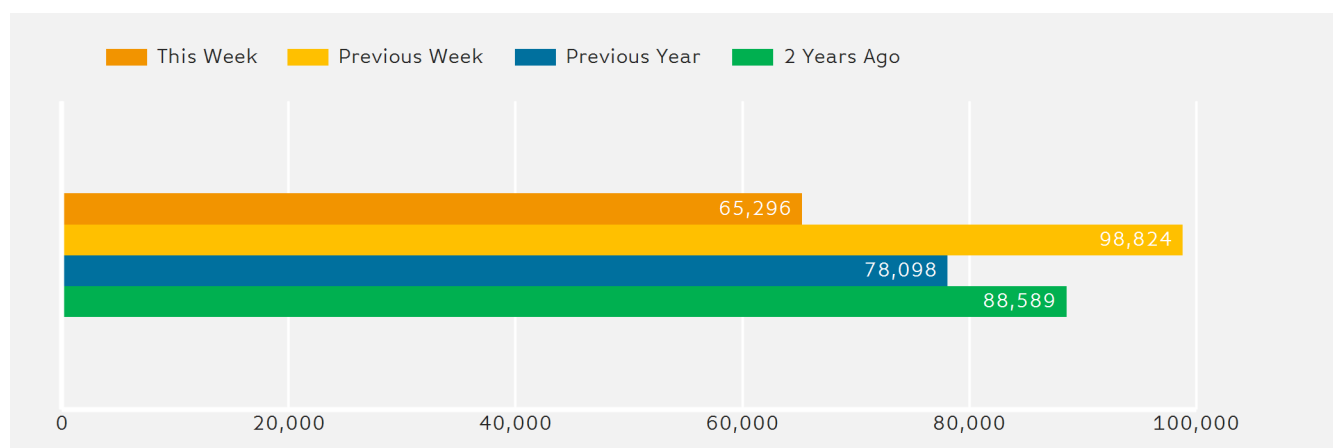|	Year to Date % Change		Year on Year % Change		Week On Week % Change	
	2017	2016	2017	2016	2017	2016
Boscombe Town Centre	▼ -17.7 %	▼ -8.4 %	▼ -16.4 %	▼ -11.8 %	▼ -33.9 %	▼ -12.5 %
Sovereign Shopping Centre, Boscombe	▼ -9.5 %	▲ 4.6 %	▼ -15.5 %	▼ -12.3 %	▼ -36.2 %	▼ -24.3 %
South West	▼ -2.3 %	▼ -0.4 %	▼ -16.3 %	▲ 5.2 %	▼ -29.2 %	▼ -6.9 %
UK	▼ -1.1 %	▼ -1.1 %	▼ -10.3 %	▲ 4.9 %	▼ -29.0 %	▼ -5.6 %

Headlines

Footfall for the year to date is 17.7% down on the previous year.

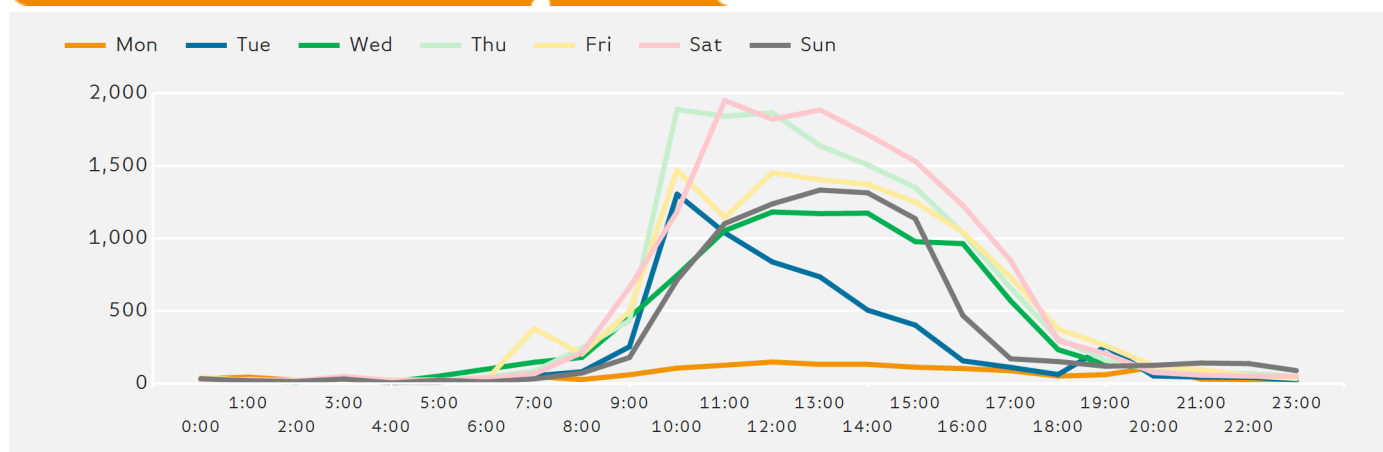The number of visitors counted for week commencing 25 December 2017 was 65,296.

The busiest day in week commencing 25 December 2017 was Saturday with 14,015 visitors.

The peak hour of the week was 11:00 on Saturday with footfall of 1,949

Footfall by Week

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

This Week: 65,296
Previous Week: 98,824
Previous Year: 78,098
2 Years Ago: 88,589

0   20,000   40,000   60,000   80,000   100,000

Footfall by Hour

Legend: Mon, Tue, Wed, Thu, Fri, Sat, Sun

Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	11	9	5	6	9	13	12
Previous Week	7	9	12	12	12	11	11
Previous Year	12	5	10	11	5	8	8

Footfall by Day

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	1,575	6,073	9,482	13,447	12,057	14,015	8,647	65,296
Previous Week	13,658	13,764	13,063	13,681	15,972	17,195	11,491	98,824
Previous Year	6,020	10,053	13,131	14,951	13,560	15,754	4,629	78,098
2 Years Ago	11,905	16,402	10,994	19,486	7,114	15,002	7,686	88,589
Week on Week % Change	-88.5 %	-55.9 %	-27.4 %	-1.7 %	-24.5 %	-18.5 %	-24.7 %	-33.9 %
Year on Year % Change	-73.8 %	-39.6 %	-27.8 %	-10.1 %	-11.1 %	-11.0 %	86.8 %	-16.4 %

Footfall by Location

Legend: ■ This Week   ■ Previous Week   ■ Previous Year   ■ 2 Years Ago
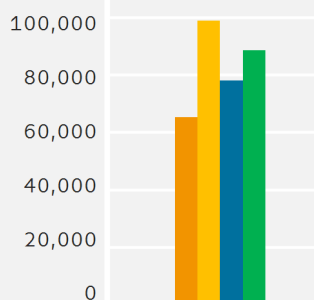
	Christchurch Road
This Week	65,296
Previous Week	98,824
Previous Year	78,098
2 Years Ago	88,589
Week on Week % Change	-33.9 %
Year on Year % Change	-16.4 %

Footfall by Week

Legend: — 2015   — 2016   — 2017

X-axis (Date): 23/01, 20/02, 20/03, 17/04, 15/05, 12/06, 10/07, 07/08, 04/09, 02/10, 30/10, 27/11, 25/12
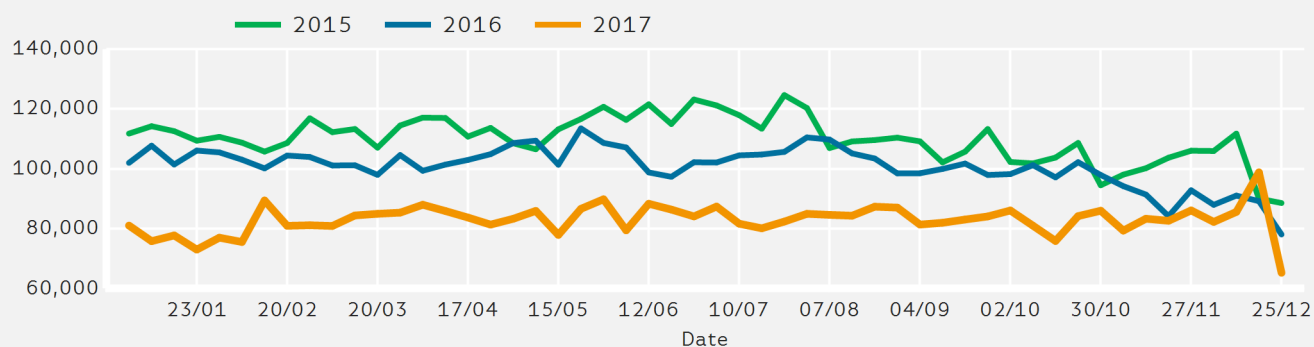
Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year.
Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year.
Week on Week % Change is the % change in footfall for this week from the previous week.