

**Bournemouth Coastal BID**

Week 15, 2018

09/04/2018 to 15/04/2018



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	
	2018	2017	2018	2017	2018	2017
Bournemouth Coastal BID	▼ -6.5 %	▼ -13.1 %	▼ -15.8 %	▼ -7.5 %	▼ -3.1 %	▼ -5.9 %
South West	▼ -4.9 %	▼ -1.7 %	▼ -8.8 %	▲ 2.0 %	▼ -3.1 %	▼ -2.4 %
High Street Index(Coastal Town)	▼ -6.3 %	▼ -2.9 %	▼ -12.2 %	▲ 0.4 %	▼ -1.4 %	▼ -2.5 %
UK	▼ -5.5 %	▲ 0.5 %	▼ -6.3 %	▲ 2.8 %	▼ -0.3 %	▼ -4.4 %

**Headlines**

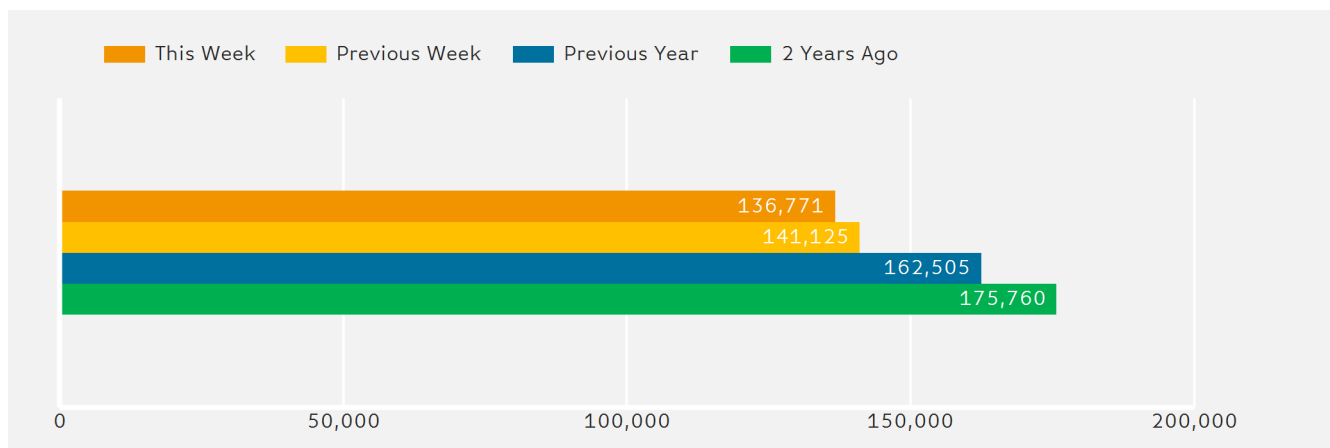
The change in footfall for Bournemouth Coastal BID over the last 52 weeks is 8.3% down on the previous year.

Footfall for the year to date is 6.5% down on the previous year.

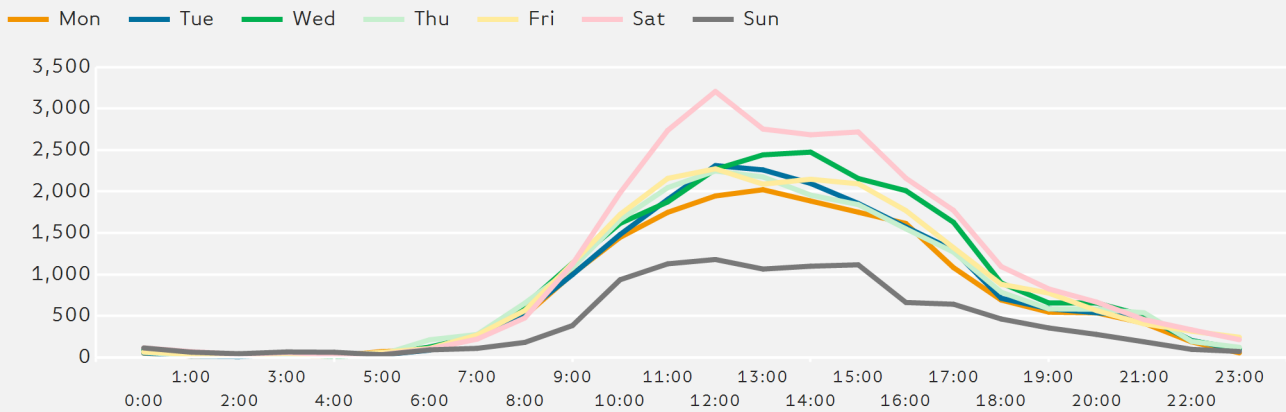
The number of visitors counted for week commencing 9 April 2018 was 136,771.

The busiest day in week commencing 9 April 2018 was Saturday with 25,890 visitors.

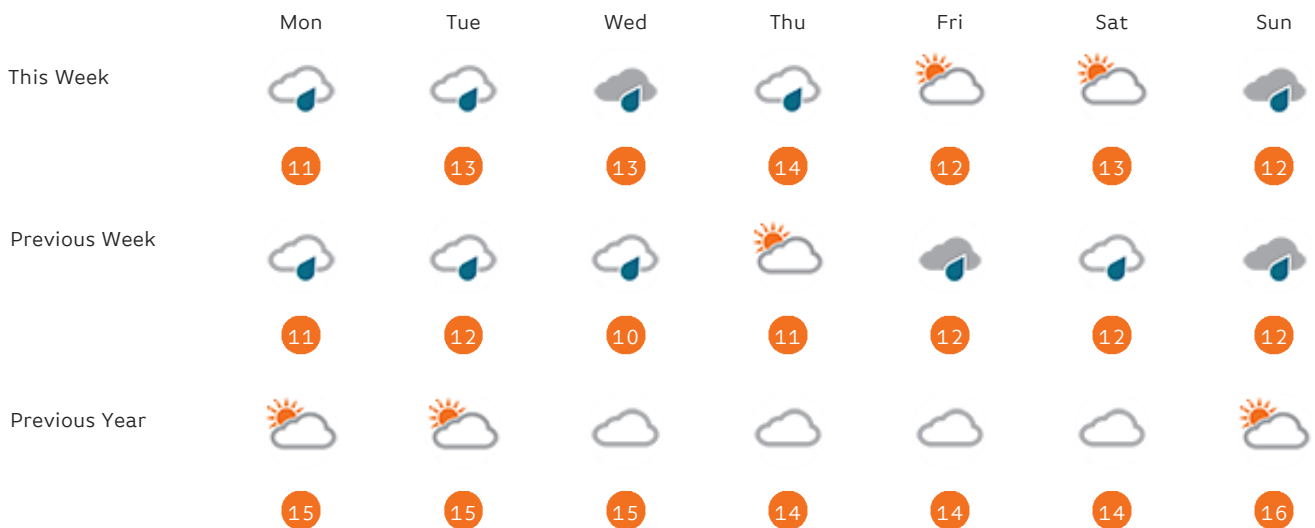
The peak hour of the week was 12:00 on Saturday 14 April 2018 with footfall of 3,206

**Footfall by Week**

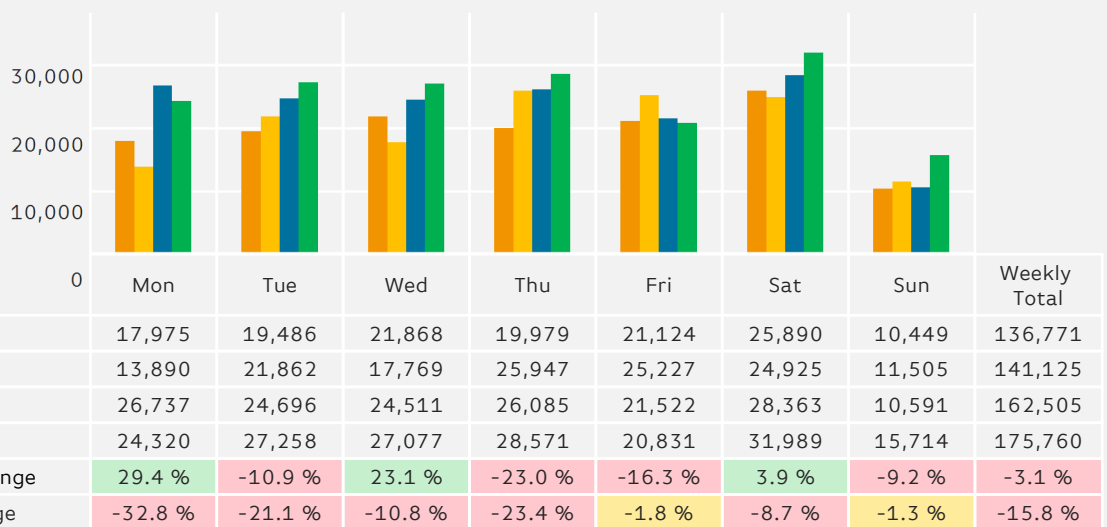
## Footfall by Hour



## Weather

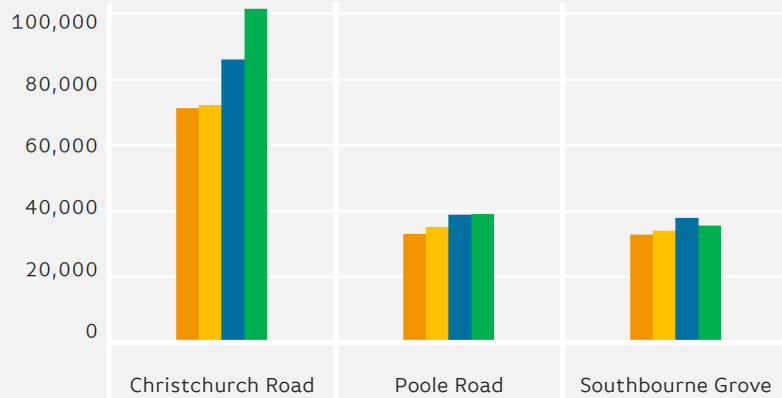


## Footfall by Day



## Footfall by Location

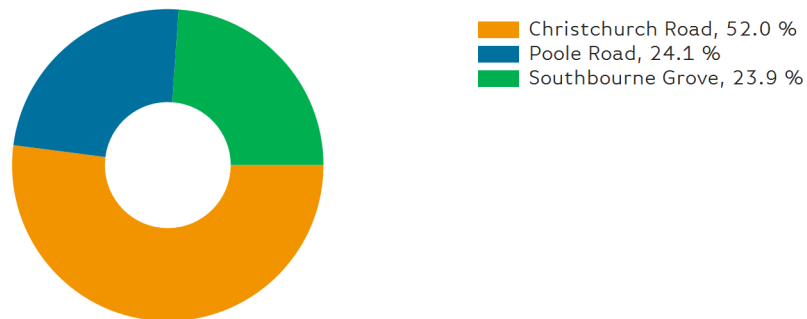
■ This Week
 ■ Previous Week
 ■ Previous Year
 ■ 2 Years Ago



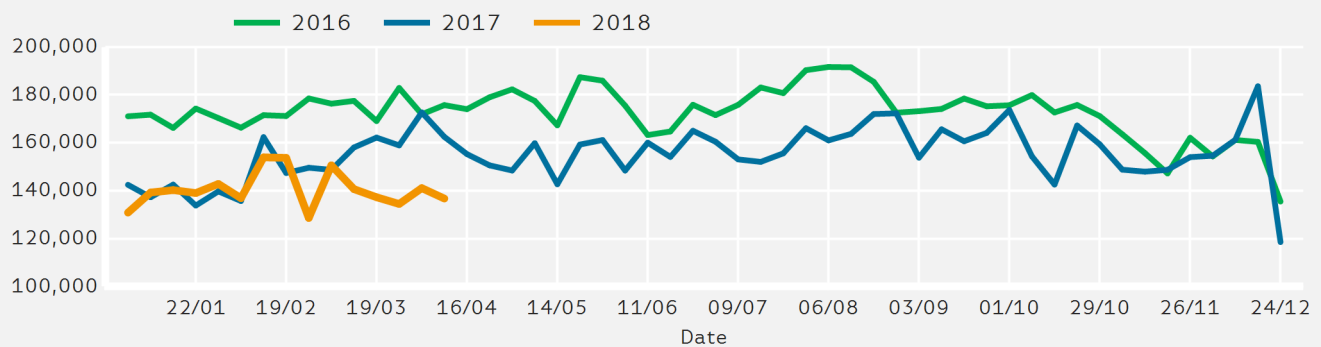
This Week	71,183	32,927	32,661
Previous Week	72,142	35,097	33,886
Previous Year	85,930	38,741	37,834
2 Years Ago	101,409	38,916	35,435
Week on Week % Change	-1.3 %	-6.2 %	-3.6 %
Year on Year % Change	-17.2 %	-15.0 %	-13.7 %

## Footfall by location

Counting By Location - Main Locations Only



## Footfall by Week



Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week 1, 2018 to Week 15 , 2018 Vs Week 1, 2017 to Week 15 , 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year.Week 15, 2018 Vs Week 15, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 15 2018 Vs Week 14 2018