

**Bournemouth Coastal BID**

Week 2, 2018

08/01/2018 to 14/01/2018



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	▼ -3.4 %	▼ -18.4 %	▲ 1.4 %	▼ -20.1 %	▲ 6.4 %	▼ -3.6 %
South West	▼ -6.2 %	▲ 0.1 %	▼ -4.0 %	▼ -1.0 %	▼ -1.8 %	▼ -4.7 %
High Street Index(Coastal Town)	▼ -6.6 %	▼ -1.8 %	▼ -3.6 %	▼ -5.5 %	▼ -0.2 %	▼ -8.1 %
UK	▼ -3.1 %	▼ -1.9 %	▼ -1.5 %	▼ -3.9 %	▲ 1.4 %	▼ -3.2 %

Headlines

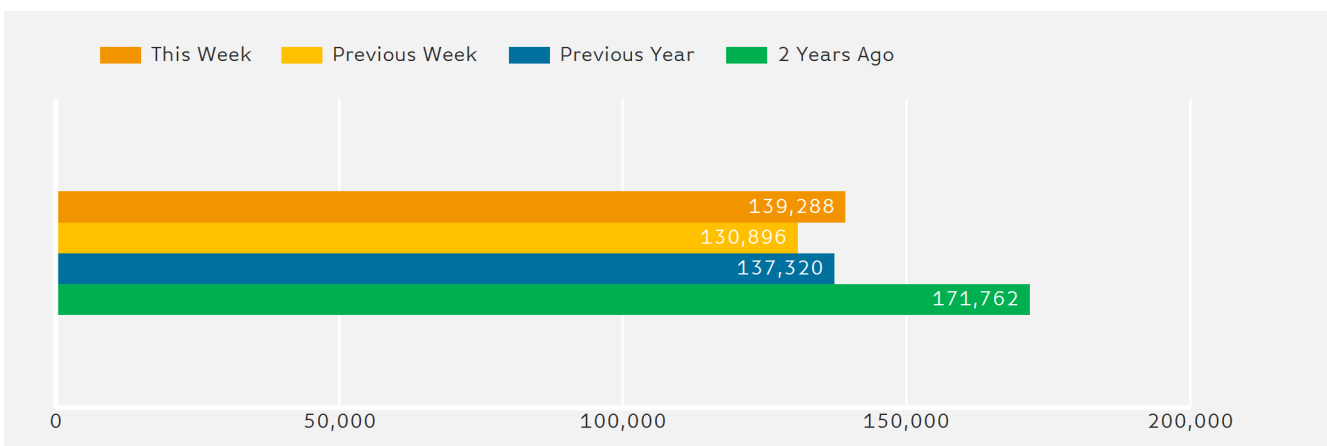
The change in footfall for Bournemouth Coastal BID over the last 52 weeks is 9.6% down on the previous year.

Footfall for the year to date is 3.4% down on the previous year.

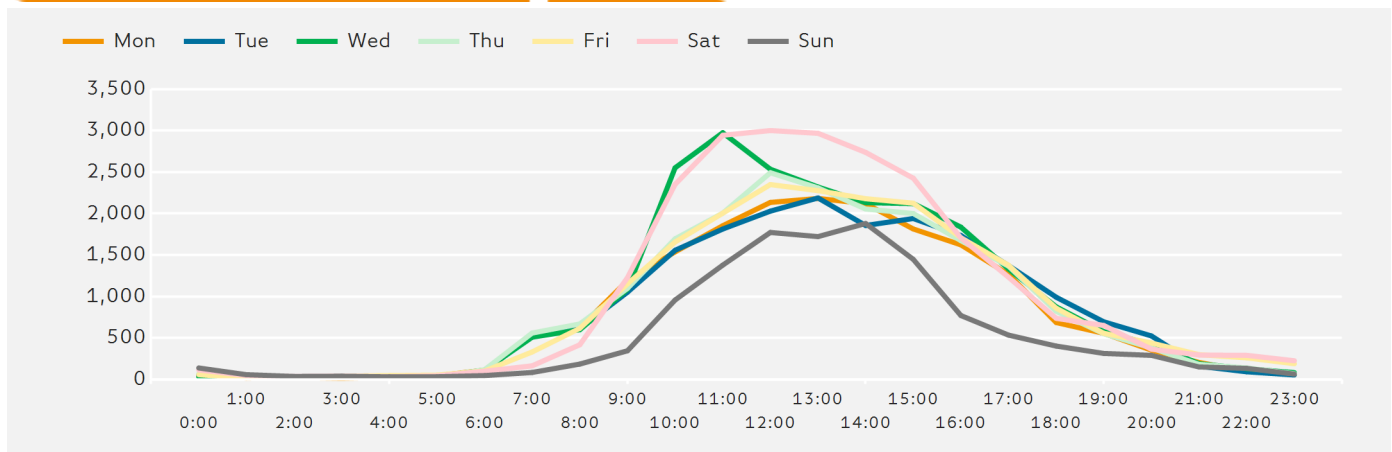
The number of visitors counted for week commencing 8 January 2018 was 139,288.

The busiest day in week commencing 8 January 2018 was Saturday with 24,157 visitors.






















The peak hour of the week was 12:00 on Saturday with footfall of 3,000

Footfall by Week

Footfall by Hour



Weather

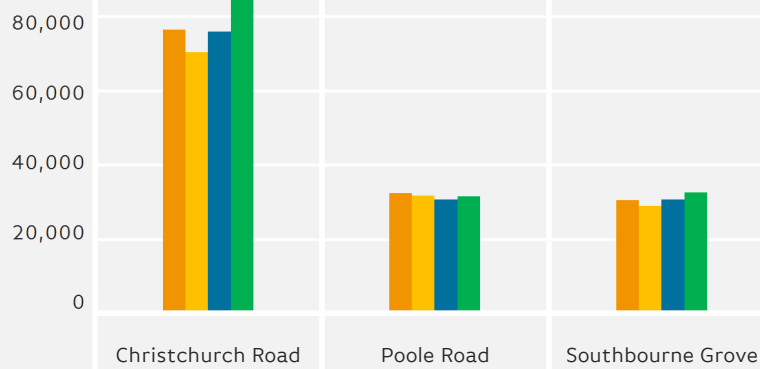
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	 3	 8	 9	 7	 9	 8	 7
Previous Week	 8	 12	 10	 11	 9	 6	 6
Previous Year	 10	 10	 12	 8	 6	 9	 10

Footfall by Day

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	19,127	19,488	22,576	20,391	20,724	24,157	12,825	139,288
Previous Week	10,380	20,417	21,010	19,502	22,409	23,755	13,423	130,896
Previous Year	18,312	19,740	21,307	15,645	23,013	27,928	11,375	137,320
2 Years Ago	26,325	23,749	25,005	25,595	26,274	31,696	13,118	171,762
Week on Week % Change	84.3 %	-4.6 %	7.5 %	4.6 %	-7.5 %	1.7 %	-4.5 %	6.4 %
Year on Year % Change	4.5 %	-1.3 %	6.0 %	30.3 %	-9.9 %	-13.5 %	12.7 %	1.4 %

Footfall by Location

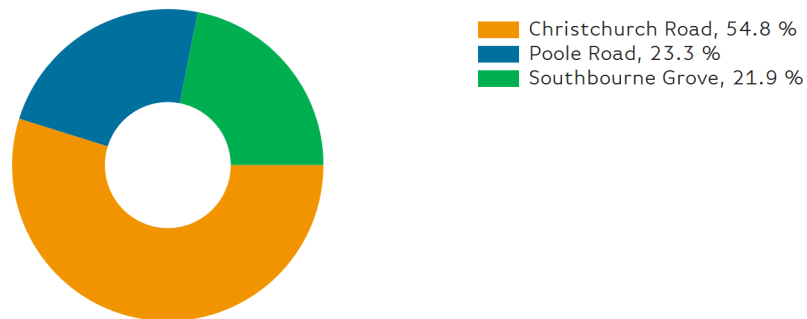
■ This Week
 ■ Previous Week
 ■ Previous Year
 ■ 2 Years Ago



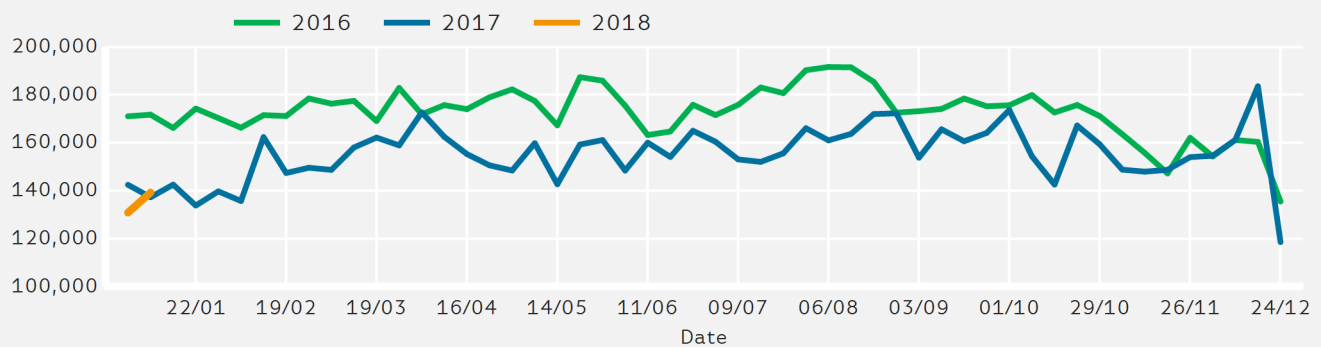
This Week	76,356	32,399	30,533
Previous Week	70,292	31,749	28,855
Previous Year	75,865	30,734	30,721
2 Years Ago	107,727	31,553	32,482
Week on Week % Change	8.6 %	2.0 %	5.8 %
Year on Year % Change	0.6 %	5.4 %	-0.6 %

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.