

**Bournemouth Coastal BID**

Week 52, 2017

25/12/2017 to 31/12/2017



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	▼ -10.1 %	▼ -5.9 %	▼ -12.5 %	▼ -11.4 %	▼ -35.4 %	▼ -15.5 %
South West	▼ -2.3 %	▼ -0.4 %	▼ -16.3 %	▲ 5.2 %	▼ -29.2 %	▼ -6.9 %
High Street Index(Coastal Town)	▼ -3.3 %	▼ -2.3 %	▼ -16.2 %	▲ 5.8 %	▼ -29.4 %	▼ -12.2 %
UK	▼ -1.1 %	▼ -1.1 %	▼ -10.3 %	▲ 4.9 %	▼ -29.0 %	▼ -5.6 %

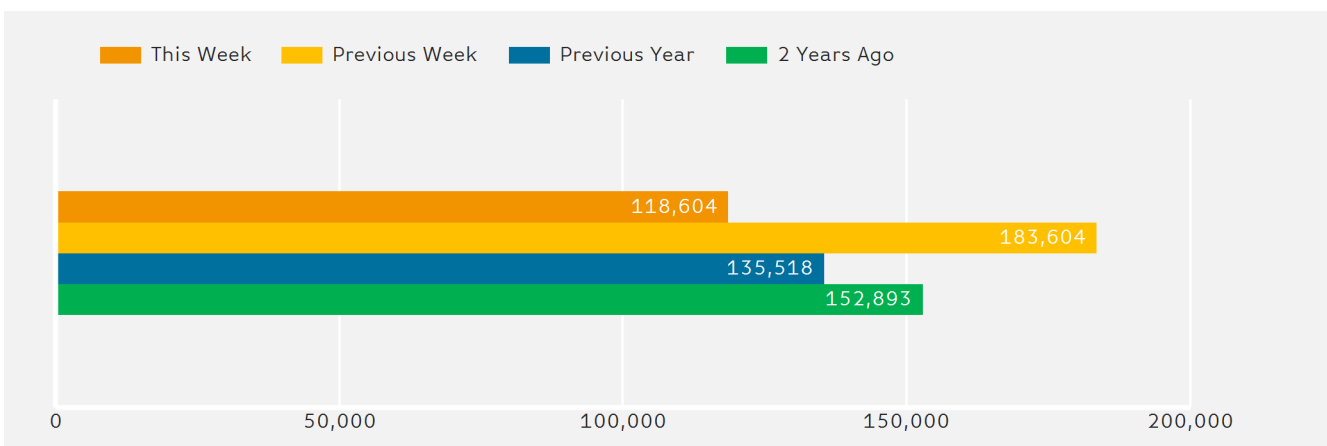
**Headlines**

Footfall for the year to date is 10.1% down on the previous year.

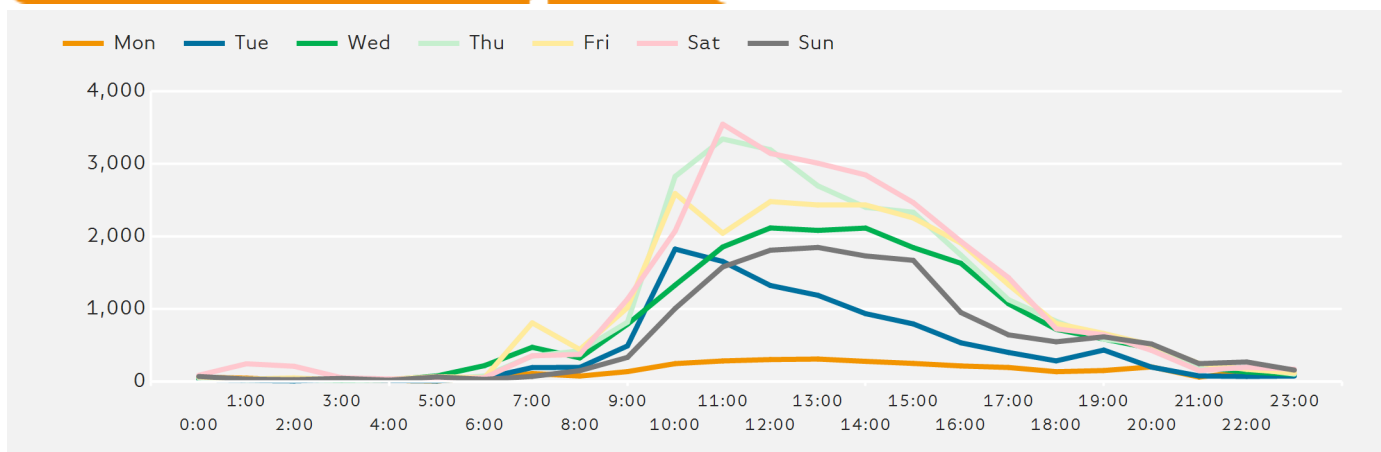
The number of visitors counted for week commencing 25 December 2017 was 118,604.

The busiest day in week commencing 25 December 2017 was Saturday with 25,314 visitors.





















The peak hour of the week was 11:00 on Saturday with footfall of 3,544

**Footfall by Week**

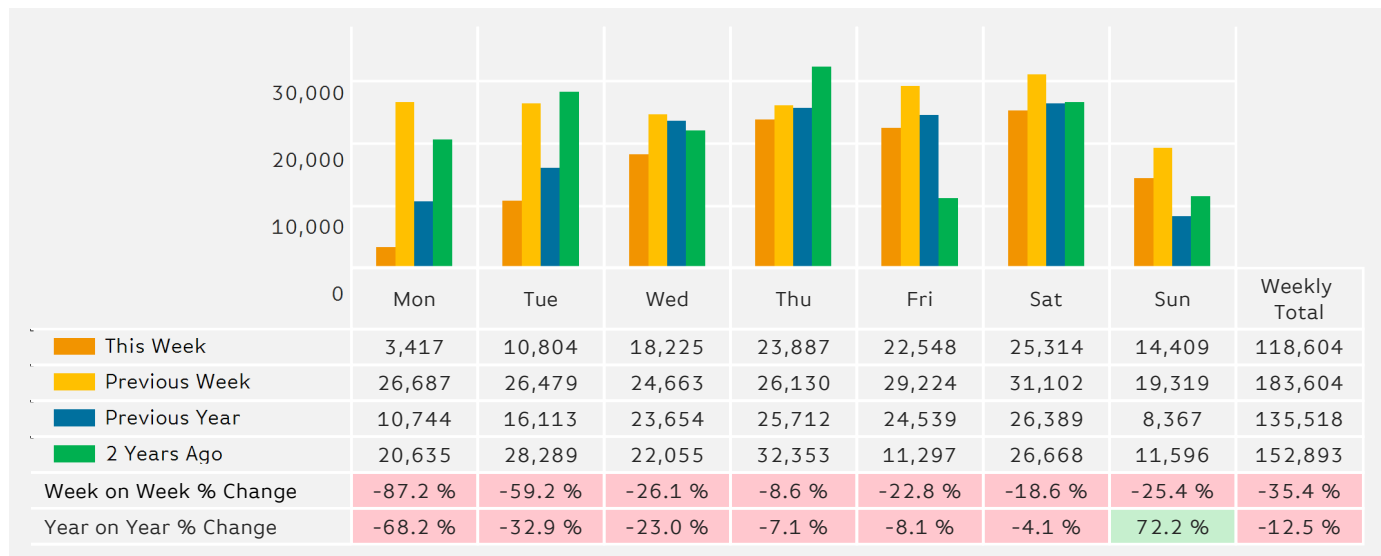
## Footfall by Hour



## Weather

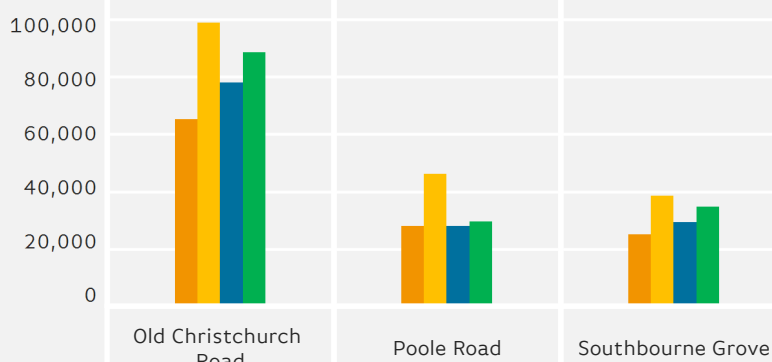
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	 11	 8	 5	 6	 8	 13	 12
Previous Week	 7	 10	 12	 11	 12	 11	 11
Previous Year	 12	 5	 10	 11	FOG 5	 9	 10

## Footfall by Day



## Footfall by Location

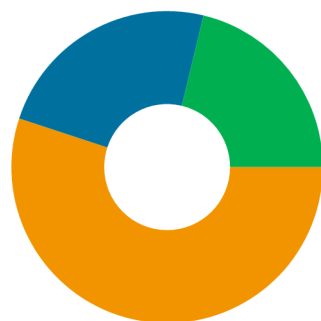
■ This Week
 ■ Previous Week
 ■ Previous Year
 ■ 2 Years Ago



This Week	65,296	28,112	25,196
Previous Week	98,824	46,139	38,641
Previous Year	78,098	28,006	29,414
2 Years Ago	88,589	29,499	34,805
Week on Week % Change	-33.9 %	-39.1 %	-34.8 %
Year on Year % Change	-16.4 %	0.4 %	-14.3 %

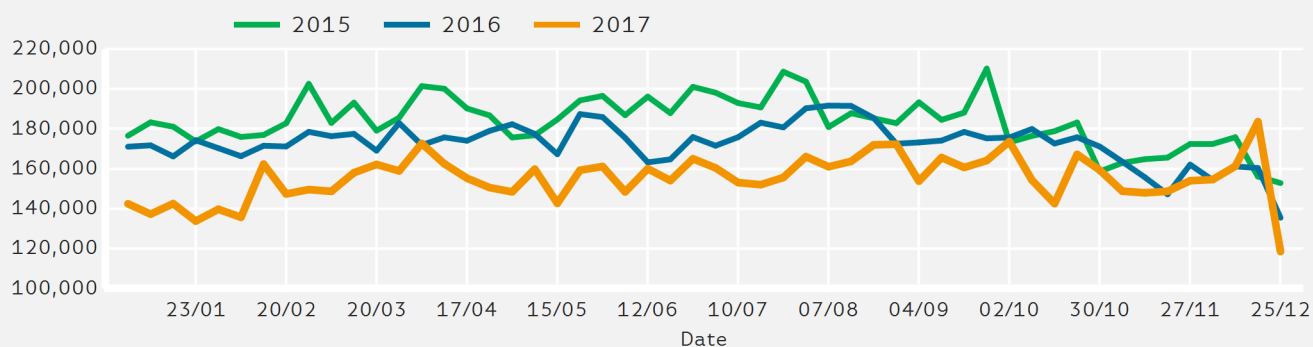
## Footfall by location

Counting By Location - Main Locations Only



■ Old Christchurch Road, 55.1 %  
■ Poole Road, 23.7 %  
■ Southbourne Grove, 21.2 %

## 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.