

**Bournemouth Coastal BID**

Week 1, 2018

01/01/2018 to 07/01/2018



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	▼ -8.2 %	▼ -16.7 %	▼ -8.2 %	▼ -16.7 %	▲ 10.4 %	▲ 5.2 %
South West	▼ -8.4 %	▲ 1.3 %	▼ -8.4 %	▲ 1.3 %	▼ -10.2 %	▼ -7.5 %
High Street Index(Coastal Town)	▼ -9.6 %	▲ 1.9 %	▼ -9.6 %	▲ 1.9 %	▼ -12.8 %	▼ -7.2 %
UK	▼ -4.7 %	▲ 0.1 %	▼ -4.7 %	▲ 0.1 %	▼ -6.9 %	▼ -8.9 %

Headlines

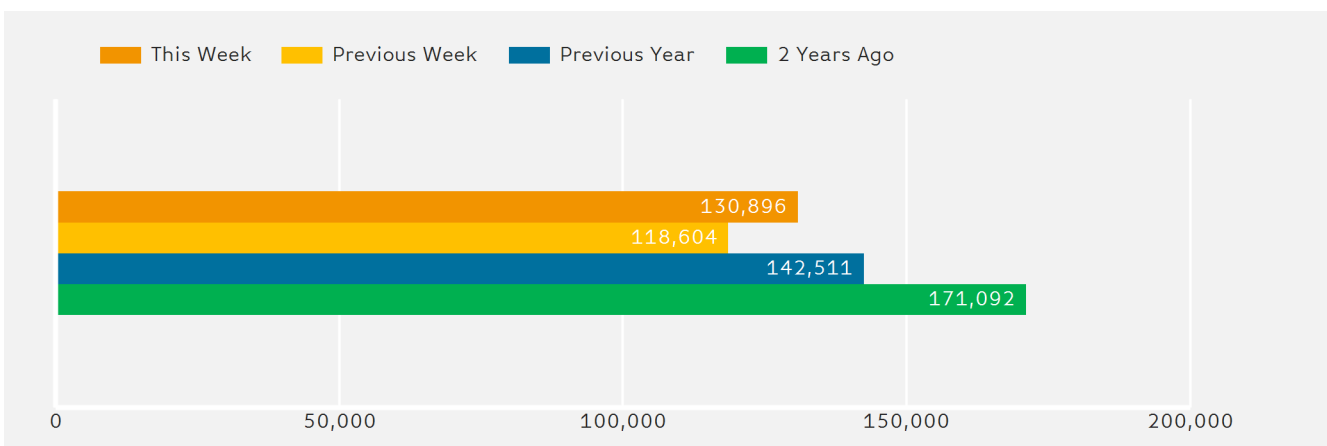
The change in footfall for Bournemouth Coastal BID over the last 52 weeks is 10% down on the previous year.

Footfall for the year to date is 8.2% down on the previous year.

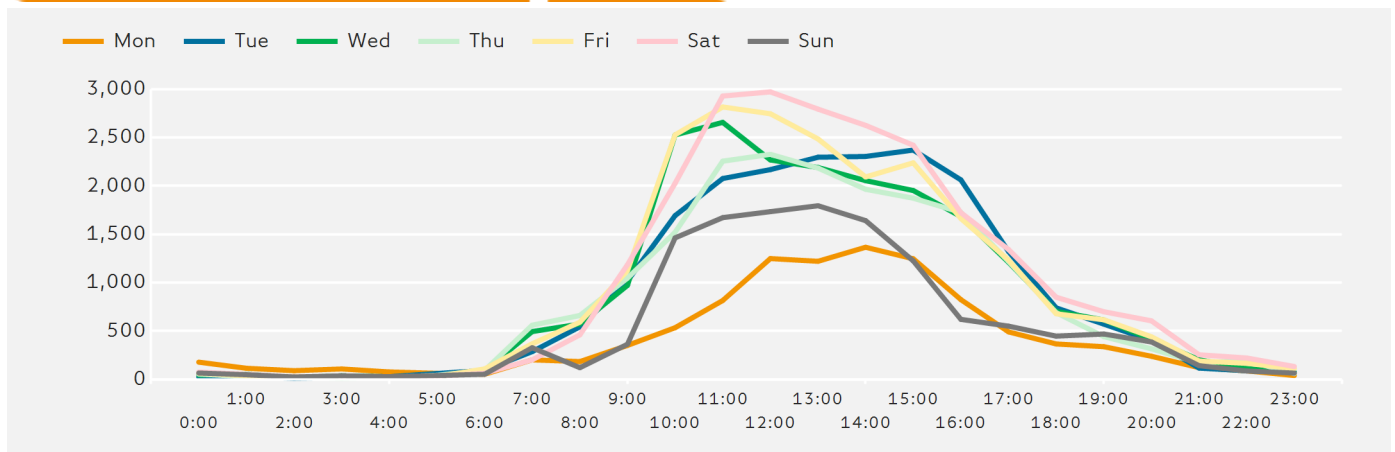
The number of visitors counted for week commencing 1 January 2018 was 130,896.

The busiest day in week commencing 1 January 2018 was Saturday with 23,755 visitors.






















The peak hour of the week was 12:00 on Saturday with footfall of 2,971

Footfall by Week

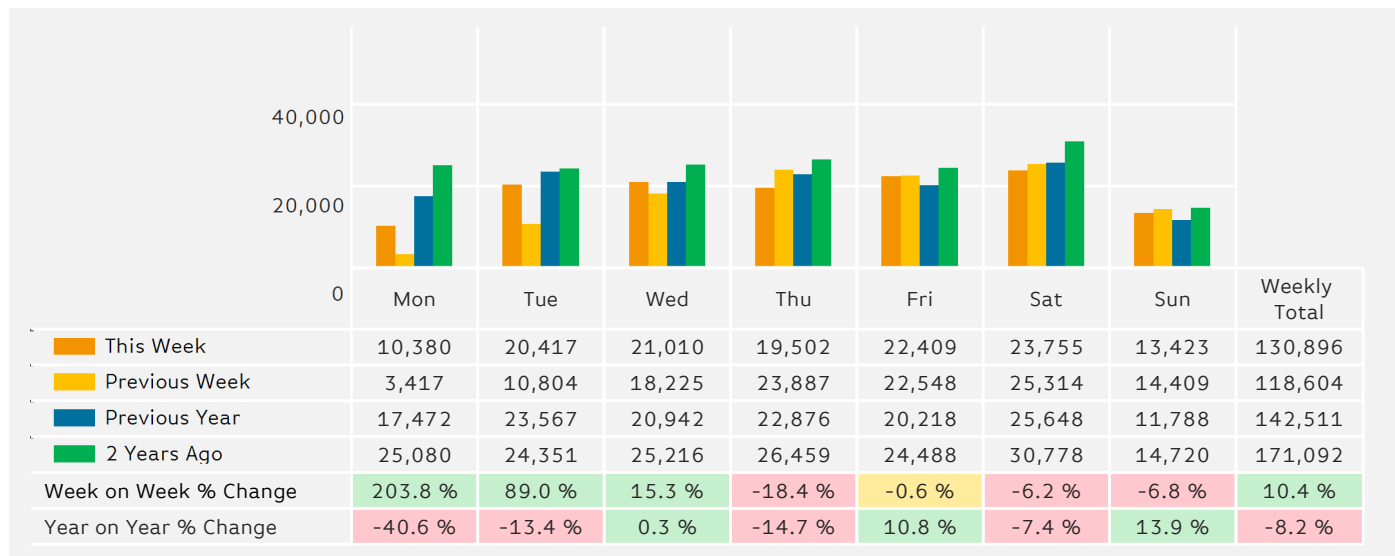
Footfall by Hour



Weather

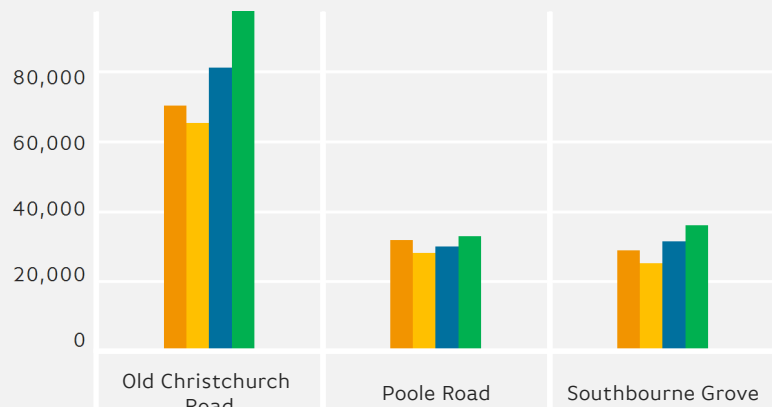
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	 8	 12	 10	 11	 9	 6	 6
Previous Week	 11	 8	 5	 6	 8	 13	 12
Previous Year	 6	 7	 10	 7	 9	 11	 11

Footfall by Day



Footfall by Location

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



This Week	70,292	31,749	28,855
Previous Week	65,296	28,112	25,196
Previous Year	81,083	29,889	31,539
2 Years Ago	102,004	32,991	36,097
Week on Week % Change	7.7 %	12.9 %	14.5 %
Year on Year % Change	-13.3 %	6.2 %	-8.5 %

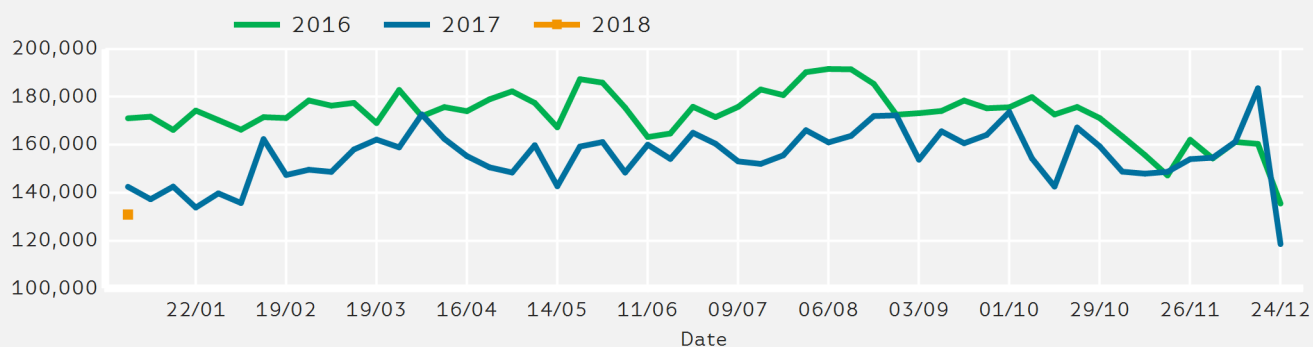
Footfall by location

Counting By Location - Main Locations Only



■ Old Christchurch Road, 53.7 %
■ Poole Road, 24.3 %
■ Southbourne Grove, 22.0 %

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.