



**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.

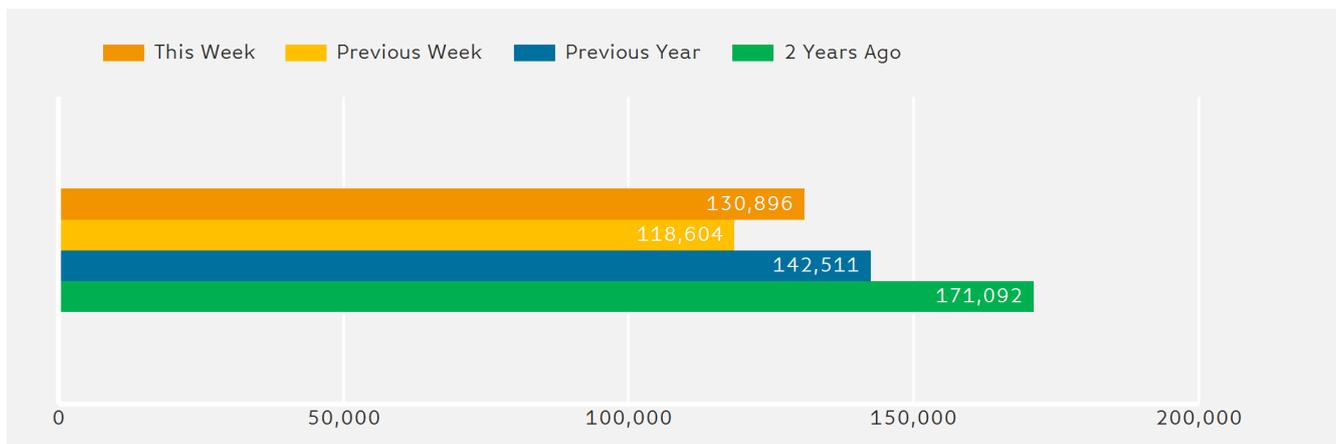
Footfall for the year to date is 8.2% down on the previous year.

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

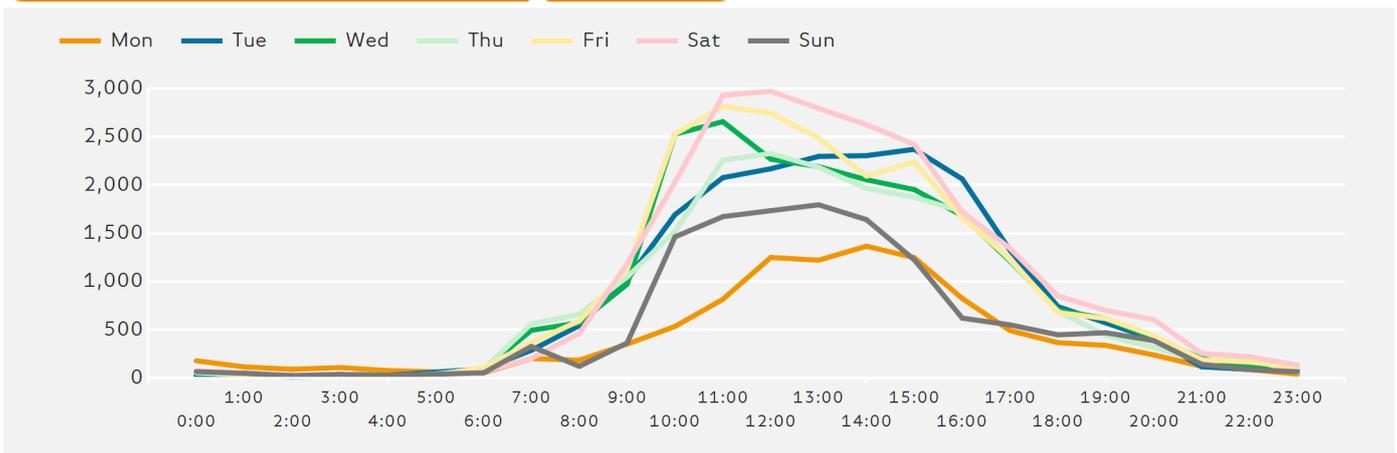
The busiest day in week commencing 1 January 2018 was Saturday with 23,755 visitors.

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

**Footfall by Week**



### Footfall by Hour



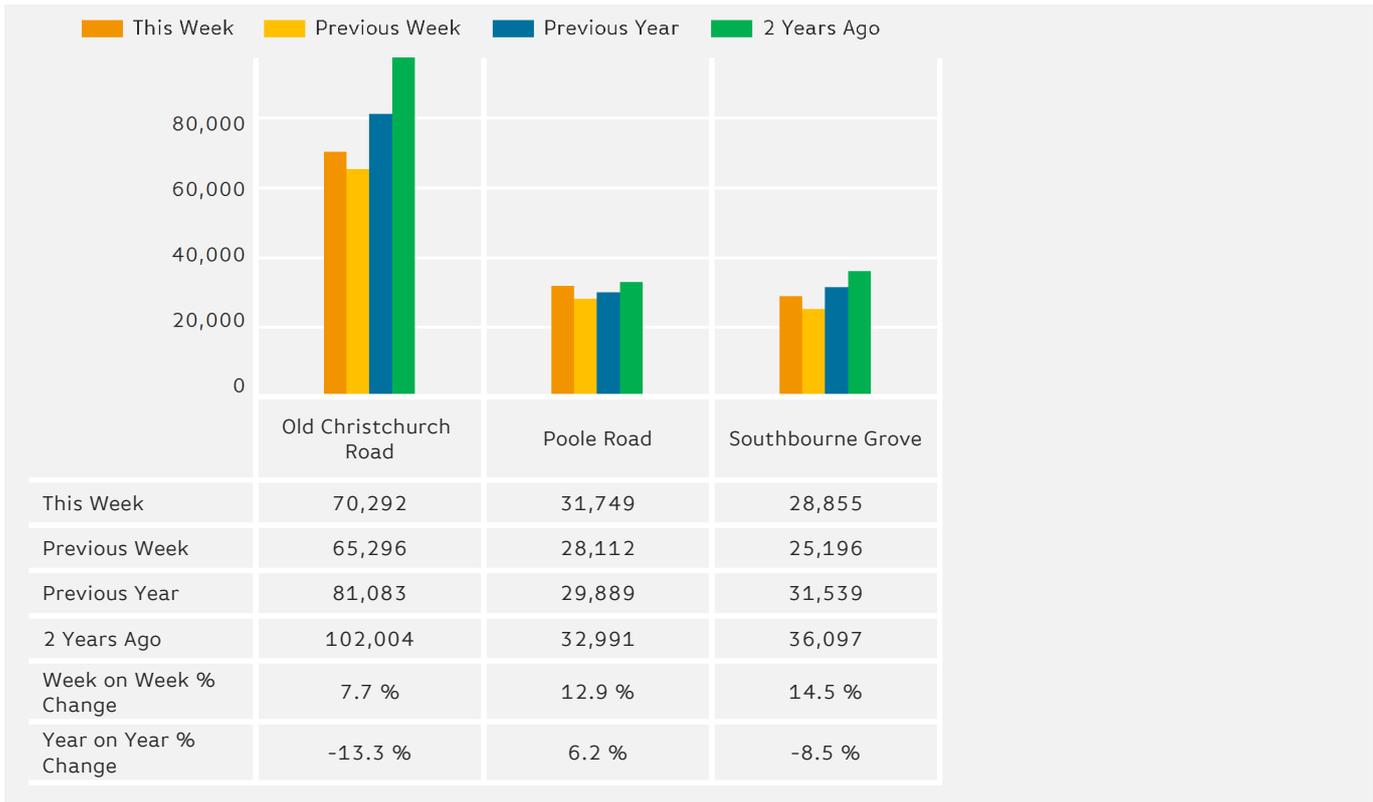
### Weather

	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

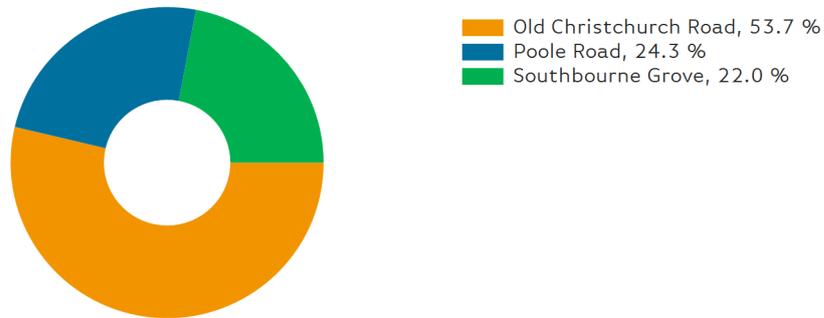
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	10,380	20,417	21,010	19,502	22,409	23,755	13,423	130,896
Previous Week	3,417	10,804	18,225	23,887	22,548	25,314	14,409	118,604
Previous Year	17,472	23,567	20,942	22,876	20,218	25,648	11,788	142,511
2 Years Ago	25,080	24,351	25,216	26,459	24,488	30,778	14,720	171,092
Week on Week % Change	203.8 %	89.0 %	15.3 %	-18.4 %	-0.6 %	-6.2 %	-6.8 %	10.4 %
Year on Year % Change	-40.6 %	-13.4 %	0.3 %	-14.7 %	10.8 %	-7.4 %	13.9 %	-8.2 %

### Footfall by Location



### 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.