



Bournemouth Collective

Week 13, 2018

26/03/2018 to 01/04/2018



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 Collective	▲ 3.5 %	▲ 3.8 %	▲ 4.0 %	▲ 2.0 %	▲ 1.0 %	▲ 5.4 %
Sovereign Shopping Centre, Boscombe	▼ -13.8 %	▼ -9.0 %	▼ -15.2 %	▼ -12.6 %	▼ -2.6 %	▼ -2.2 %
South West	▼ -4.5 %	▼ -2.1 %	▼ -5.4 %	▼ -3.0 %	▲ 2.8 %	▲ 2.4 %
UK	▼ -5.1 %	▼ -0.1 %	▼ -9.5 %	▲ 2.3 %	▼ -1.5 %	▲ 4.1 %

Headlines

The change in footfall for Bournemouth Collective over the last 52 weeks is 0.5% up on the previous year.

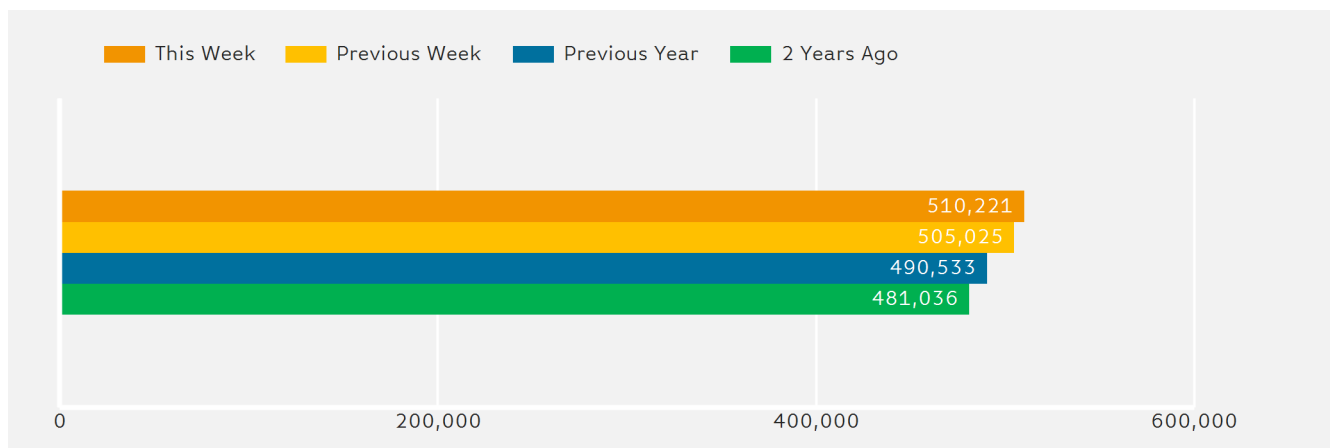
Footfall for the year to date is 3.5% up on the previous year.

The number of visitors counted for week commencing 26 March 2018 was 510,221.

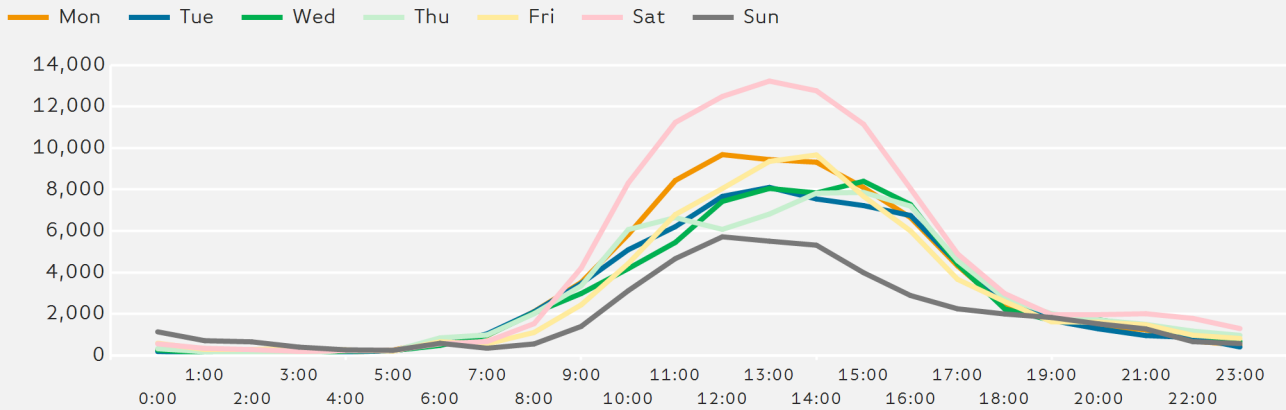
The busiest day in week commencing 26 March 2018 was Saturday with 102,982 visitors.

The peak hour of the week was 13:00 on Saturday with footfall of 13,228

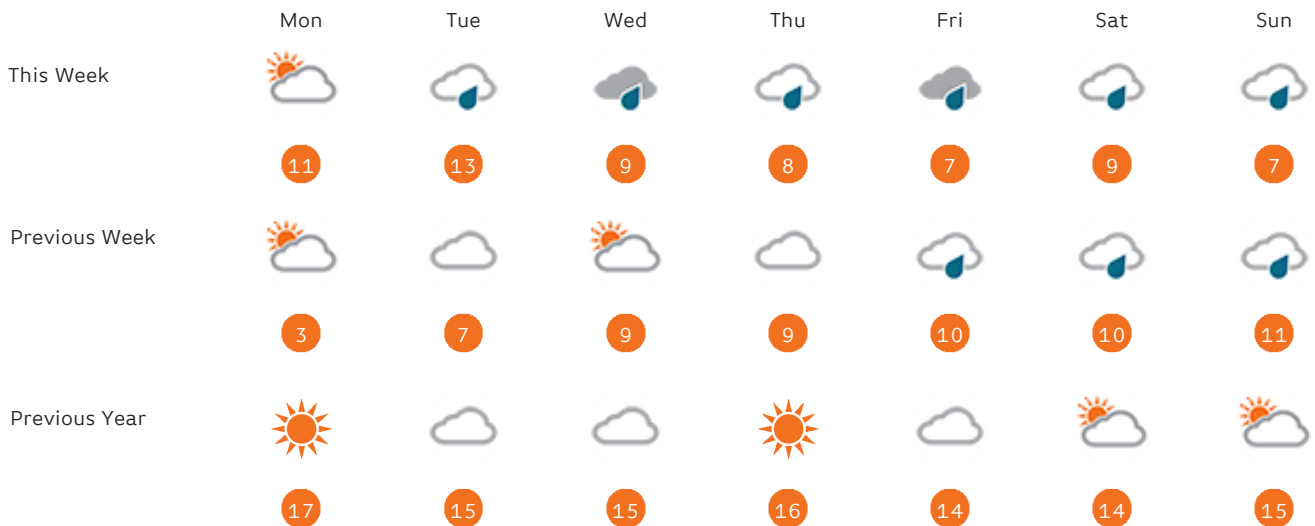
Footfall by Week



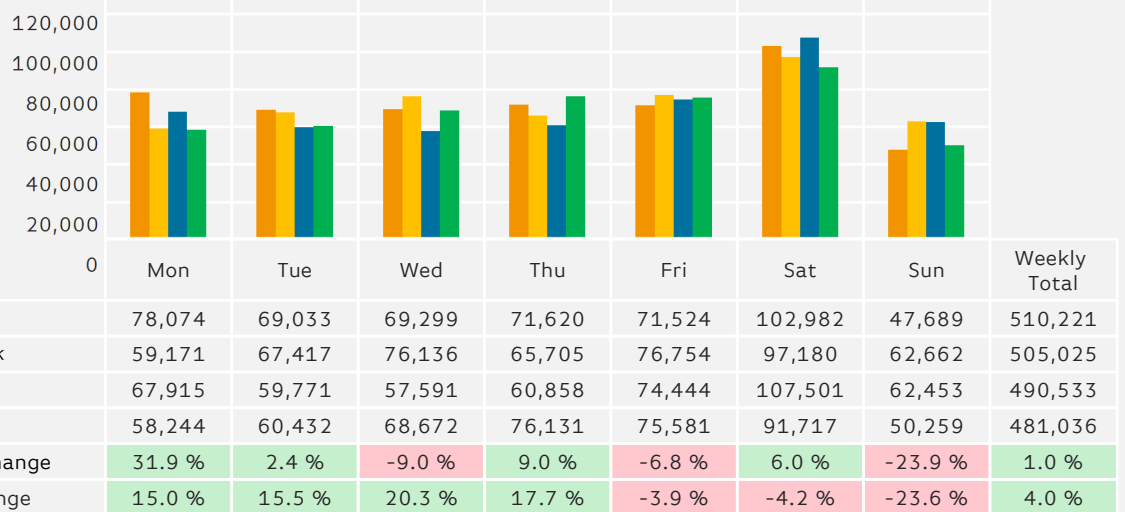
Footfall by Hour



Weather

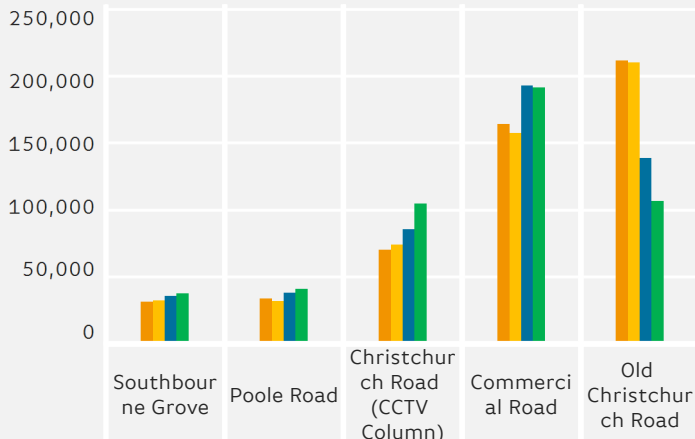


Footfall by Day



Footfall by Location

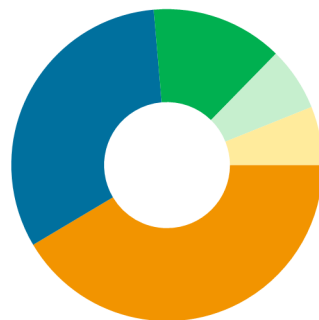
This Week Previous Week Previous Year



This Week	31,021	33,644	69,846	164,138	211,572
Previous Week	32,126	31,526	73,677	157,522	210,174
Previous Year	35,723	37,852	85,382	193,018	138,558
2 Years Ago	37,439	40,865	104,603	191,352	106,777
Week on Week % Change	-3.4 %	6.7 %	-5.2 %	4.2 %	0.7 %
Year on Year % Change	-13.2 %	-11.1 %	-18.2 %	-15.0 %	52.7 %

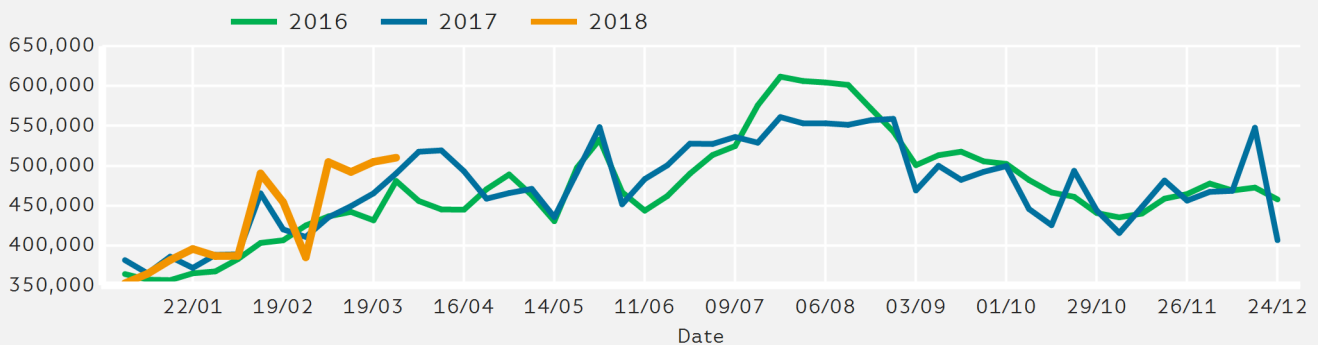
Footfall by location

Counting By Location - Main Locations Only



Old Christchurch Road, 41.5 %
 Commercial Road, 32.2 %
 Christchurch Road (CCTV Column), 13.7 %
 Poole Road, 6.6 %
 Southbourne Grove, 6.1 %

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 13, 2018 Vs Week 1, 2017 to Week 13, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 13, 2018 Vs Week 13, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 13 2018 Vs Week 12 2018