

**Bournemouth Collective**

Week 15, 2018

09/04/2018 to 15/04/2018



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	▲ 3.8 %	▲ 5.5 %	▲ 3.4 %	▲ 16.6 %	▼ -3.4 %	▲ 0.3 %
Sovereign Shopping Centre, Boscombe	▼ -13.8 %	▼ -8.4 %	▼ -13.7 %	▼ -3.4 %	▼ -4.3 %	▼ -4.1 %
South West	▼ -4.9 %	▼ -1.7 %	▼ -8.8 %	▲ 2.0 %	▼ -3.1 %	▼ -2.4 %
UK	▼ -5.5 %	▲ 0.5 %	▼ -6.3 %	▲ 2.8 %	▼ -0.3 %	▼ -4.4 %

Headlines

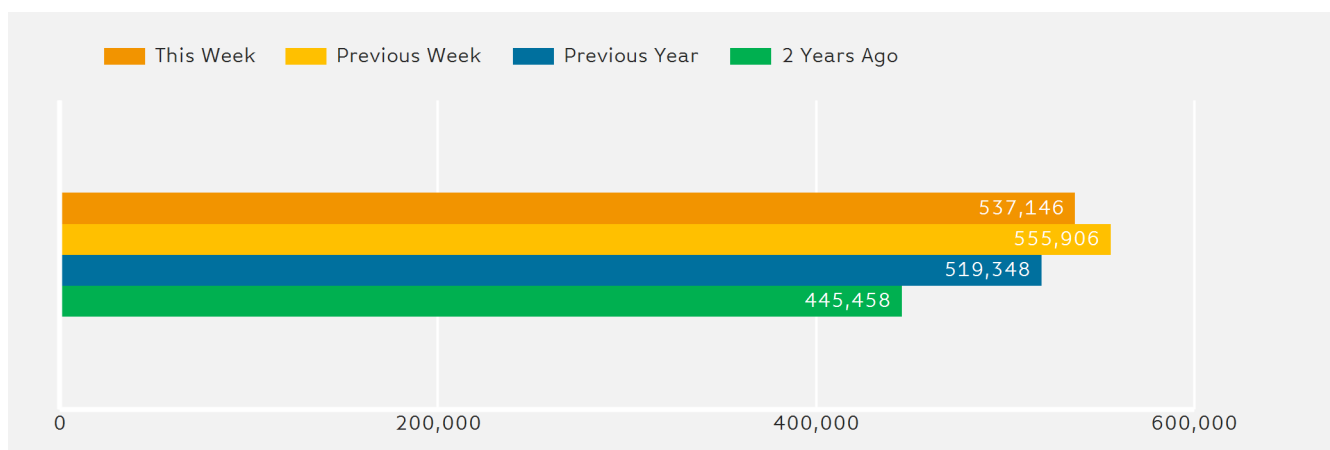
The change in footfall for Bournemouth Collective over the last 52 weeks is 0.1% up on the previous year.

Footfall for the year to date is 3.8% up on the previous year.

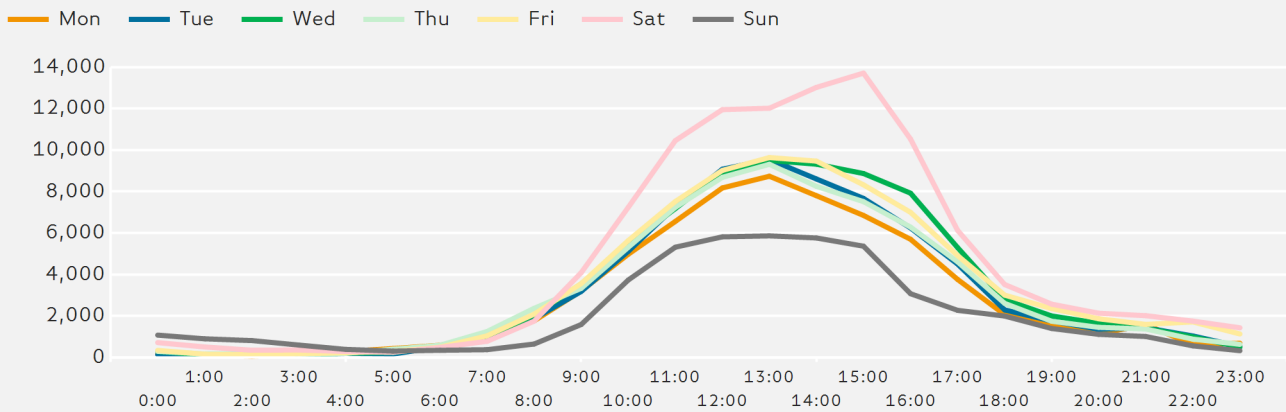
The number of visitors counted for week commencing 9 April 2018 was 537,146.

The busiest day in week commencing 9 April 2018 was Saturday with 108,053 visitors.

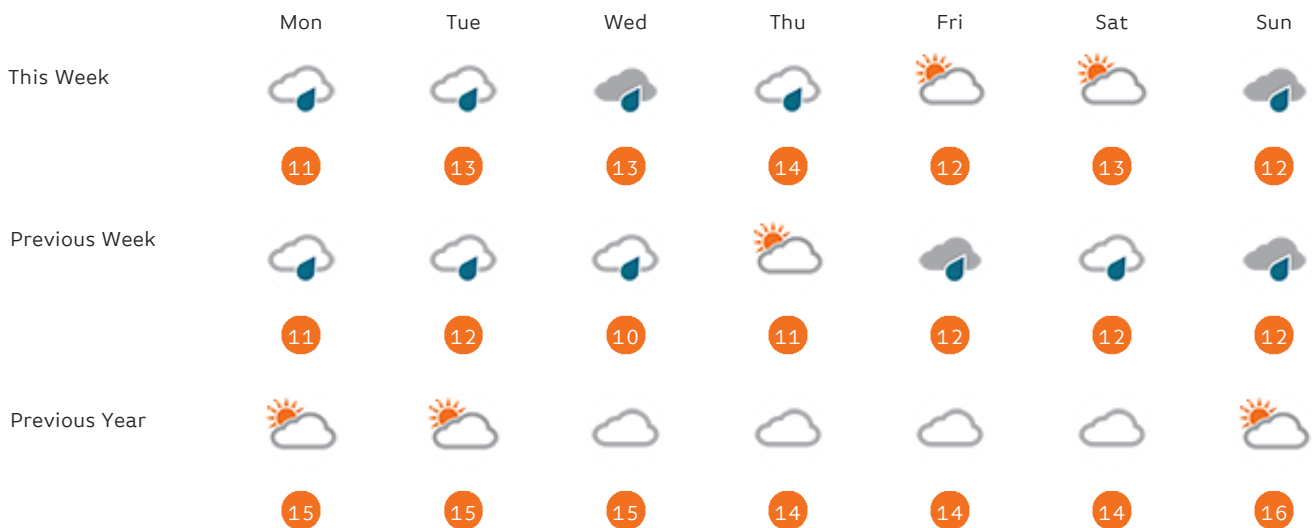
The peak hour of the week was 15:00 on Saturday 14 April 2018 with footfall of 13,709

Footfall by Week

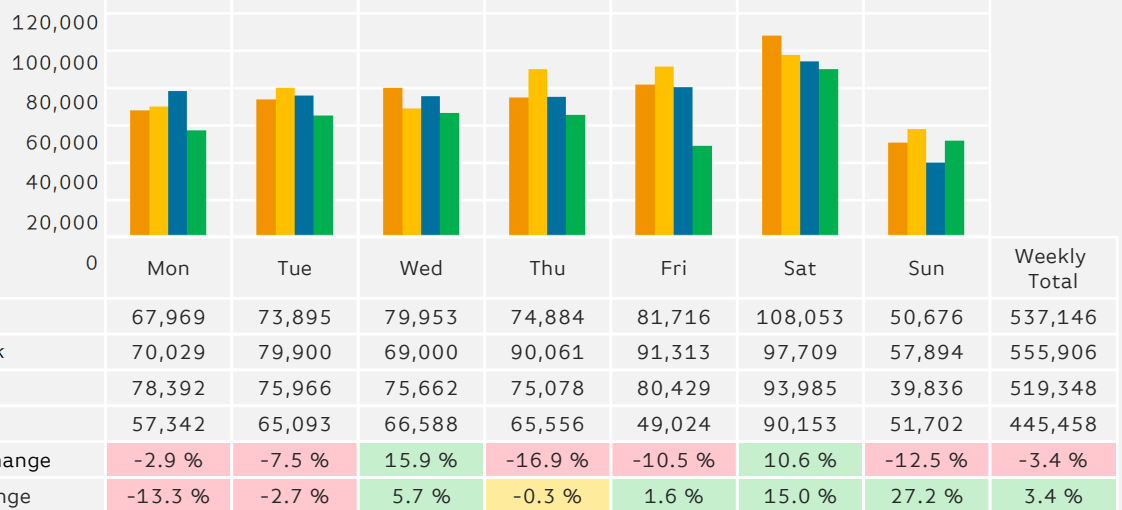
Footfall by Hour



Weather

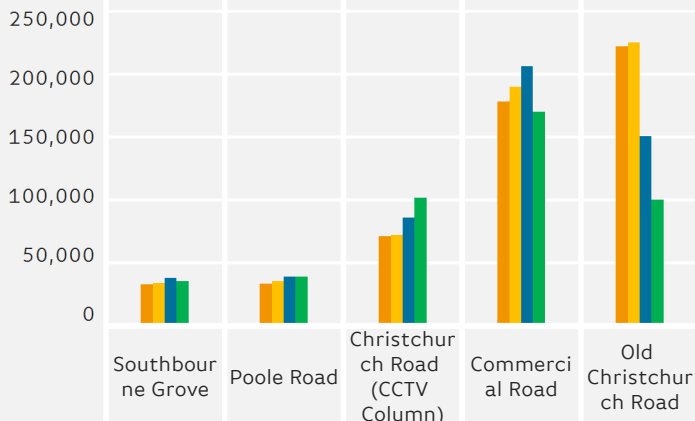


Footfall by Day



Footfall by Location

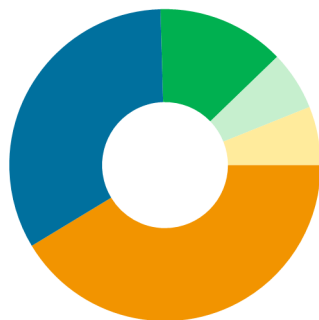
This Week Previous Week Previous Year



This Week	32,661	32,927	71,183	178,279	222,096
Previous Week	33,886	35,097	72,142	189,782	224,999
Previous Year	37,834	38,741	85,930	206,298	150,545
2 Years Ago	35,435	38,916	101,409	169,851	99,847
Week on Week % Change	-3.6 %	-6.2 %	-1.3 %	-6.1 %	-1.3 %
Year on Year % Change	-13.7 %	-15.0 %	-17.2 %	-13.6 %	47.5 %

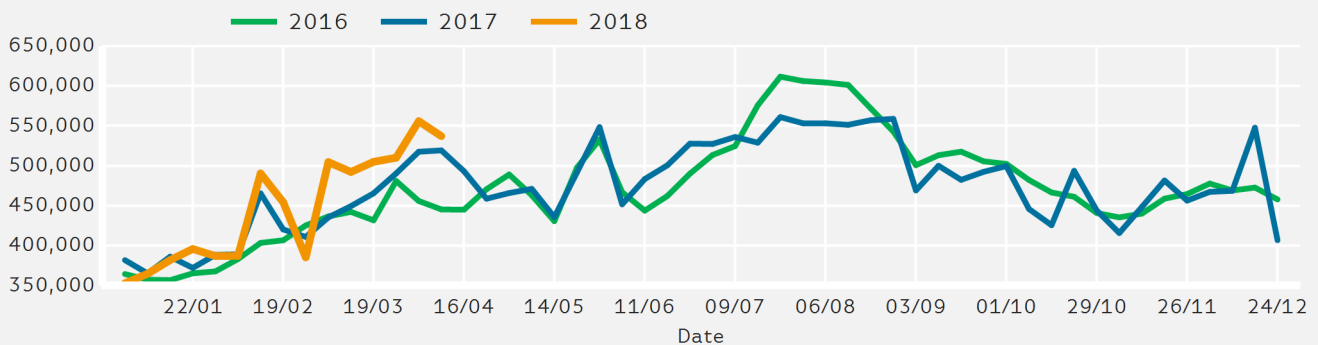
Footfall by location

Counting By Location - Main Locations Only



Old Christchurch Road, 41.3 %
 Commercial Road, 33.2 %
 Christchurch Road (CCTV Column), 13.3 %
 Poole Road, 6.1 %
 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 15, 2018 Vs Week 1, 2017 to Week 15, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 15, 2018 Vs Week 15, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 15 2018 Vs Week 14 2018