

**Bournemouth Collective**

Week 17, 2018

23/04/2018 to 29/04/2018



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	▲ 4.8 %	▲ 5.3 %	▲ 10.0 %	▼ -2.5 %	▼ -9.5 %	▼ -7.0 %
Sovereign Shopping Centre, Boscombe	▼ -14.4 %	▼ -7.5 %	▼ -19.7 %	▼ -1.7 %	▲ 1.4 %	▲ 2.8 %
South West	▼ -4.4 %	▼ -1.3 %	▼ -5.7 %	▲ 0.0 %	▼ -6.5 %	▼ -4.0 %
UK	▼ -4.9 %	▲ 0.3 %	▼ -3.8 %	▼ -0.7 %	▼ -6.1 %	▲ 2.4 %

Headlines

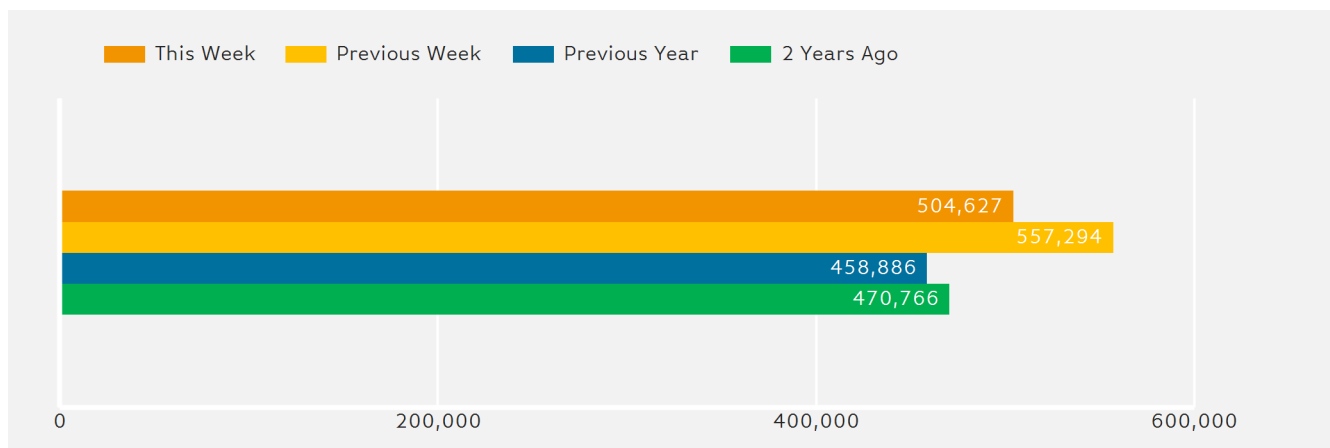
The change in footfall for Bournemouth Collective over the last 52 weeks is 0.4% up on the previous year.

Footfall for the year to date is 4.8% up on the previous year.

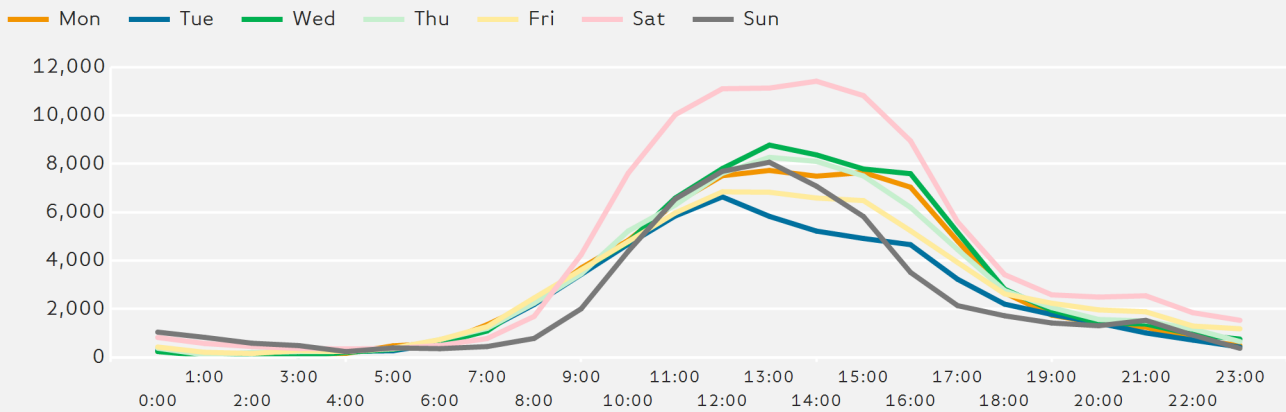
The number of visitors counted for week commencing 23 April 2018 was 504,627.

The busiest day in week commencing 23 April 2018 was Saturday with 101,299 visitors.

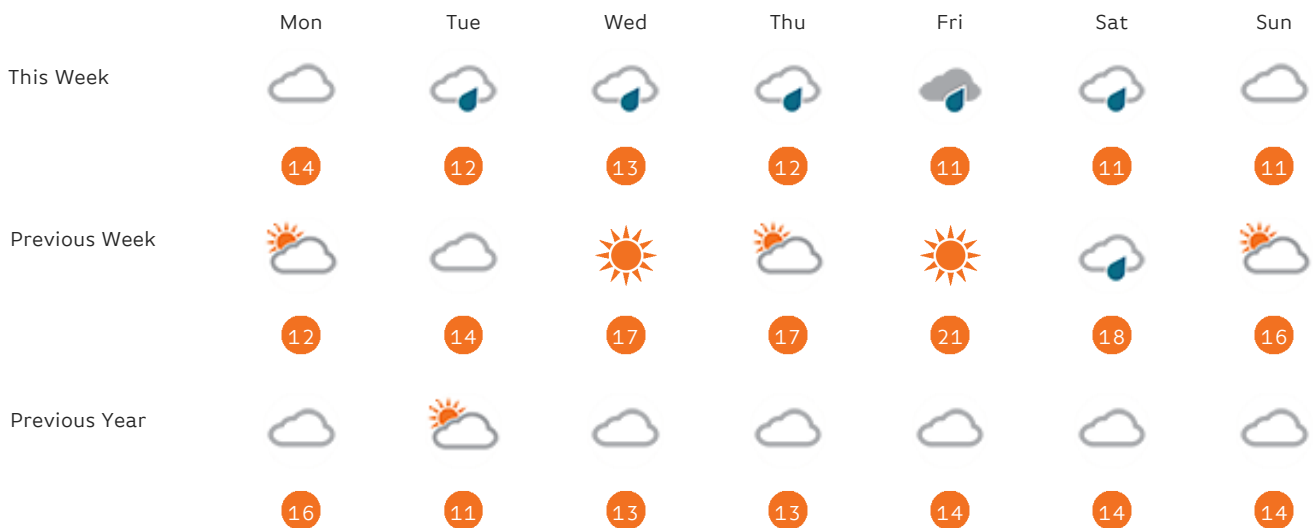
The peak hour of the week was 14:00 on Saturday 28 April 2018 with footfall of 11,415

Footfall by Week

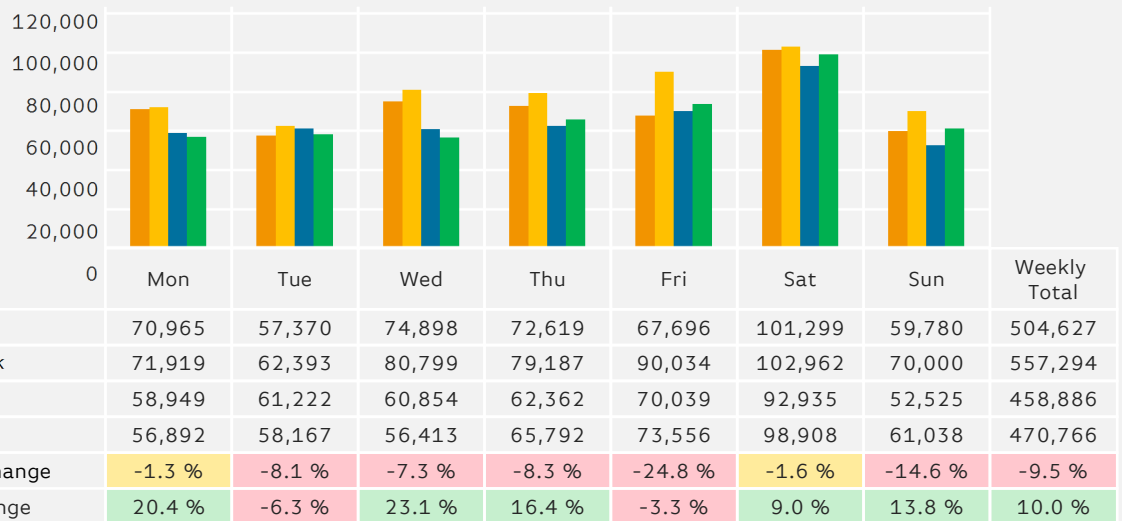
Footfall by Hour



Weather

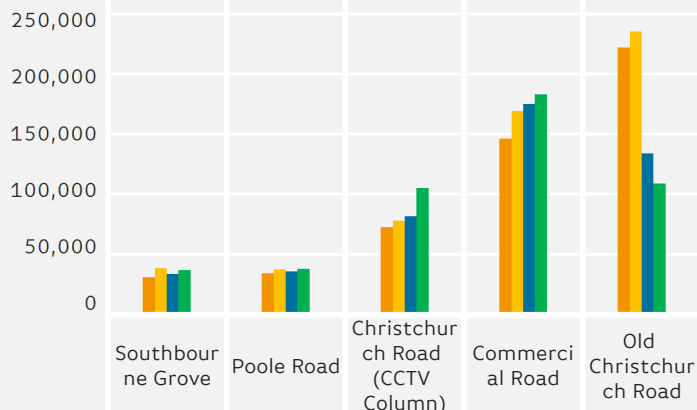


Footfall by Day



Footfall by Location

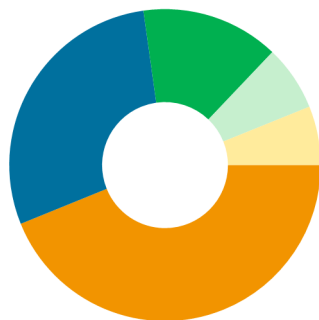
This Week Previous Week Previous Year



This Week	30,836	34,248	72,271	145,948	221,324
Previous Week	38,366	37,279	77,896	168,953	234,800
Previous Year	33,523	35,718	81,387	174,720	133,538
2 Years Ago	36,549	37,573	104,899	182,848	108,897
Week on Week % Change	-19.6 %	-8.1 %	-7.2 %	-13.6 %	-5.7 %
Year on Year % Change	-8.0 %	-4.1 %	-11.2 %	-16.5 %	65.7 %

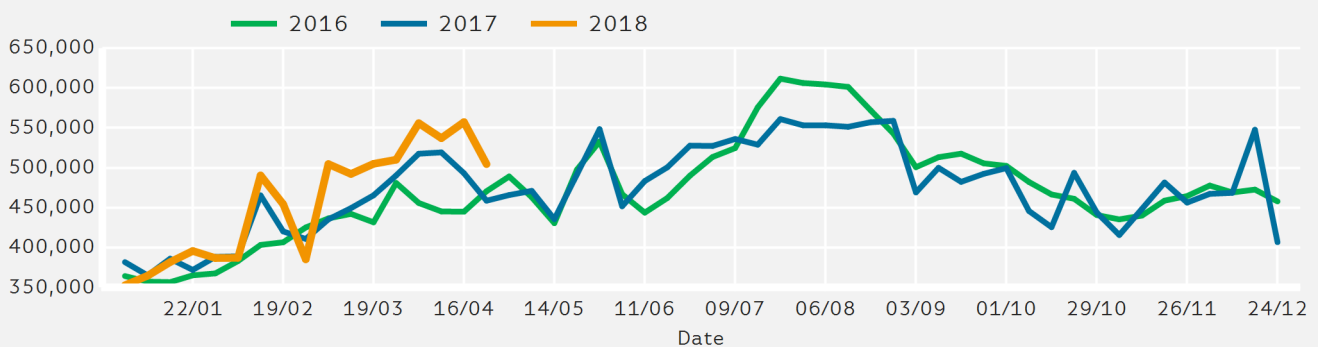
Footfall by location

Counting By Location - Main Locations Only



Old Christchurch Road, 43.9 %
 Commercial Road, 28.9 %
 Christchurch Road (CCTV Column), 14.3 %
 Poole Road, 6.8 %
 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 17, 2018 Vs Week 1, 2017 to Week 17, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 17, 2018 Vs Week 17, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 17 2018 Vs Week 16 2018