



Bournemouth Collective

Week 20, 2018

14/05/2018 to 20/05/2018



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	▲ 6.6 %	▲ 4.3 %	▲ 18.0 %	▲ 1.2 %	▼ -1.9 %	▼ -7.5 %
South West	▼ -3.4 %	▼ -1.3 %	▲ 5.2 %	▼ -1.6 %	▲ 3.6 %	▼ -6.2 %
UK	▼ -3.7 %	▼ -0.2 %	▲ 4.6 %	▼ -2.0 %	▲ 2.5 %	▼ -3.1 %

Headlines

The change in footfall for Bournemouth Collective over the last 52 weeks is 1.4% up on the previous year.

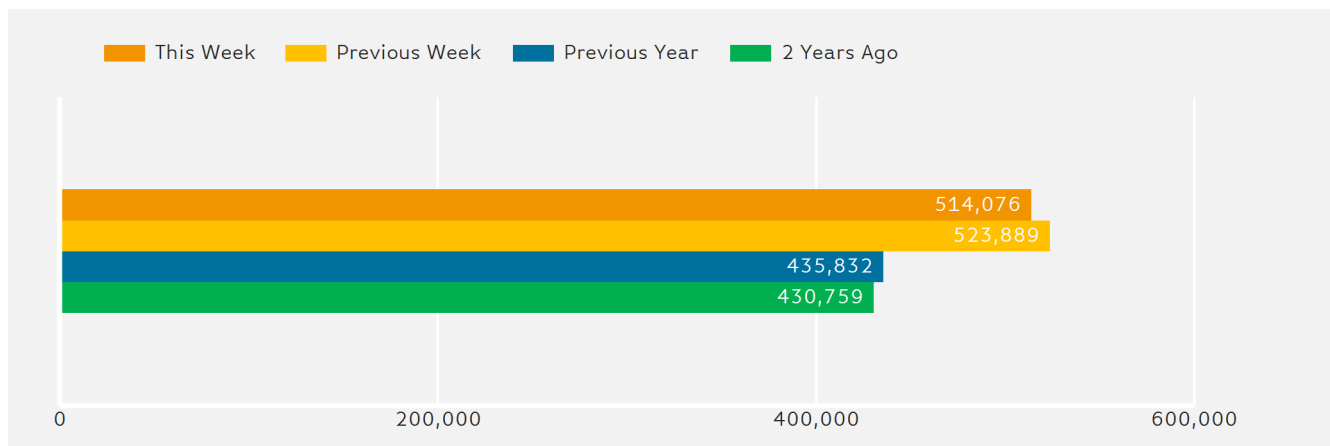
Footfall for the year to date is 6.6% up on the previous year.

The number of visitors counted for week commencing 14 May 2018 was 514,076.

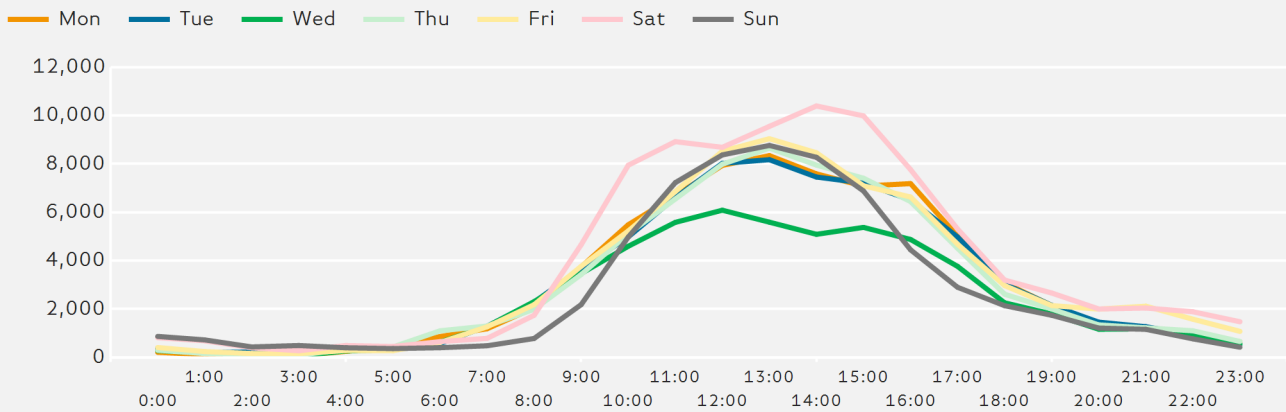
The busiest day in week commencing 14 May 2018 was Saturday with 92,811 visitors.

The peak hour of the week was 14:00 on Saturday 19 May 2018 with footfall of 10,393

Footfall by Week



Footfall by Hour



Weather

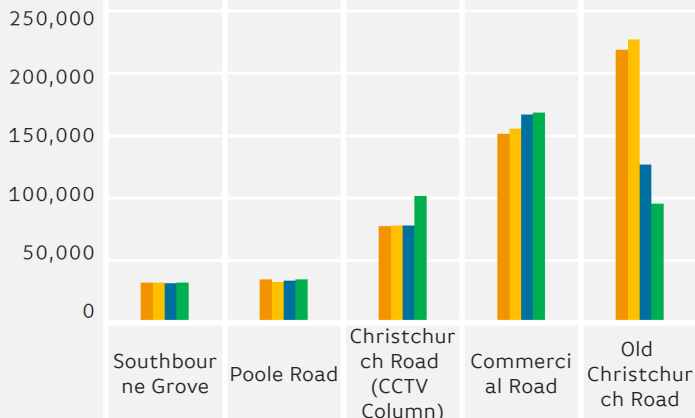
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	20	22	17	17	16	18	16
Previous Week	23	20	15	15	14	14	17
Previous Year	15	17	14	14	13	13	14

Footfall by Day

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	73,600	72,775	57,785	72,839	77,803	92,811	66,463	514,076
Previous Week	84,112	73,074	71,429	69,265	71,719	90,754	63,536	523,889
Previous Year	55,508	58,911	47,362	63,557	69,493	86,901	54,100	435,832
2 Years Ago	65,571	59,657	51,382	64,113	65,272	70,237	54,527	430,759
Week on Week % Change	-12.5 %	-0.4 %	-19.1 %	5.2 %	8.5 %	2.3 %	4.6 %	-1.9 %
Year on Year % Change	32.6 %	23.5 %	22.0 %	14.6 %	12.0 %	6.8 %	22.9 %	18.0 %

Footfall by Location

This Week Previous Week Previous Year



This Week	32,091	34,721	77,078	151,360	218,826
Previous Week	31,682	32,183	77,551	155,558	226,915
Previous Year	31,320	33,477	77,946	166,533	126,556
2 Years Ago	31,690	34,267	101,378	168,123	95,301
Week on Week % Change	1.3 %	7.9 %	-0.6 %	-2.7 %	-3.6 %
Year on Year % Change	2.5 %	3.7 %	-1.1 %	-9.1 %	72.9 %

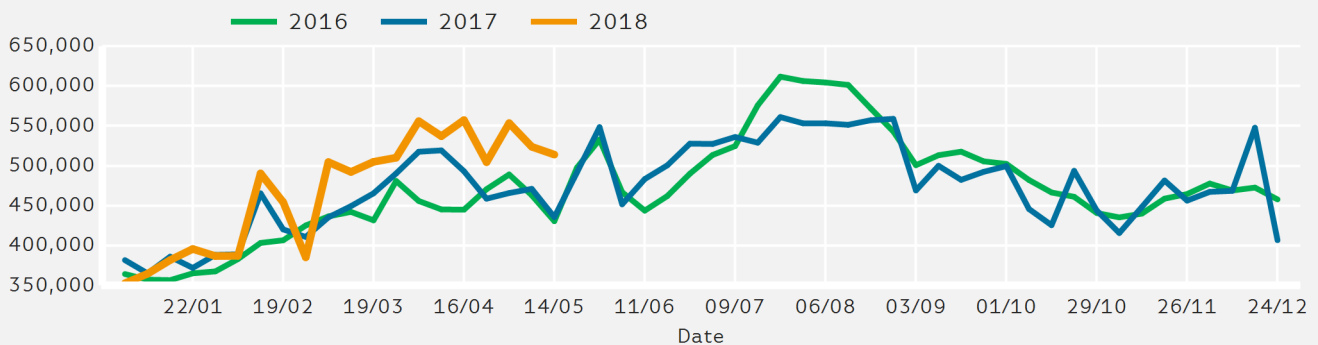
Footfall by location

Counting By Location - Main Locations Only



Old Christchurch Road, 42.6 %
 Commercial Road, 29.4 %
 Christchurch Road (CCTV Column), 15.0 %
 Poole Road, 6.8 %
 Southbourne Grove, 6.2 %

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 20, 2018 Vs Week 1, 2017 to Week 20, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 20, 2018 Vs Week 20, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 20 2018 Vs Week 19 2018