



Bournemouth Collective

Week 3, 2018

15/01/2018 to 21/01/2018



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 Collective	▼ -3.0 %	▲ 5.1 %	▼ -1.1 %	▲ 8.2 %	▲ 4.7 %	▲ 5.7 %
Sovereign Shopping Centre, Boscombe	▼ -13.4 %	▼ -9.2 %	▼ -11.7 %	▼ -5.3 %	▲ 2.5 %	▲ 2.0 %
South West	▼ -6.6 %	▼ -0.4 %	▼ -7.3 %	▼ -1.6 %	▼ -2.9 %	▲ 1.0 %
UK	▼ -3.8 %	▼ -0.9 %	▼ -5.2 %	▲ 1.0 %	▲ 0.4 %	▲ 6.0 %

Headlines

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

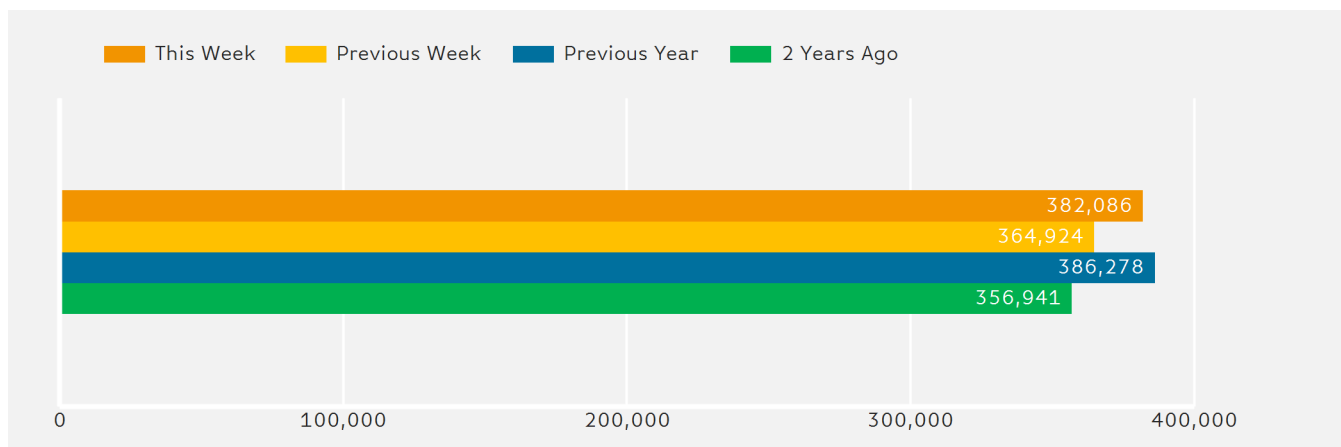
Footfall for the year to date is 3% down on the previous year.

The number of visitors counted for week commencing 15 January 2018 was 382,086.

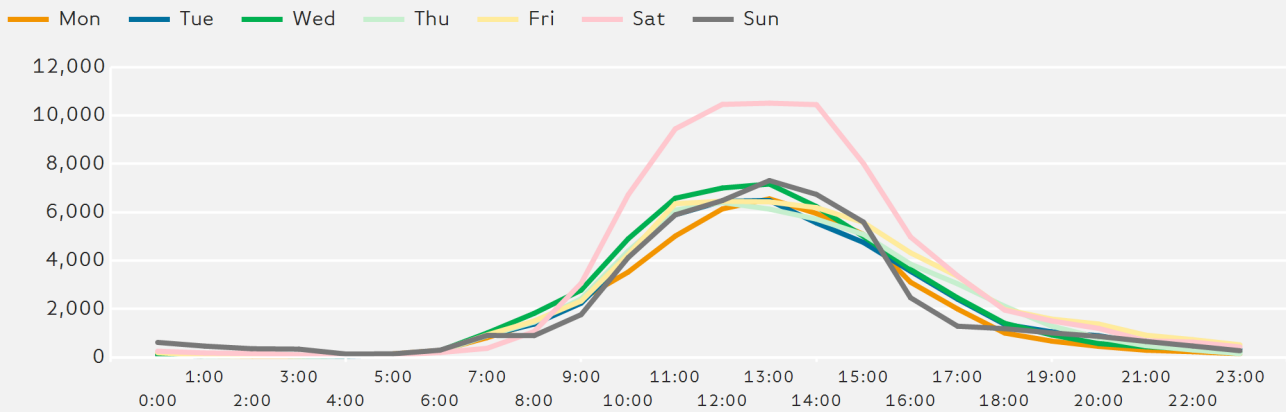
The busiest day in week commencing 15 January 2018 was Saturday with 76,017 visitors.

The peak hour of the week was 13:00 on Saturday with footfall of 10,509

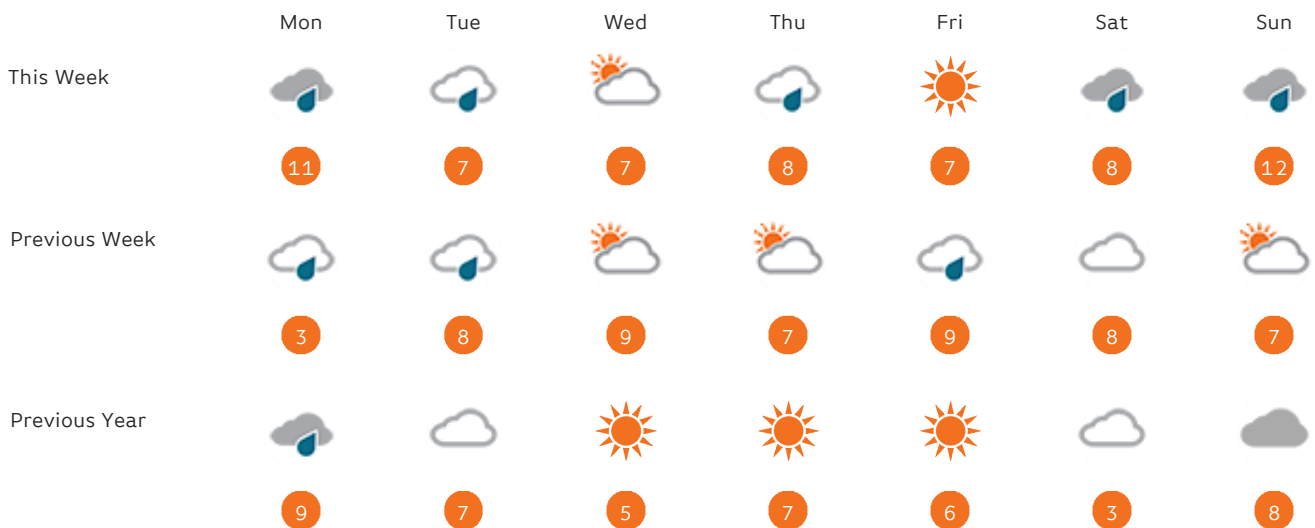
Footfall by Week



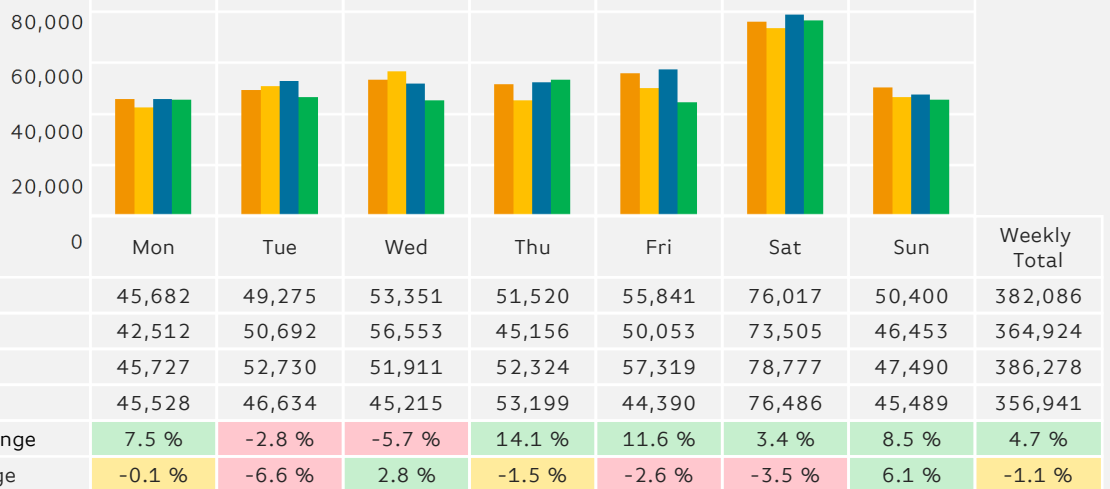
Footfall by Hour



Weather

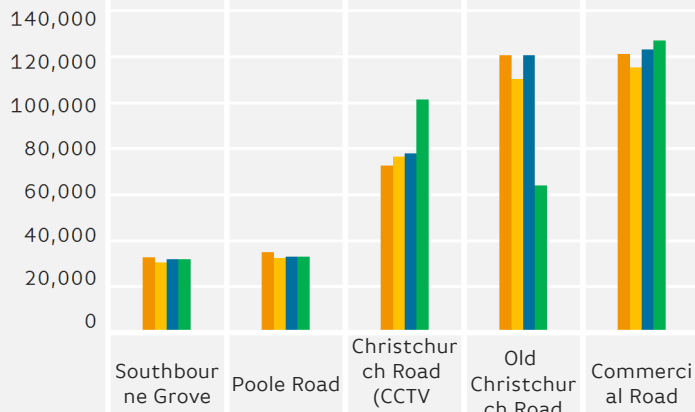


Footfall by Day



Footfall by Location

This Week Previous Week Previous Year



This Week	32,733	35,000	72,578	120,529	121,246
Previous Week	30,533	32,399	76,356	110,283	115,353
Previous Year	31,791	33,011	77,778	120,652	123,046
2 Years Ago	31,738	33,045	101,460	63,787	126,911
Week on Week % Change	7.2 %	8.0 %	-4.9 %	9.3 %	5.1 %
Year on Year % Change	3.0 %	6.0 %	-6.7 %	-0.1 %	-1.5 %

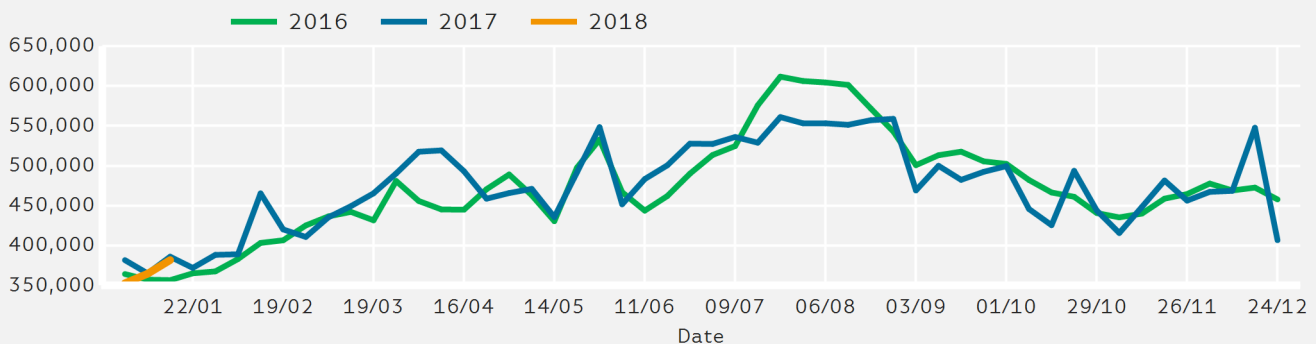
Footfall by location

Counting By Location - Main Locations Only



Commercial Road, 31.7 %
 Old Christchurch Road, 31.5 %
 Christchurch Road (CCTV Column), 19.0 %
 Poole Road, 9.2 %
 Southbourne Grove, 8.6 %

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 3, 2018 Vs Week 1, 2017 to Week 3, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 3, 2018 Vs Week 3, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 3 2018 Vs Week 2 2018