



Westbourne Town Centre

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
Westbourne Town Centre	▼ -2.4 %	▼ -2.2 %	▼ -4.1 %	▼ -4.9 %	▼ -8.1 %	▼ -5.3 %
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 Westbourne Town Centre over the last 52 weeks is 1.4% up on the previous year.

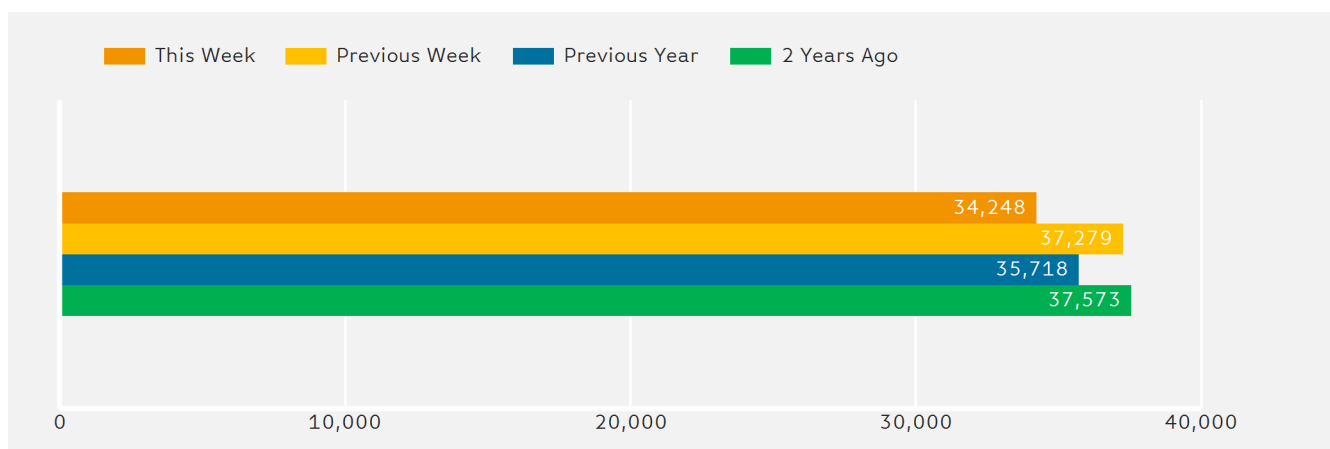
Footfall for the year to date is 2.4% down on the previous year.

The number of visitors counted for week commencing 23 April 2018 was 34,248.

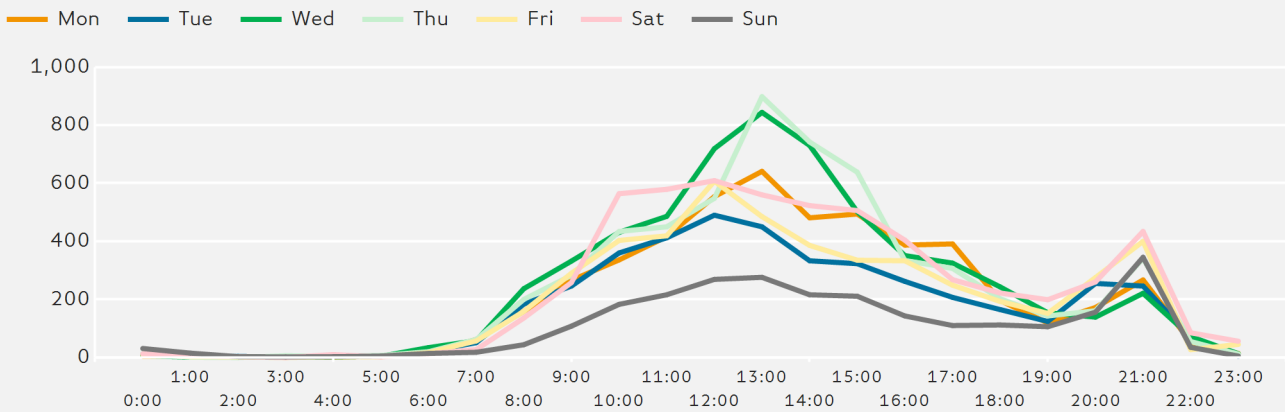
The busiest day in week commencing 23 April 2018 was Wednesday with 5,908 visitors.

The peak hour of the week was 13:00 on Thursday 26 April 2018 with footfall of 898






















Footfall by Week



Footfall by Hour



Weather

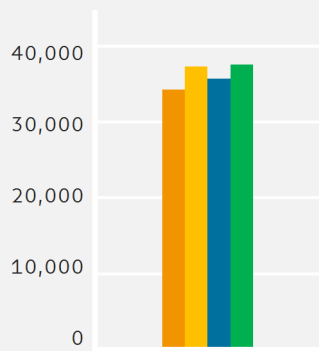
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	 14	 12	 13	 12	 11	 11	 11
Previous Week	 12	 14	 17	 17	 21	 18	 16
Previous Year	 16	 11	 13	 13	 14	 14	 14

Footfall by Day

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	5,039	4,225	5,908	5,862	4,851	5,737	2,626	34,248
Previous Week	5,849	3,999	6,128	5,995	6,833	5,416	3,059	37,279
Previous Year	4,473	5,670	5,683	5,509	5,495	6,210	2,678	35,718
2 Years Ago	4,665	5,617	4,991	5,393	7,022	6,637	3,248	37,573
Week on Week % Change	-13.8 %	5.7 %	-3.6 %	-2.2 %	-29.0 %	5.9 %	-14.2 %	-8.1 %
Year on Year % Change	12.7 %	-25.5 %	4.0 %	6.4 %	-11.7 %	-7.6 %	-1.9 %	-4.1 %

Footfall by Location

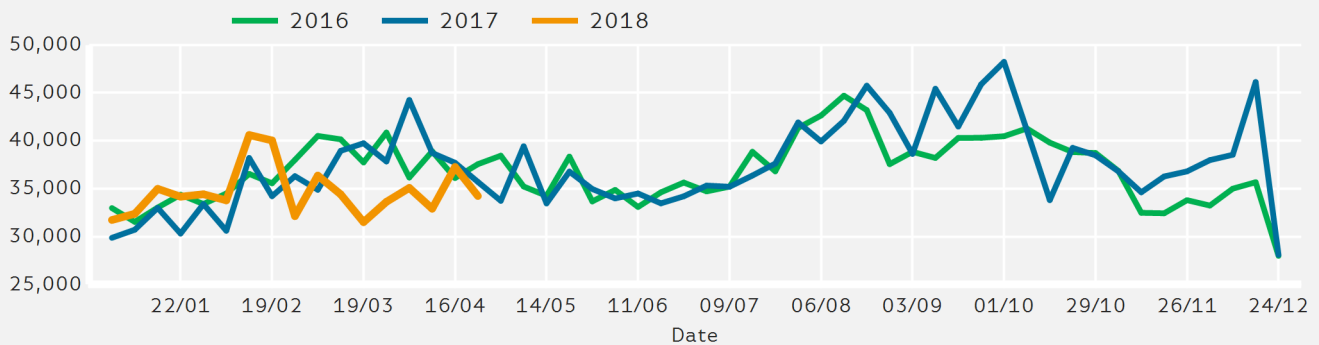
■ This Week
 ■ Previous Week
 ■ Previous Year
 ■ 2 Years Ago



Poole Road

This Week	34,248
Previous Week	37,279
Previous Year	35,718
2 Years Ago	37,573
Week on Week % Change	-8.1 %
Year on Year % Change	-4.1 %

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