



## Westbourne Town Centre

Week 18, 2018

30/04/2018 to 06/05/2018



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
Westbourne Town Centre	▼ -1.7 %	▼ -2.8 %	▲ 11.1 %	▼ -12.2 %	▲ 9.5 %	▼ -5.5 %
South West	▼ -3.9 %	▼ -1.5 %	▲ 4.5 %	▼ -4.3 %	▲ 10.1 %	▼ -0.8 %
UK	▼ -4.3 %	▼ 0.0 %	▲ 4.5 %	▼ -4.7 %	▲ 6.7 %	▼ -1.8 %

### Headlines

The change in footfall for Westbourne Town Centre over the last 52 weeks is 1.9% up on the previous year.

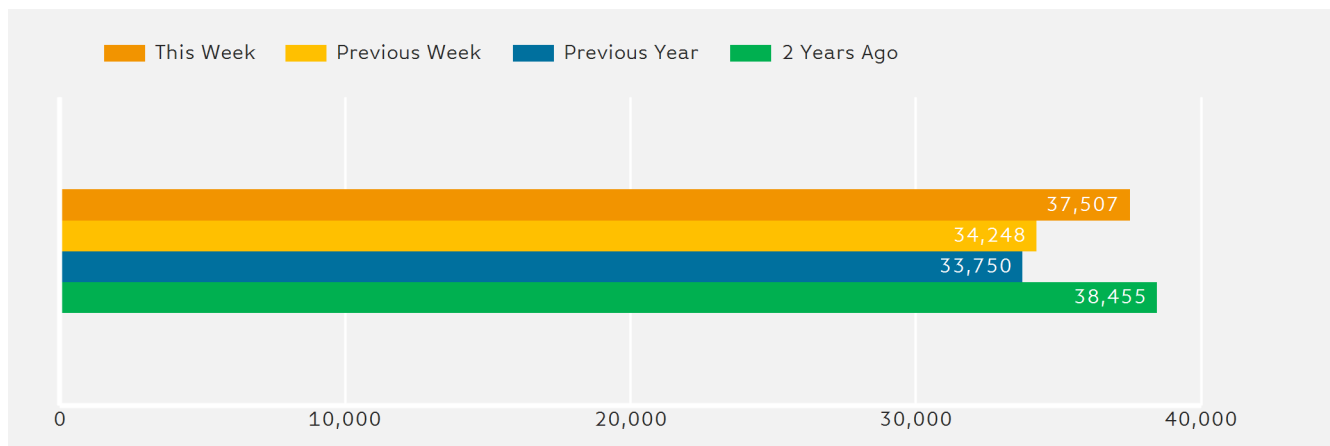
Footfall for the year to date is 1.7% down on the previous year.

The number of visitors counted for week commencing 30 April 2018 was 37,507.

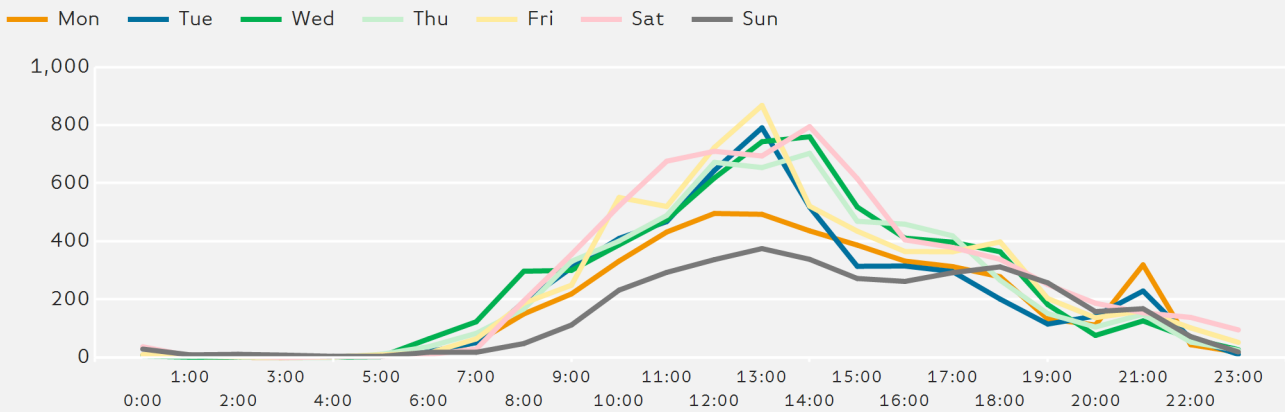
The busiest day in week commencing 30 April 2018 was Saturday with 6,603 visitors.

The peak hour of the week was 13:00 on Friday 4 May 2018 with footfall of 868






















### Footfall by Week



## Footfall by Hour



## Weather

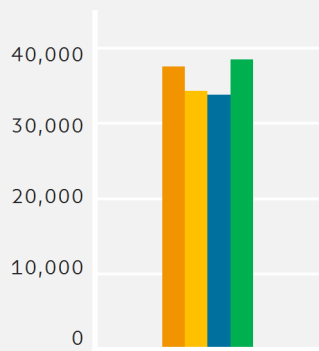
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	 12	 12	 13	 13	 16	 19	 21
Previous Week	 14	 12	 13	 12	 11	 11	 11
Previous Year	 14	 16	 12	 17	 15	 18	 19

## Footfall by Day

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	4,582	5,115	5,951	5,660	5,948	6,603	3,648	37,507
Previous Week	5,039	4,225	5,908	5,862	4,851	5,737	2,626	34,248
Previous Year	3,751	6,213	4,748	4,707	5,678	5,826	2,827	33,750
2 Years Ago	3,123	6,395	6,571	6,521	6,571	5,958	3,316	38,455
Week on Week % Change	-9.1 %	21.1 %	0.7 %	-3.4 %	22.6 %	15.1 %	38.9 %	9.5 %
Year on Year % Change	22.2 %	-17.7 %	25.3 %	20.2 %	4.8 %	13.3 %	29.0 %	11.1 %

## Footfall by Location

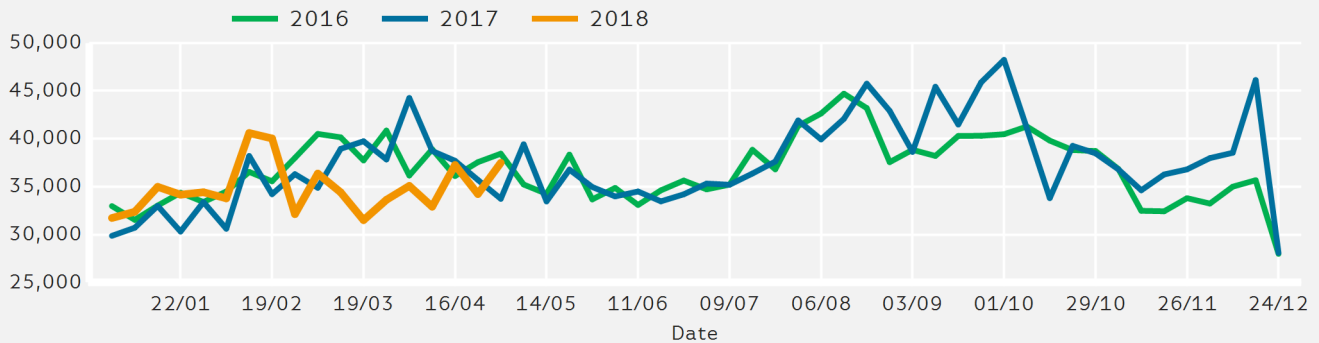
■ This Week
 ■ Previous Week
 ■ Previous Year
 ■ 2 Years Ago



Poole Road

This Week	37,507
Previous Week	34,248
Previous Year	33,750
2 Years Ago	38,455
Week on Week % Change	9.5 %
Year on Year % Change	11.1 %

## 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 18, 2018 Vs Week 1, 2017 to Week 18, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 18, 2018 Vs Week 18, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 18 2018 Vs Week 17 2018