



Bournemouth Coastal BID

Week 19, 2017

08/05/2017 to 14/05/2017



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	
	2017	2016	2017	2016	2017	2016
Bournemouth Coastal BID	▼ -13.3 %	▼ -5.6 %	▼ -9.9 %	▲ 0.4 %	▲ 7.7 %	▼ -2.7 %
South West	▼ -1.3 %	▼ -0.2 %	▲ 1.8 %	▼ -0.8 %	▲ 2.7 %	▼ -5.5 %
High Street Index(Coastal Town)	▼ -2.7 %	▼ -2.7 %	▼ -0.9 %	▼ -2.3 %	▲ 1.4 %	▼ -5.1 %
UK	▼ -0.1 %	▼ -2.1 %	▼ -1.7 %	▼ -0.2 %	▲ 0.9 %	▼ -2.3 %

Headlines

The change in footfall for Bournemouth Coastal BID over the last 52 weeks is 8.6% down on the previous year.

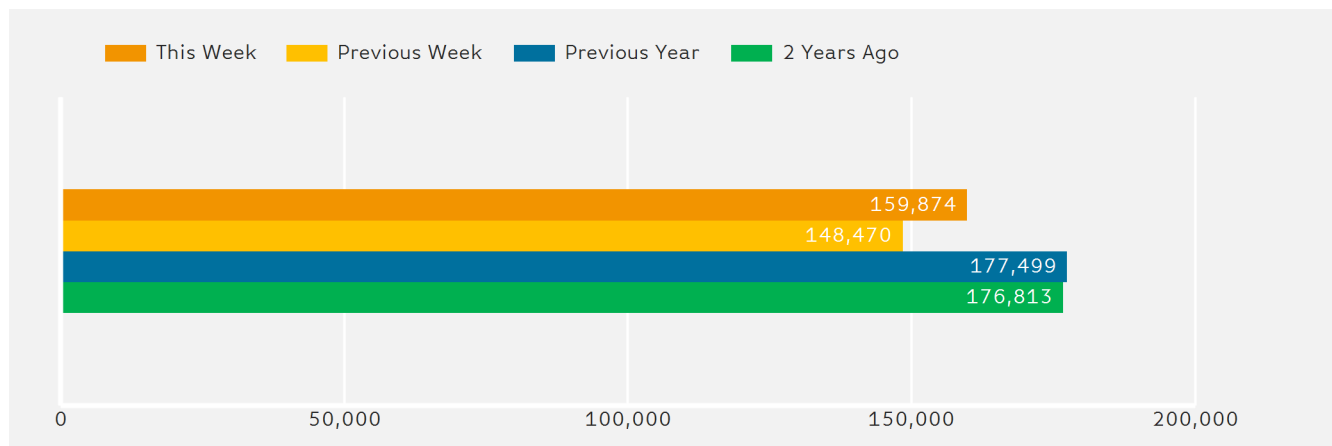
Footfall for the year to date is 13.3% down on the previous year.

The number of visitors counted for week commencing 8 May 2017 was 159,874.

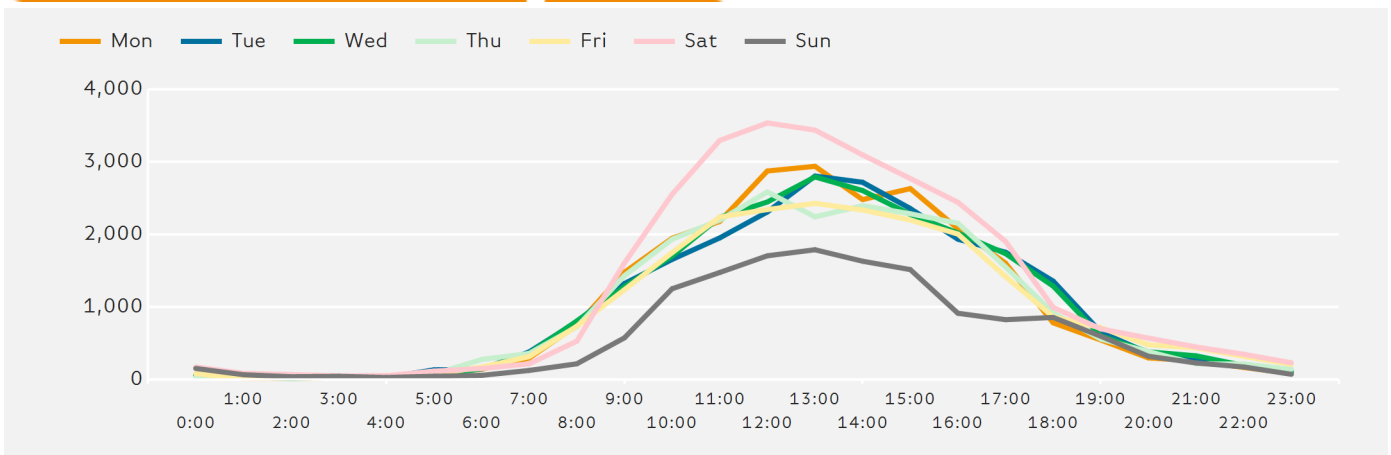
The busiest day in week commencing 8 May 2017 was Saturday with 29,345 visitors.

The peak hour of the week was 12:00 on Saturday with footfall of 3,533

Footfall Totals by Week



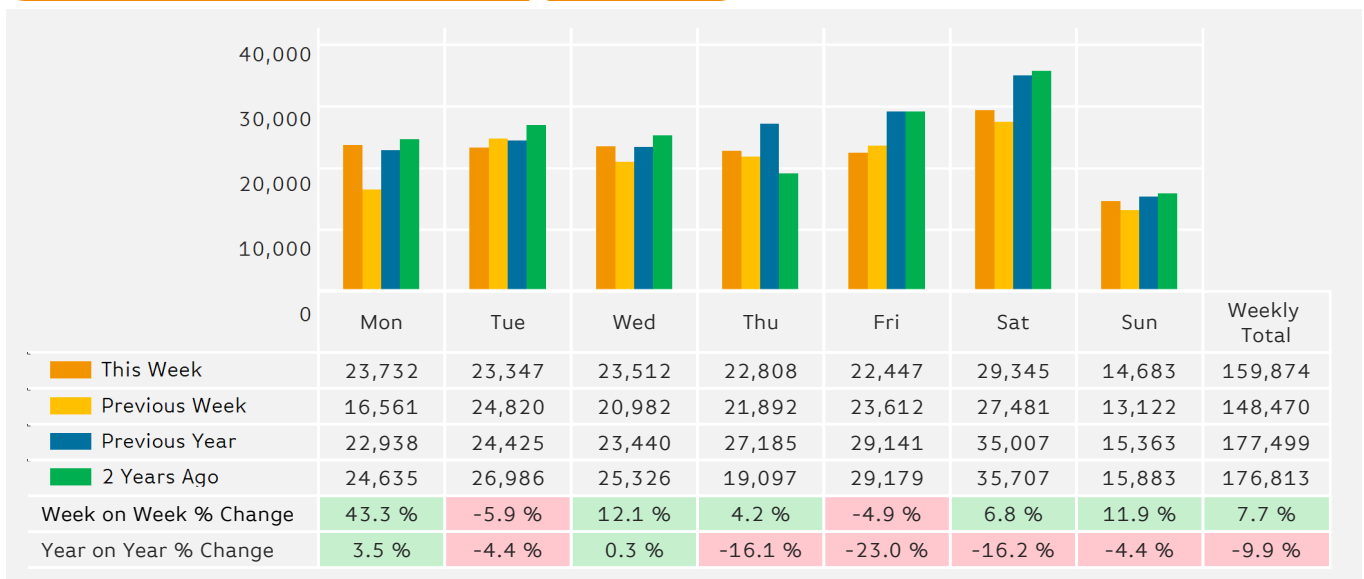
Footfall by Hour



Weather

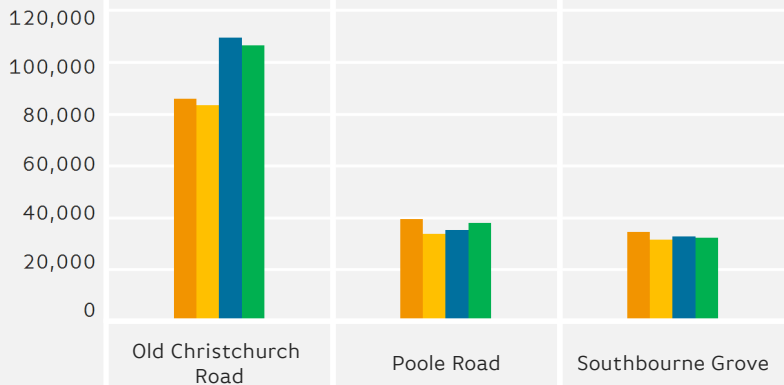
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	16	15	18	20	16	17	17
Previous Week	14	16	12	17	15	18	19
Previous Year	19	18	18	22	19	15	18

Footfall by Day



Footfall Totals

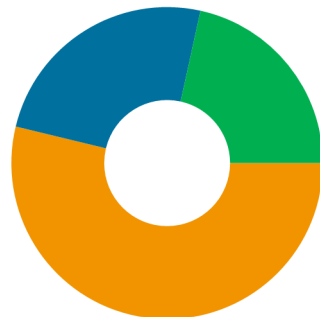
This Week Previous Week Previous Year ...



	Old Christchurch Road	Poole Road	Southbourne Grove
This Week	85,965	39,438	34,471
Previous Week	83,323	33,750	31,397
Previous Year	109,407	35,240	32,852
2 Years Ago	106,539	38,032	32,242
Week on Week % Change	3.2 %	16.9 %	9.8 %
Year on Year % Change	-21.4 %	11.9 %	4.9 %

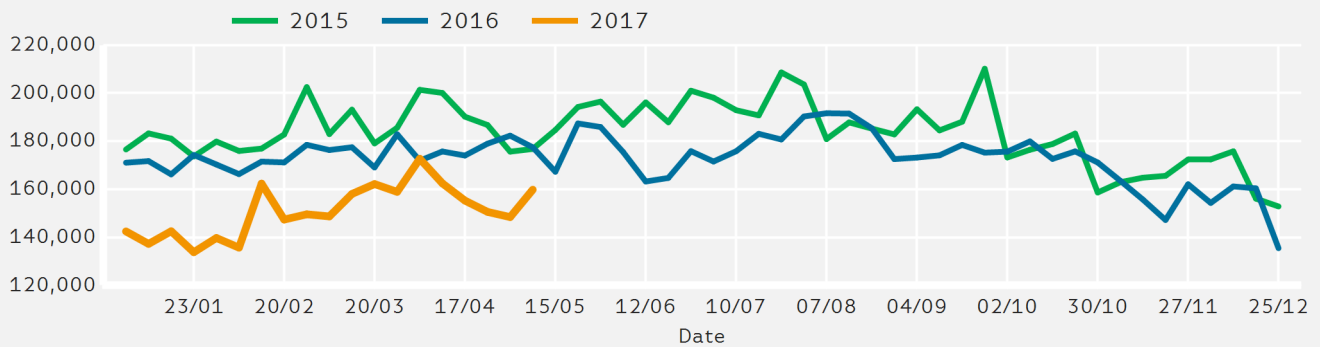
Footfall Totals

Counting By Location - Main Locations Only



Old Christchurch Road, 53.8 %
 Poole Road, 24.7 %
 Southbourne Grove, 21.6 %

Footfall by Week



Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year.
 Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year.
 Week on Week % Change is the % change in footfall for this week from the previous week.