



Bournemouth Collective

December 2016

28/11/2016 to 01/01/2017



REGION - South West

Monday to Sunday

COUNT TYPE: Footfall Counts

Monthly Footfall

Benchmark calculations (Year on Year and Month on Month) 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		Month on Month % Change	
	2016	2015	2016	2015	2016	2015
Bournemouth Collective	▲ 3.5 %	▼ -2.2 %	▲ 11.2 %	▼ -1.3 %	▲ 9.3 %	▲ 10.2 %
South West	▼ -0.4 %	▼ -2.4 %	▼ -0.5 %	▼ -5.6 %	▲ 8.1 %	▲ 11.4 %
UK	▼ -1.1 %	▼ -2.0 %	▲ 0.9 %	▼ -3.9 %	▲ 6.7 %	▲ 5.5 %

Headlines

Footfall for the year to date is 3.5% up on the previous year.

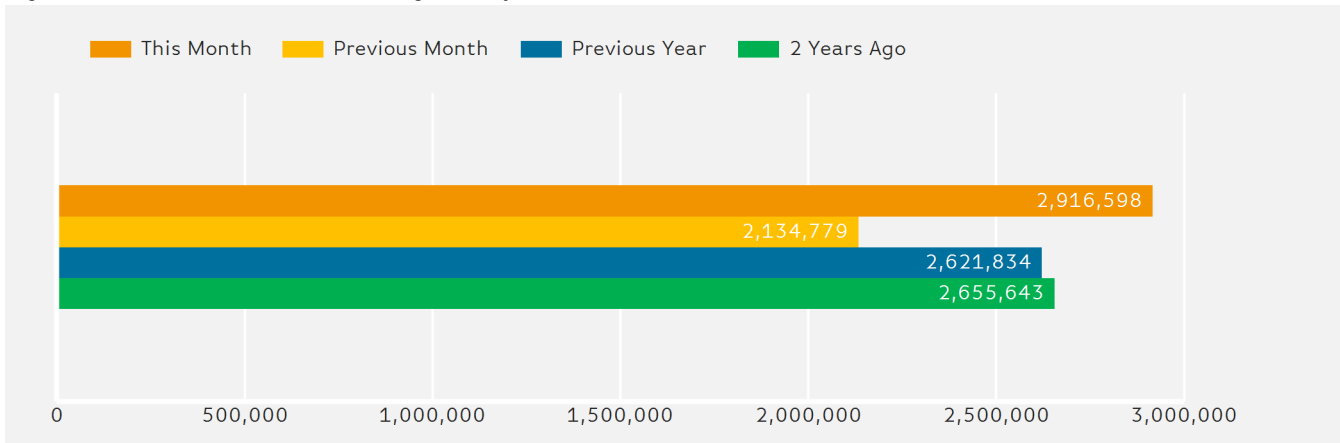
The number of visitors counted for month commencing 28 November 2016 was 2,916,598.

The busiest day in month commencing 28 November 2016 was Saturday 3 December with 117,609 visitors.

The peak hour of the month was 12:00 on Saturday with footfall of 16,557

Footfall Totals by Month

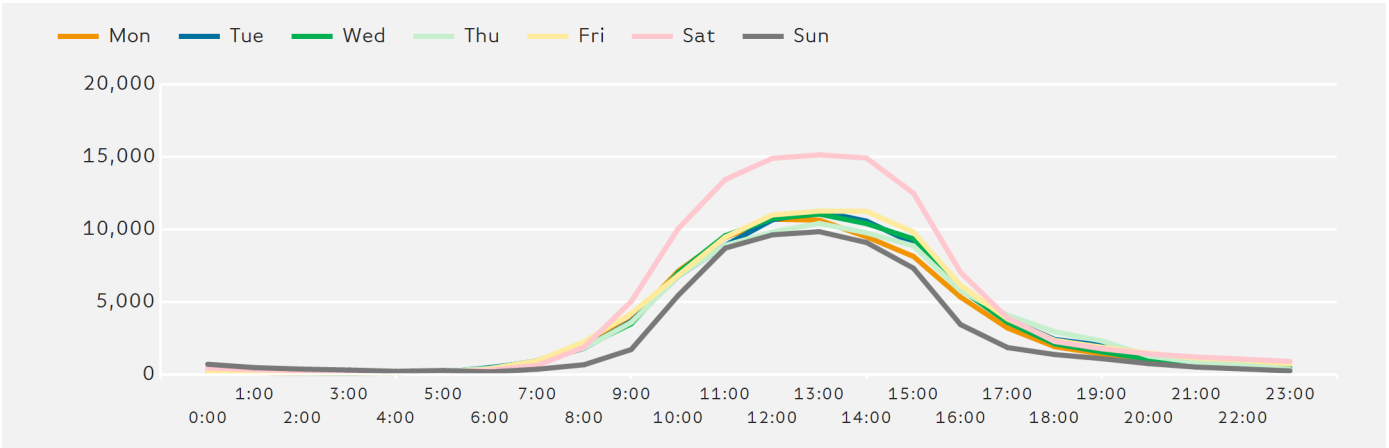
Figures shown below are calculated using monthly totals.



Springboard follows the BRC calendar consisting of complete weeks (Sun- Sat or Mon-Sun) to ensure that the same day is comparable each week. Each month is compiled from a set of full weeks which results in a calendar of a 4 week month, 4 week month, 5 week month pattern.

Footfall by Hour

The figures shown below are calculated using a weekly average



Weather



FOG

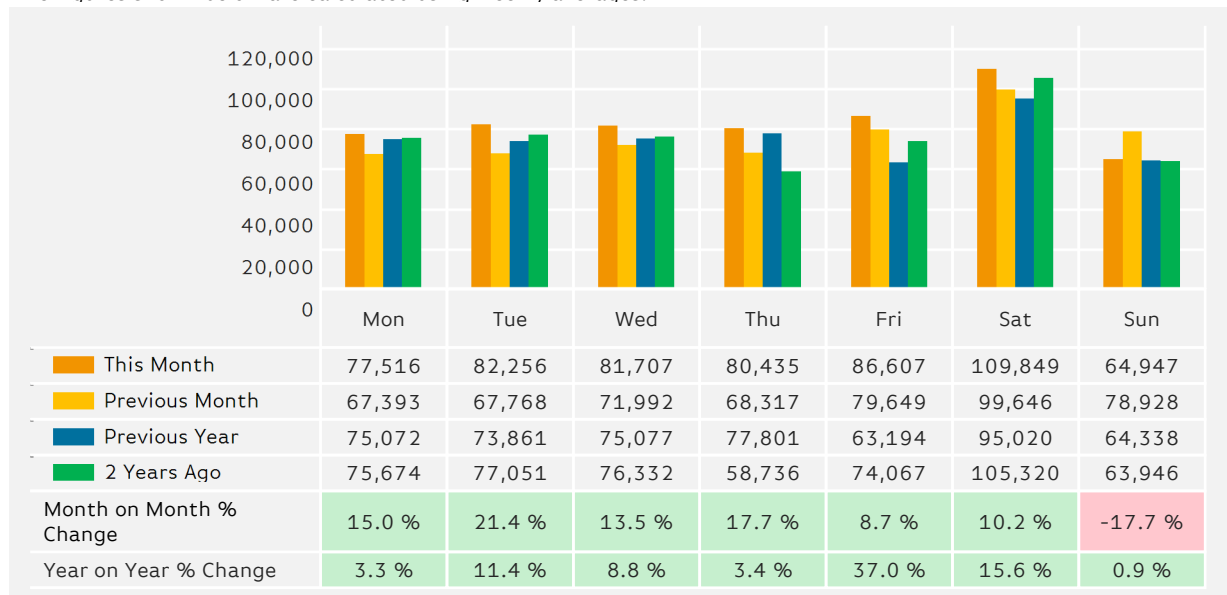
Number of days this month	14	19	1	1
Number of days same month last year	12	18	5	

Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2016	10.1	2.2
2015	13.4	9.1

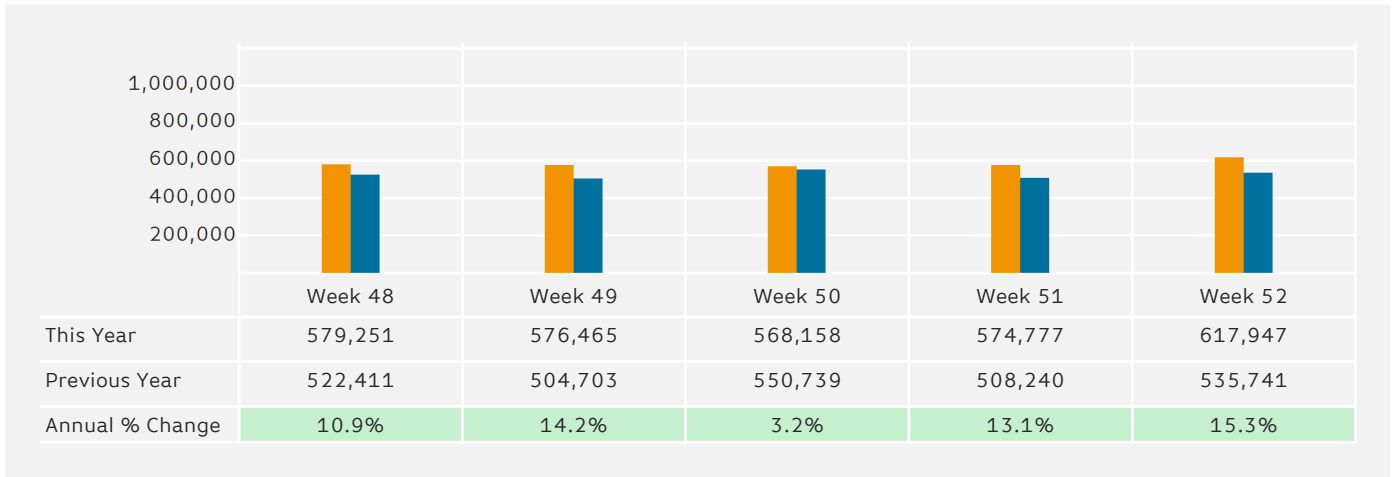
Footfall by Day

The figures shown below are calculated using weekly averages.



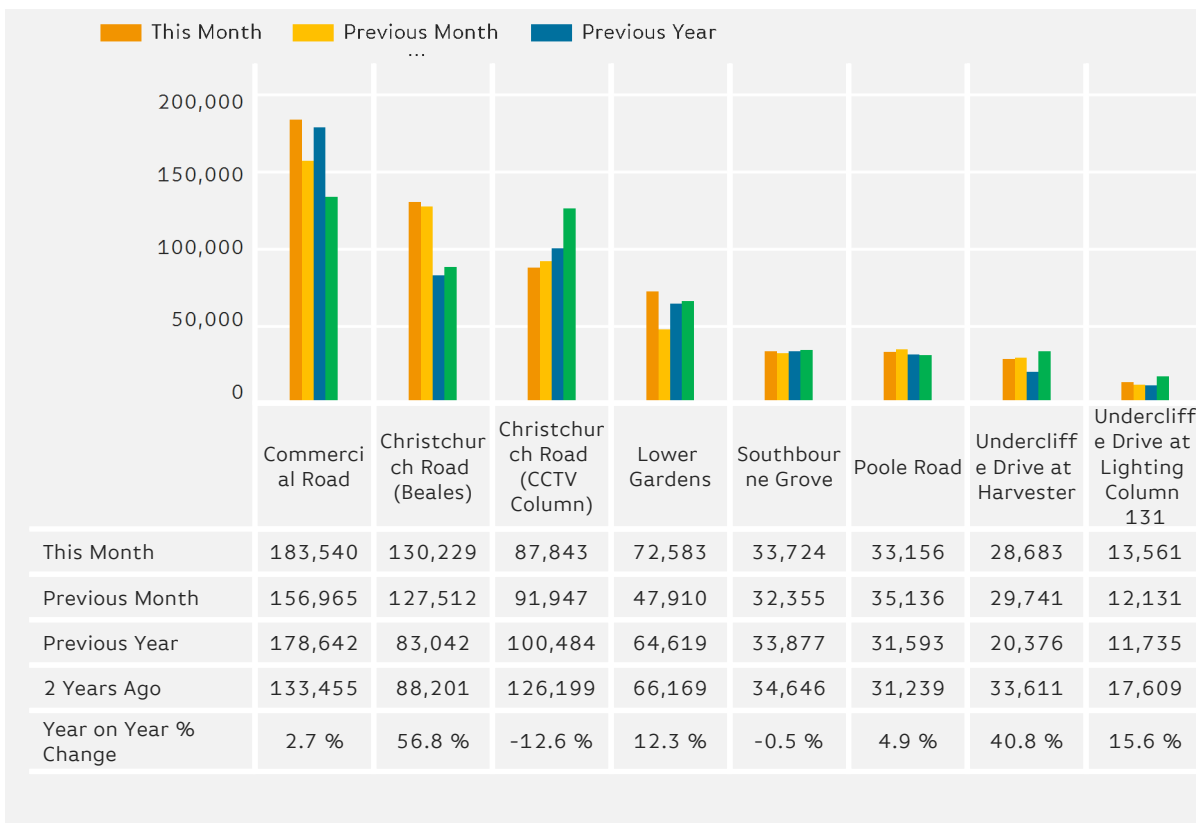
Footfall by Week of Month

The figures shown below are calculated using weekly totals.



Footfall Totals

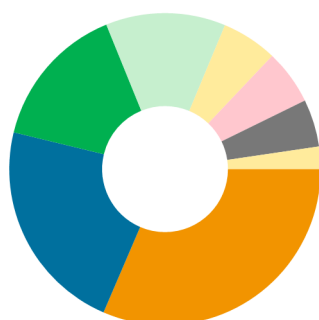
The figures shown below are calculated using weekly averages.



Footfall Totals

Counting By Location - Main Locations Only

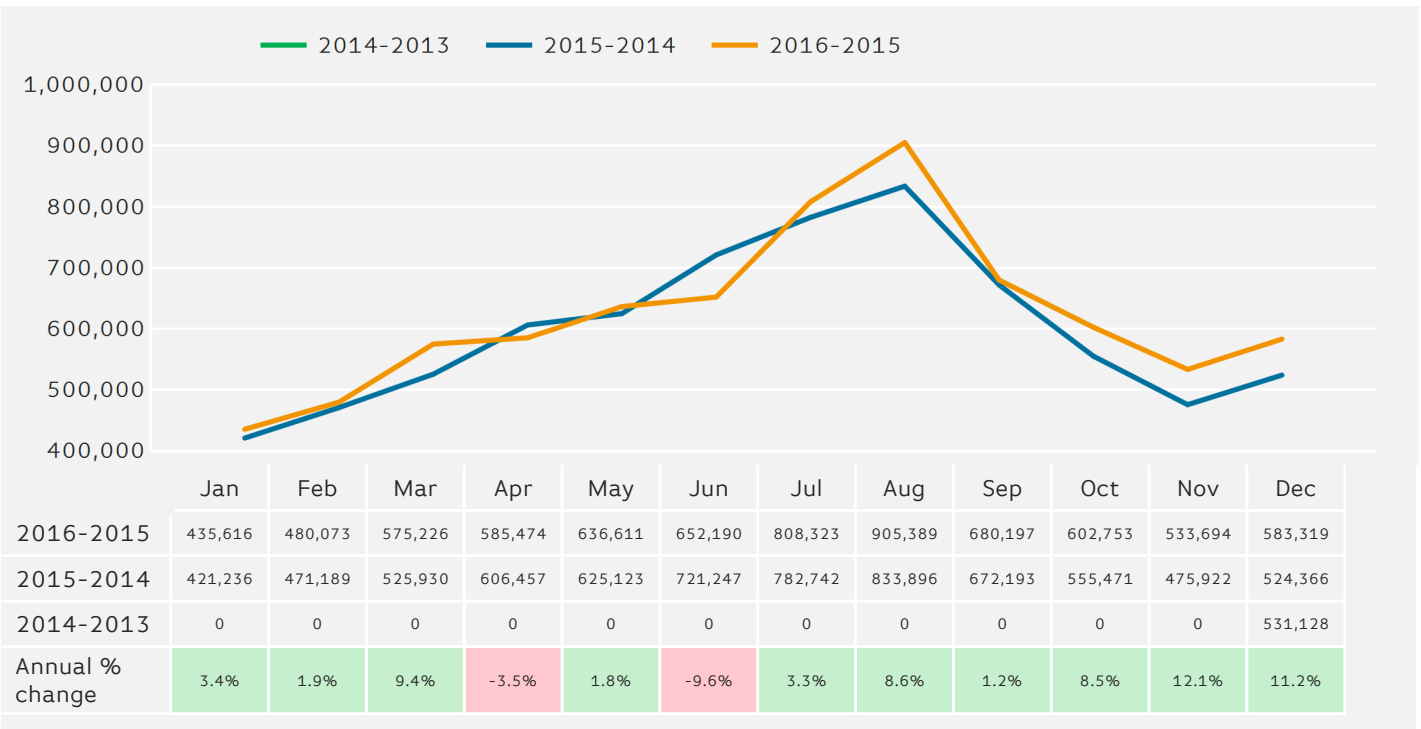
The figures shown below are based on weekly averages



- Commercial Road, 31.5 %
- Christchurch Road (Beales), 22.3 %
- Christchurch Road (CCTV Column), 15.1 %
- Lower Gardens, 12.4 %
- Southbourne Grove, 5.8 %
- Poole Road, 5.7 %
- Undercliffe Drive at Harvester, 4.9 %

Footfall - Rolling 12 Months

The figures shown below are calculated using weekly averages.



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.