



**Bournemouth Coastal BID**

Week 48, 2017

27/11/2017 to 03/12/2017



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	▼ -11.0 %	▼ -5.8 %	▼ -5.0 %	▼ -6.0 %	▲ 3.6 %	▲ 10.1 %
South West	▼ -1.9 %	▼ -0.6 %	▼ -8.3 %	▼ -2.9 %	▲ 2.4 %	▲ 4.4 %
High Street Index(Coastal Town)	▼ -3.1 %	▼ -2.6 %	▼ -7.2 %	▼ -2.0 %	▼ -2.0 %	▲ 2.3 %
UK	▼ -0.9 %	▼ -1.4 %	▼ -4.6 %	▼ -1.2 %	▲ 0.6 %	▲ 2.9 %

**Headlines**

The change in footfall for Bournemouth Coastal BID over the last 52 weeks is 10.7% down on the previous year.

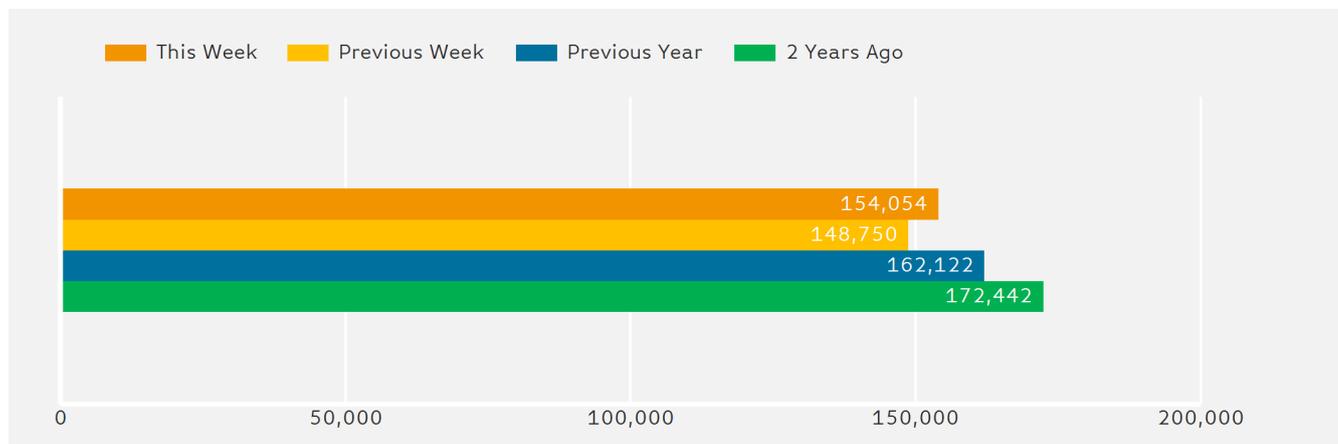
Footfall for the year to date is 11% down on the previous year.

The number of visitors counted for week commencing 27 November 2017 was 154,054.

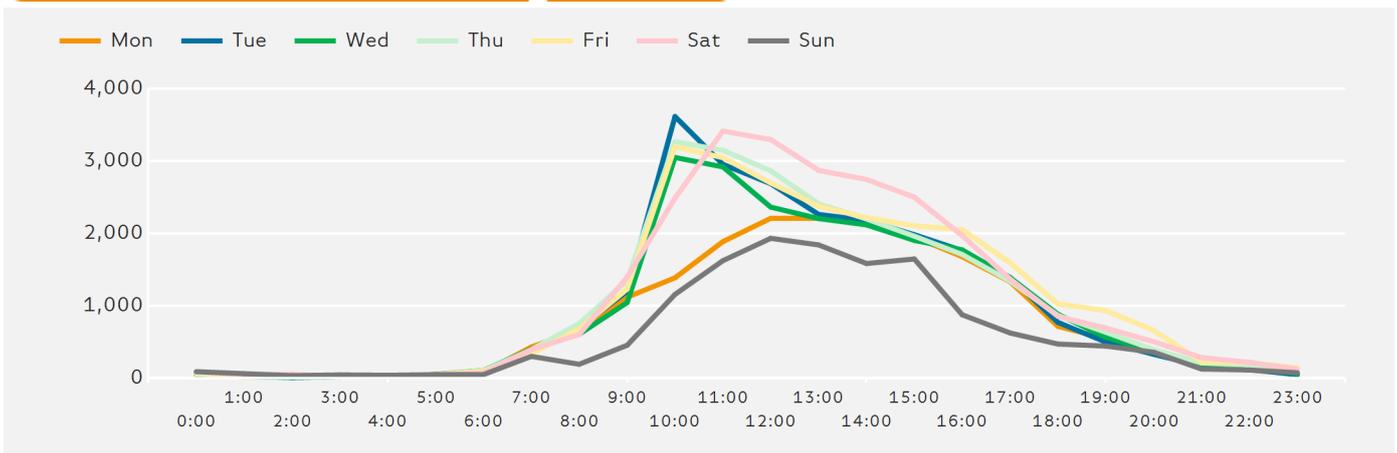
The busiest day in week commencing 27 November 2017 was Saturday with 26,060 visitors.

The peak hour of the week was 10:00 on Tuesday with footfall of 3,612

**Footfall by Week**



### Footfall by Hour



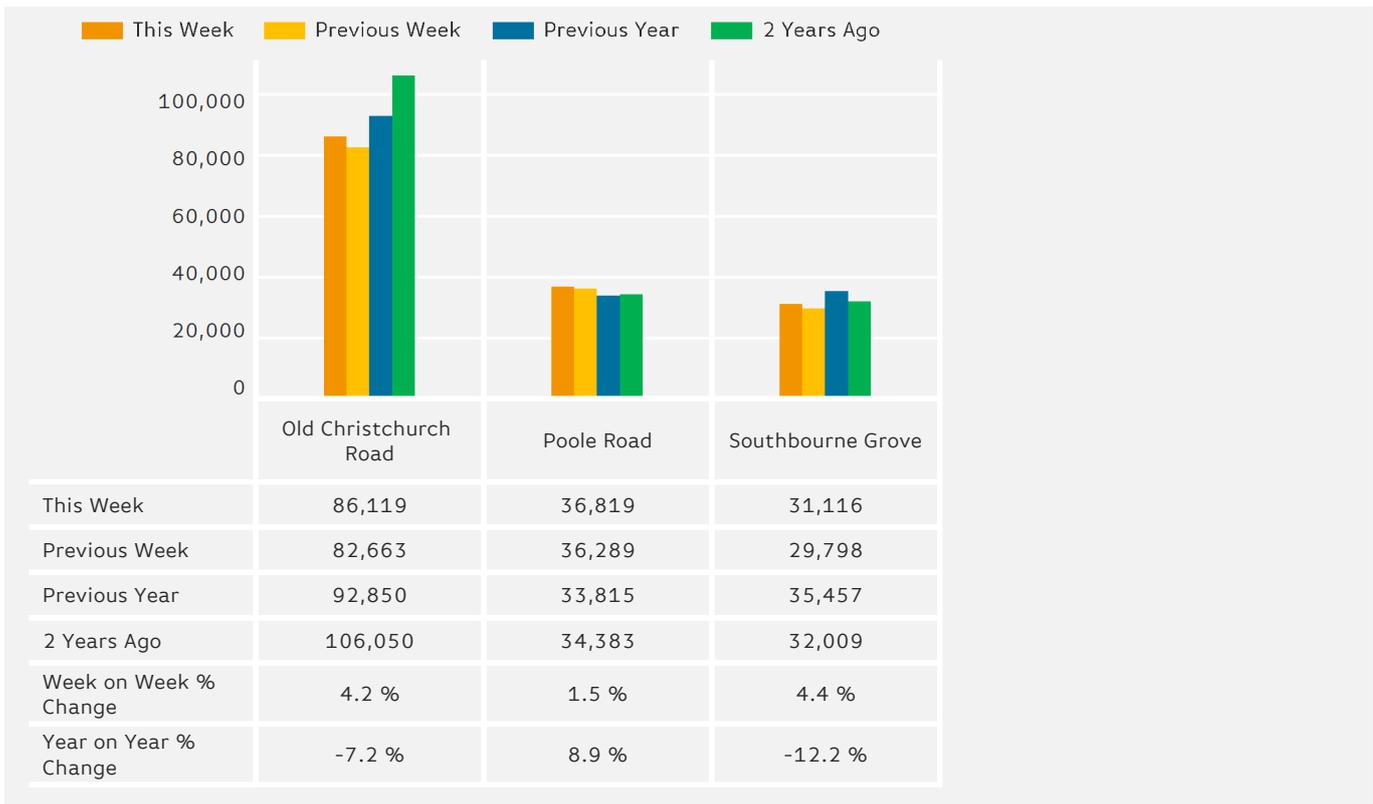
### Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	11	7	7	5	6	6	11
Previous Week	13	13	16	12	9	8	8
Previous Year	10	7	9	6	6	10	7

### Footfall by Day

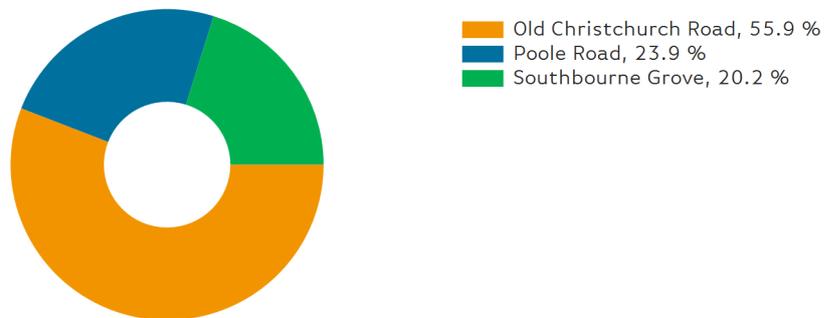
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	19,226	23,283	22,253	24,032	25,043	26,060	14,157	154,054
Previous Week	20,020	20,733	19,312	23,821	22,511	27,931	14,422	148,750
Previous Year	24,027	23,098	23,671	23,905	22,731	28,155	16,535	162,122
2 Years Ago	22,849	24,688	23,646	25,883	28,837	32,800	13,739	172,442
Week on Week % Change	-4.0 %	12.3 %	15.2 %	0.9 %	11.2 %	-6.7 %	-1.8 %	3.6 %
Year on Year % Change	-20.0 %	0.8 %	-6.0 %	0.5 %	10.2 %	-7.4 %	-14.4 %	-5.0 %

### Footfall by Location



### Footfall by location

Counting By Location - Main Locations Only



### 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.