

**Boscombe Town Centre**

March 2018

26/02/2018 to 01/04/2018



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	
	2018	2017	2018	2017	2018	2017
Boscombe Town Centre	▼ -8.9 %	▼ -21.8 %	▼ -13.6 %	▼ -18.1 %	▼ -4.5 %	▲ 3.2 %
Sovereign Shopping Centre, Boscombe	▼ -13.8 %	▼ -9.0 %	▼ -17.1 %	▼ -7.1 %	▼ -5.4 %	▲ 1.8 %
South West	▼ -4.5 %	▼ -2.1 %	▼ -4.8 %	▼ -3.9 %	▼ -3.5 %	▲ 8.1 %
UK	▼ -5.1 %	▼ -0.1 %	▼ -9.3 %	▲ 2.2 %	▼ -3.6 %	▲ 6.1 %

Headlines

Footfall for the year to date is 8.9% down on the previous year.

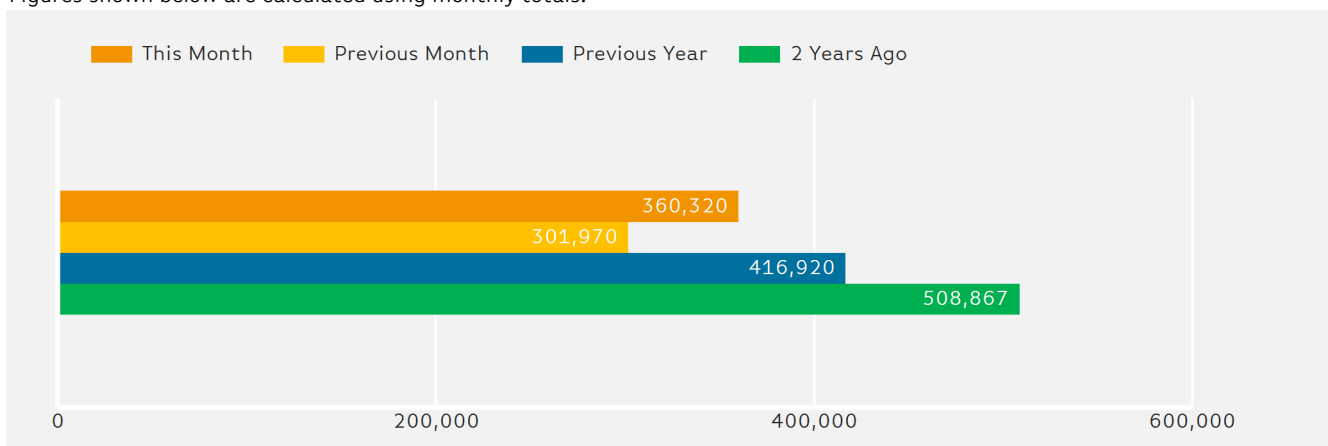
The number of visitors counted for month commencing 26 February 2018 was 360,320.

The busiest day in month commencing 26 February 2018 was Saturday 10 March with 14,968 visitors.

The peak hour of the month was 11:00 on Saturday with footfall of 1,734

Footfall by Month

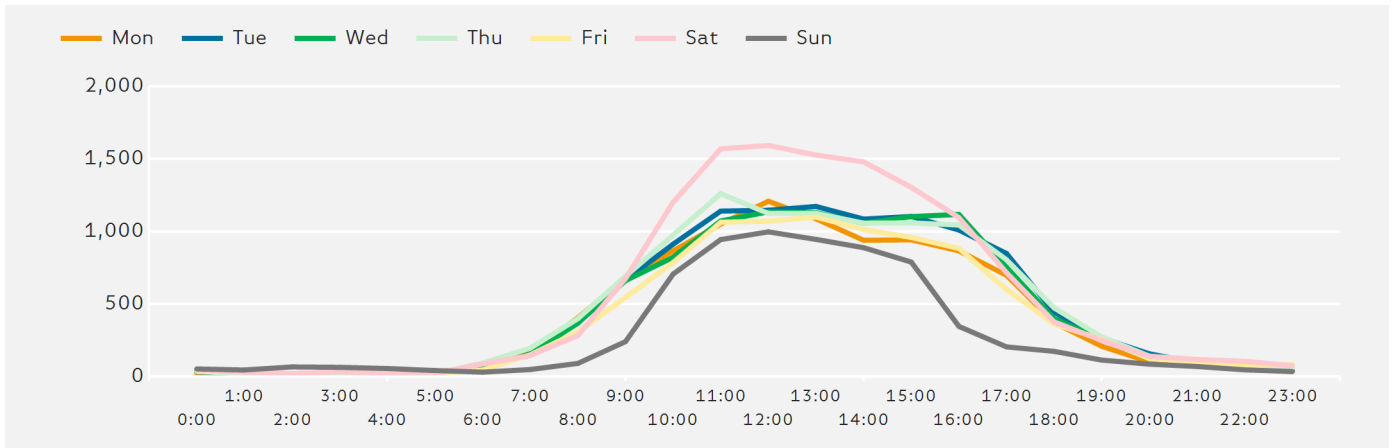
Figures shown below are calculated using monthly totals.



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	8	3	18	6		
Number of days same month last year	11	10	13		1	

Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2018	7.9	1.7
2017	11.9	5.1

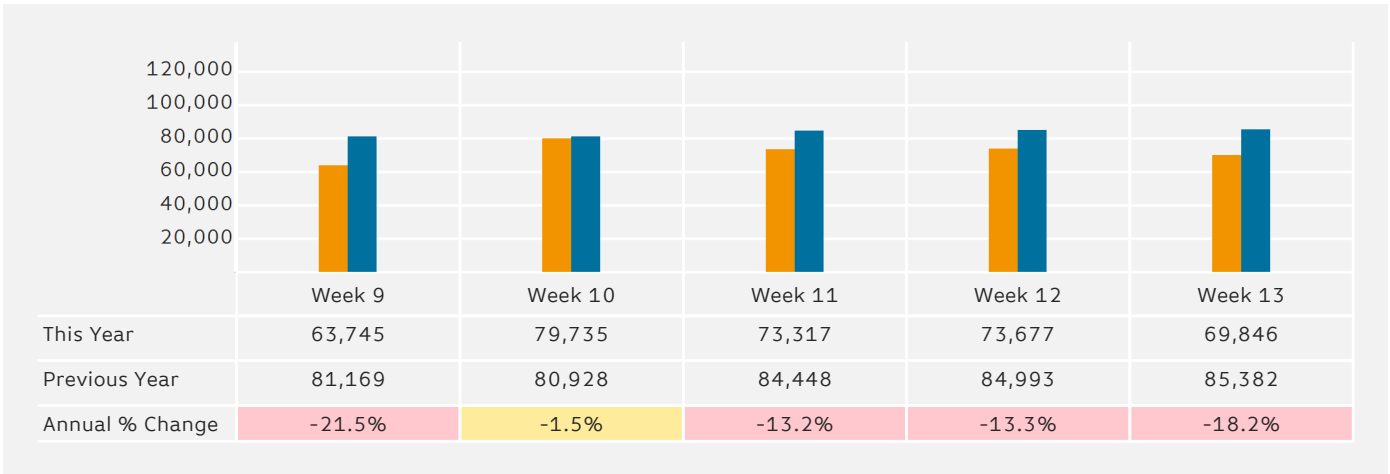
Footfall by Day

The figures shown below are calculated using weekly averages.

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Month	9,927	10,877	10,527	11,076	9,685	12,896	7,072
Previous Month	10,843	10,844	9,933	11,360	11,567	13,179	7,763
Previous Year	11,363	11,461	10,959	12,406	12,342	16,681	8,169
2 Years Ago	13,864	13,623	12,895	17,632	15,043	20,202	8,512
Month on Month % Change	-8.4 %	0.3 %	6.0 %	-2.5 %	-16.3 %	-2.1 %	-8.9 %
Year on Year % Change	-12.6 %	-5.1 %	-3.9 %	-10.7 %	-21.5 %	-22.7 %	-13.4 %

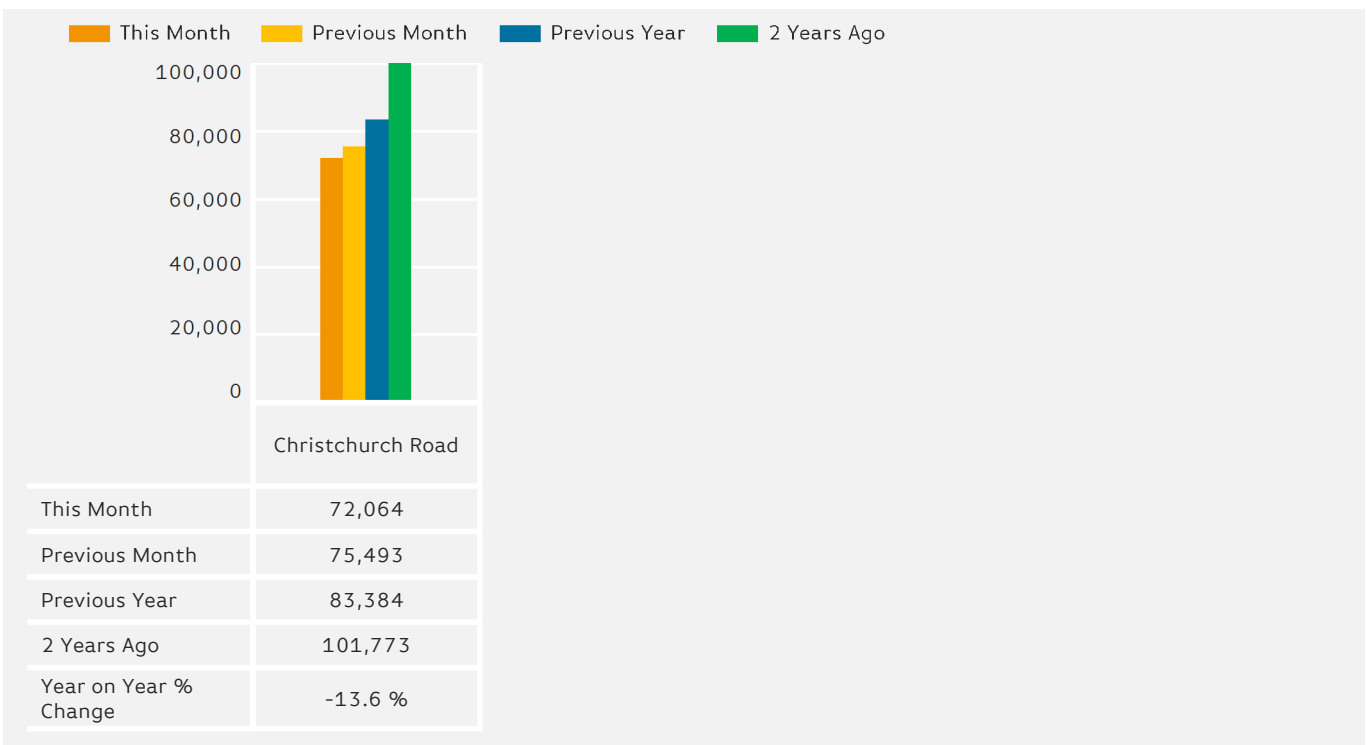
Footfall by Week of Month

The figures shown below are calculated using weekly totals.



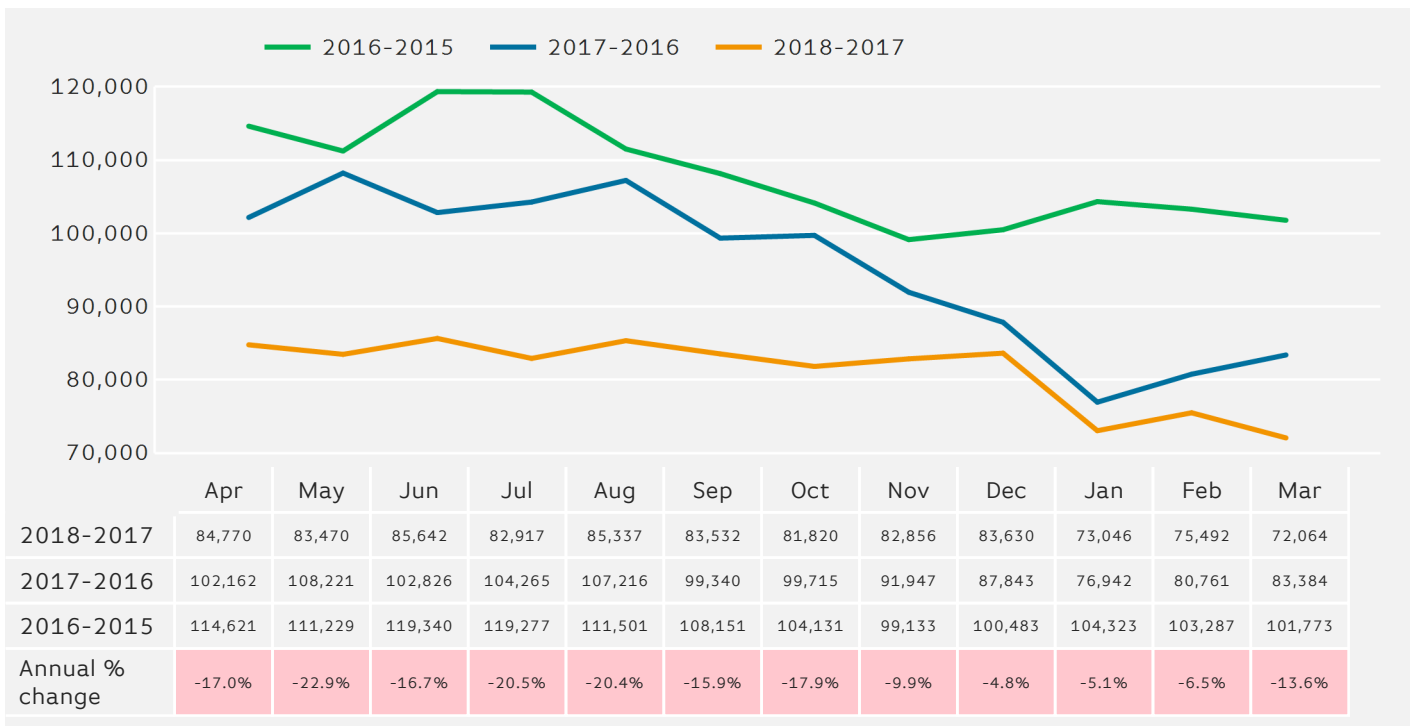
Footfall by Location

The figures shown below are calculated using weekly averages.



Footfall - Rolling 12 Months

The figures shown below are calculated using weekly averages.



Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2018 to March, 2018 Vs January, 2017 to March, 2017

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 3 2018 Vs 2 2018