



**Bournemouth Coastal BID**

Week 14, 2018

02/04/2018 to 08/04/2018



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
Bournemouth Coastal BID	▼ -5.8 %	▼ -13.5 %	▼ -18.3 %	▲ 0.5 %	▲ 4.9 %	▲ 8.7 %
South West	▼ -4.6 %	▼ -1.9 %	▼ -5.2 %	▼ -0.2 %	▲ 7.6 %	▲ 9.2 %
High Street Index(Coastal Town)	▼ -5.9 %	▼ -3.1 %	▼ -9.2 %	▲ 0.6 %	▲ 5.7 %	▲ 11.9 %
UK	▼ -5.5 %	▲ 0.3 %	▼ -10.0 %	▲ 5.5 %	▲ 4.4 %	▲ 5.1 %

**Headlines**

The change in footfall for Bournemouth Coastal BID over the last 52 weeks is 8.2% down on the previous year.

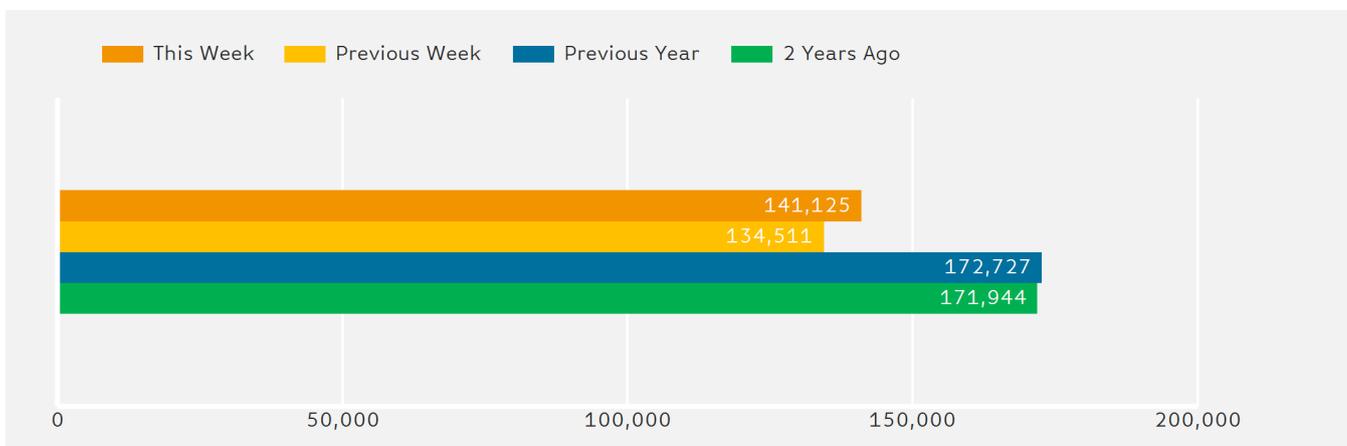
Footfall for the year to date is 5.8% down on the previous year.

The number of visitors counted for week commencing 2 April 2018 was 141,125.

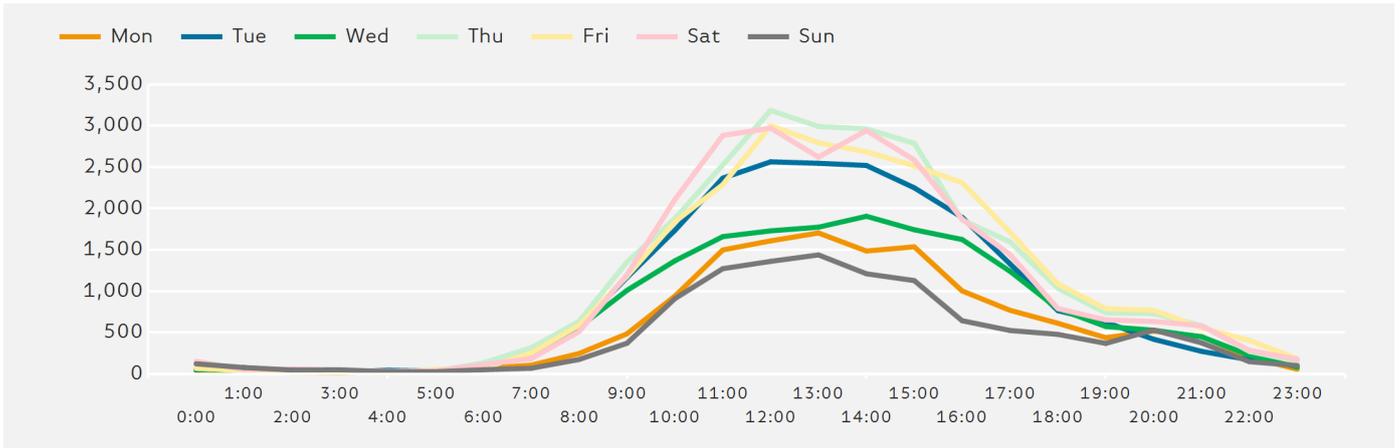
The busiest day in week commencing 2 April 2018 was Thursday with 25,947 visitors.

The peak hour of the week was 12:00 on Thursday with footfall of 3,184

**Footfall by Week**



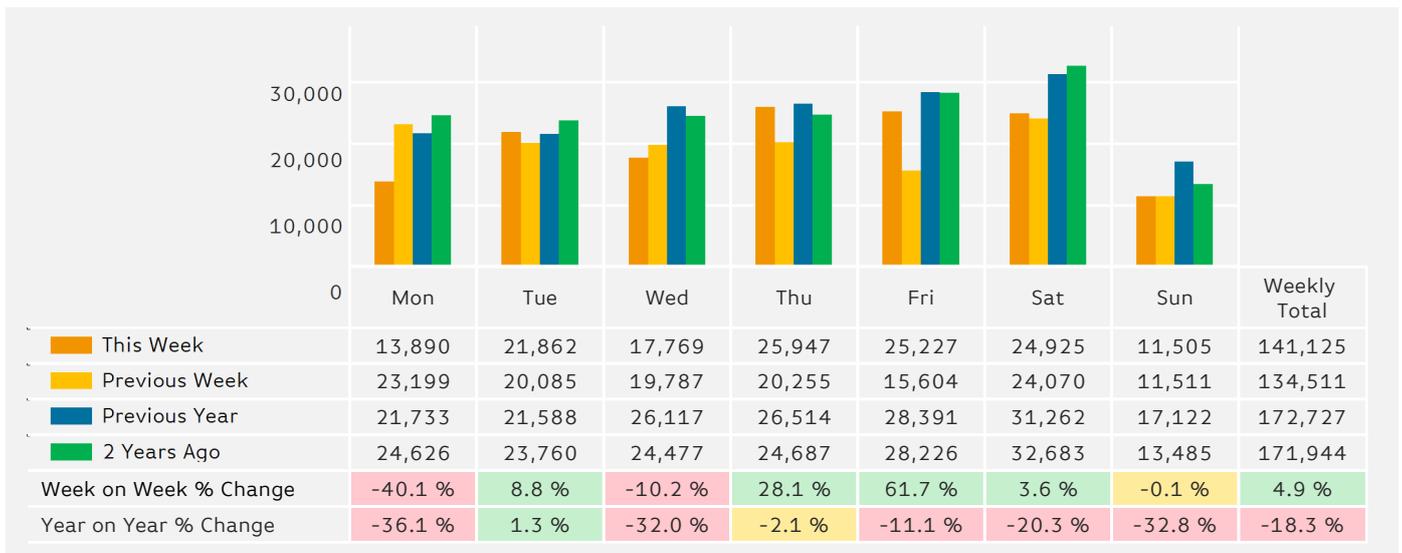
### Footfall by Hour



### Weather

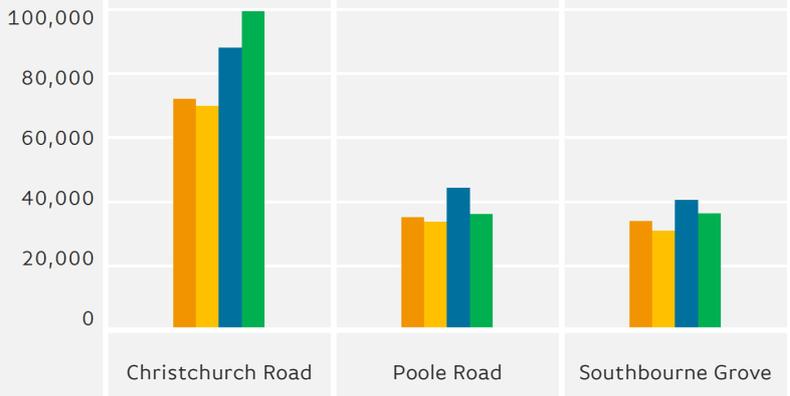
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	11	12	10	11	12	12	12
Previous Week	11	13	9	8	7	9	7
Previous Year	11	15	15	15	16	17	19

### Footfall by Day



### Footfall by Location

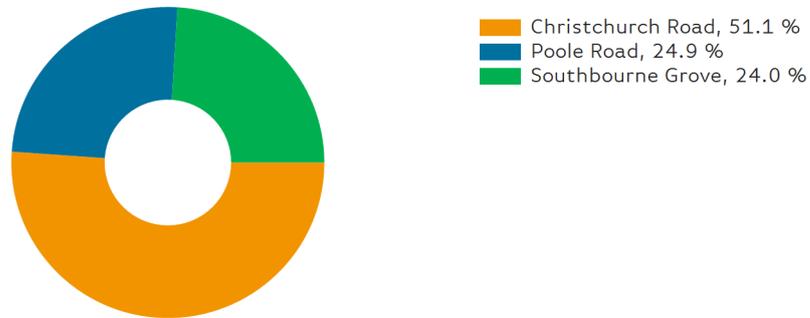
■ This Week   
 ■ Previous Week   
 ■ Previous Year   
 ■ 2 Years Ago



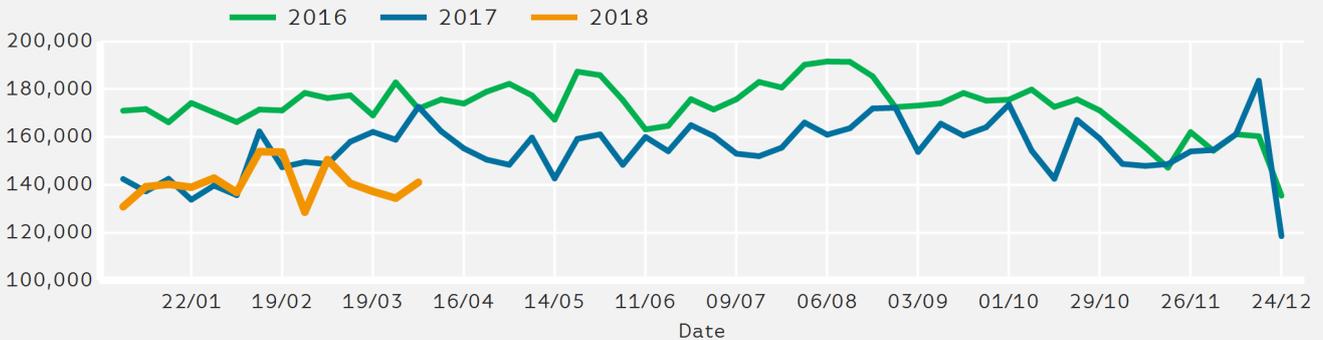
	Christchurch Road	Poole Road	Southbourne Grove
This Week	72,142	35,097	33,886
Previous Week	69,846	33,644	31,021
Previous Year	88,019	44,266	40,442
2 Years Ago	99,361	36,178	36,405
Week on Week % Change	3.3 %	4.3 %	9.2 %
Year on Year % Change	-18.0 %	-20.7 %	-16.2 %

### Footfall by location

Counting By Location - Main Locations Only



### 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 14, 2018 Vs Week 1, 2017 to Week 14, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 14, 2018 Vs Week 14, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 14 2018 Vs Week 13 2018