



Bournemouth Coastal BID

Week 16, 2018

16/04/2018 to 22/04/2018



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	▼ -6.2 %	▼ -13.0 %	▼ -1.1 %	▼ -10.8 %	▲ 12.3 %	▼ -4.4 %
South West	▼ -4.4 %	▼ -1.4 %	▲ 3.3 %	▲ 2.9 %	▲ 4.5 %	▼ -4.9 %
High Street Index(Coastal Town)	▼ -6.0 %	▼ -2.8 %	▼ -1.6 %	▼ -1.4 %	▲ 7.5 %	▼ -2.1 %
UK	▼ -4.9 %	▲ 0.3 %	▲ 4.0 %	▼ -2.3 %	▲ 7.7 %	▼ -4.2 %

Headlines

The change in footfall for Bournemouth Coastal BID over the last 52 weeks is 8.1% down on the previous year.

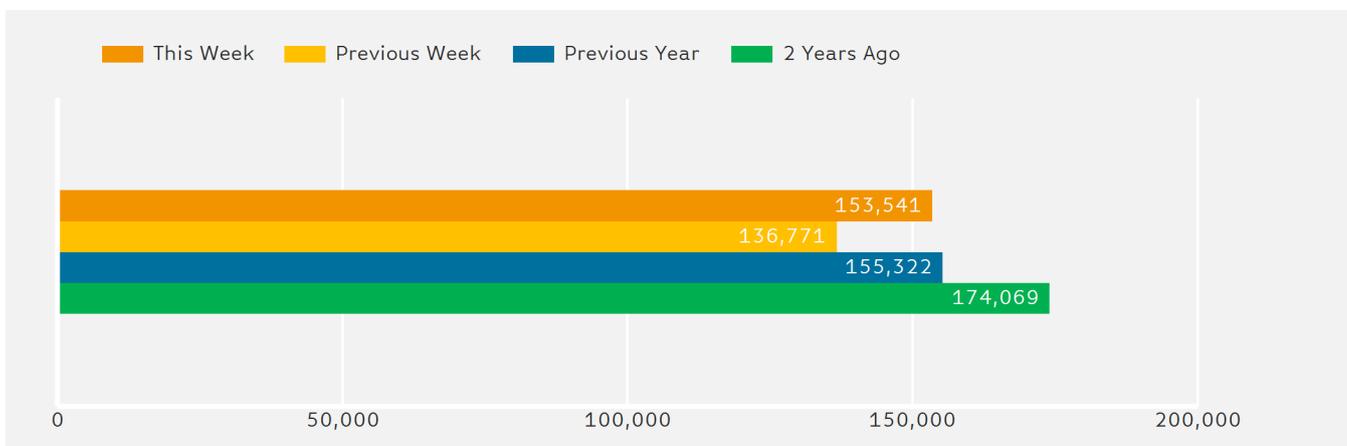
Footfall for the year to date is 6.2% down on the previous year.

The number of visitors counted for week commencing 16 April 2018 was 153,541.

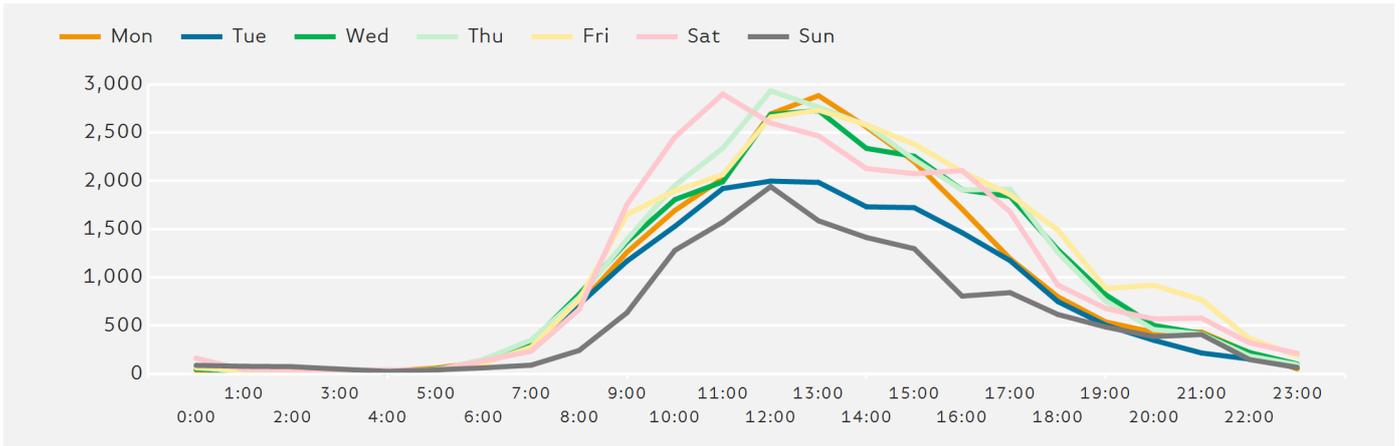
The busiest day in week commencing 16 April 2018 was Friday with 25,921 visitors.

The peak hour of the week was 12:00 on Thursday 19 April 2018 with footfall of 2,931

Footfall by Week



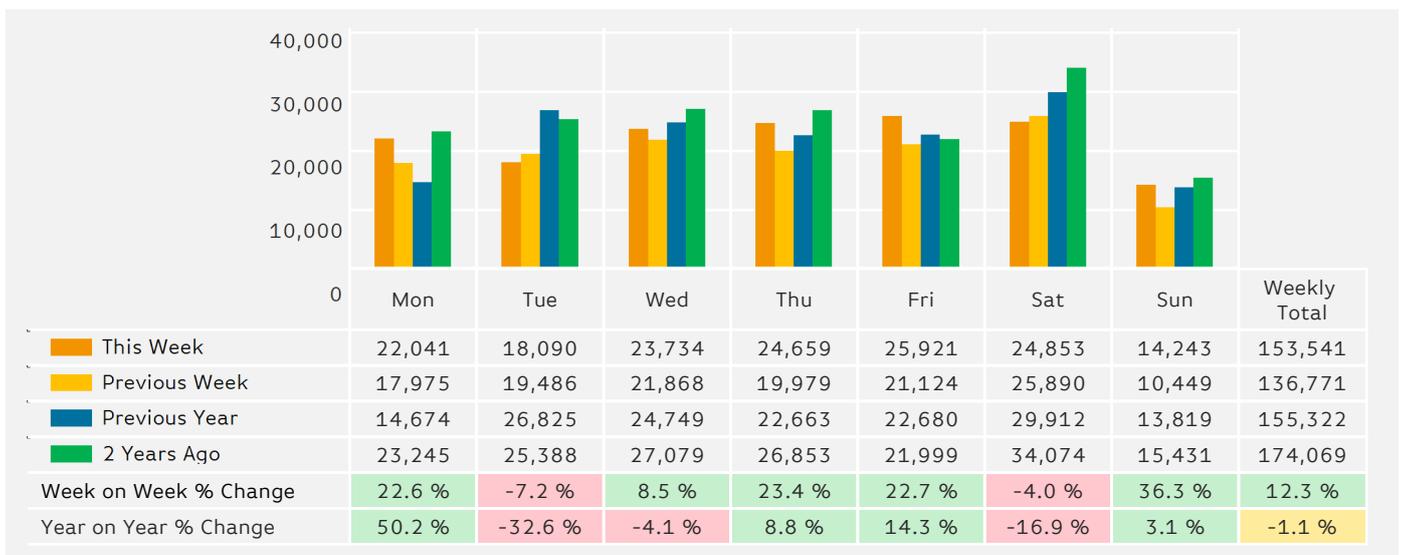
Footfall by Hour



Weather

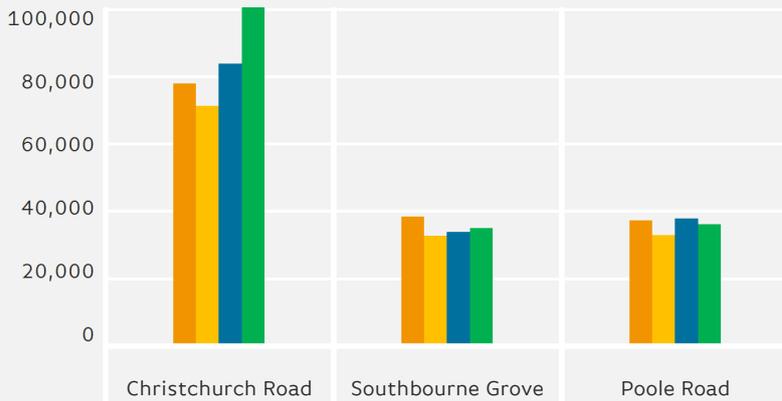
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	12	14	17	17	21	18	16
Previous Week	11	13	13	14	12	13	12
Previous Year	13	14	13	14	15	17	15

Footfall by Day



Footfall by Location

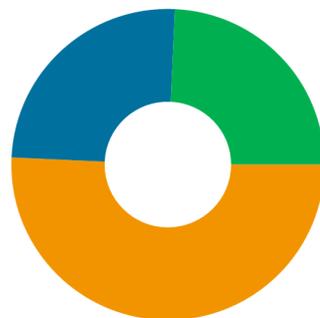
■ This Week
 ■ Previous Week
 ■ Previous Year
 ■ 2 Years Ago



	Christchurch Road	Southbourne Grove	Poole Road
This Week	77,896	38,366	37,279
Previous Week	71,183	32,661	32,927
Previous Year	83,744	33,862	37,716
2 Years Ago	102,980	34,962	36,127
Week on Week % Change	9.4 %	17.5 %	13.2 %
Year on Year % Change	-7.0 %	13.3 %	-1.2 %

Footfall by location

Counting By Location - Main Locations Only



■ Christchurch Road, 50.7 %
■ Southbourne Grove, 25.0 %
■ Poole Road, 24.3 %

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 16, 2018 Vs Week 1, 2017 to Week 16, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 16, 2018 Vs Week 16, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 16 2018 Vs Week 15 2018