



Bournemouth Coastal BID

Week 18, 2018

30/04/2018 to 06/05/2018



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 %	▲ 4.3 %	▼ -18.6 %	▲ 12.8 %	▼ -1.4 %
South West	▼ -3.9 %	▼ -1.5 %	▲ 4.5 %	▼ -4.3 %	▲ 10.1 %	▼ -0.8 %
High Street Index(Coastal Town)	▼ -5.9 %	▼ -2.8 %	▼ -1.5 %	▼ -4.5 %	▲ 12.4 %	▲ 1.1 %
UK	▼ -4.3 %	▼ 0.0 %	▲ 4.5 %	▼ -4.7 %	▲ 6.7 %	▼ -1.8 %

Headlines

The change in footfall for Bournemouth Coastal BID over the last 52 weeks is 7.5% down on the previous year.

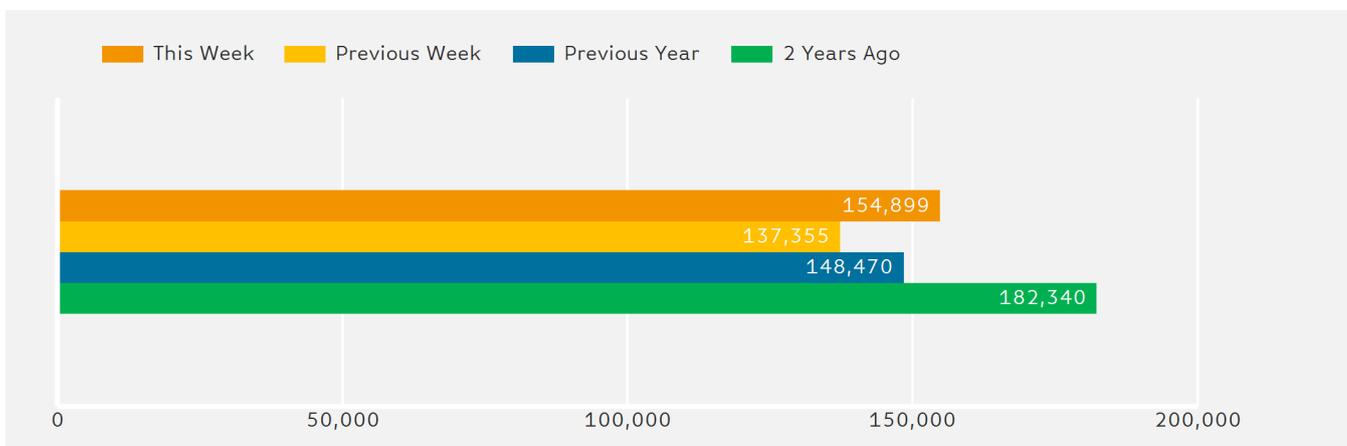
Footfall for the year to date is 5.8% down on the previous year.

The number of visitors counted for week commencing 30 April 2018 was 154,899.

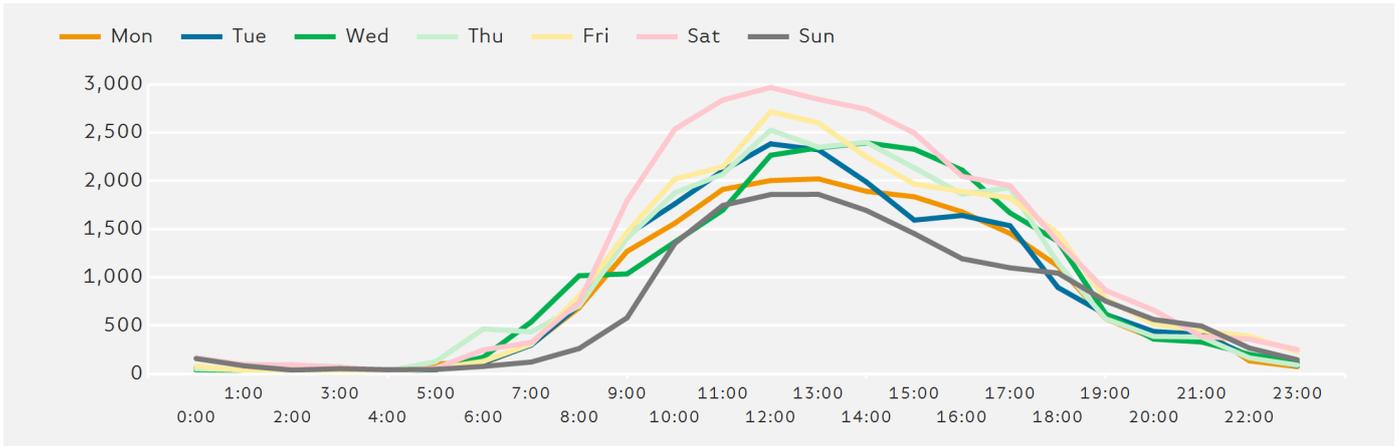
The busiest day in week commencing 30 April 2018 was Saturday with 27,948 visitors.

The peak hour of the week was 12:00 on Saturday 5 May 2018 with footfall of 2,967

Footfall by Week



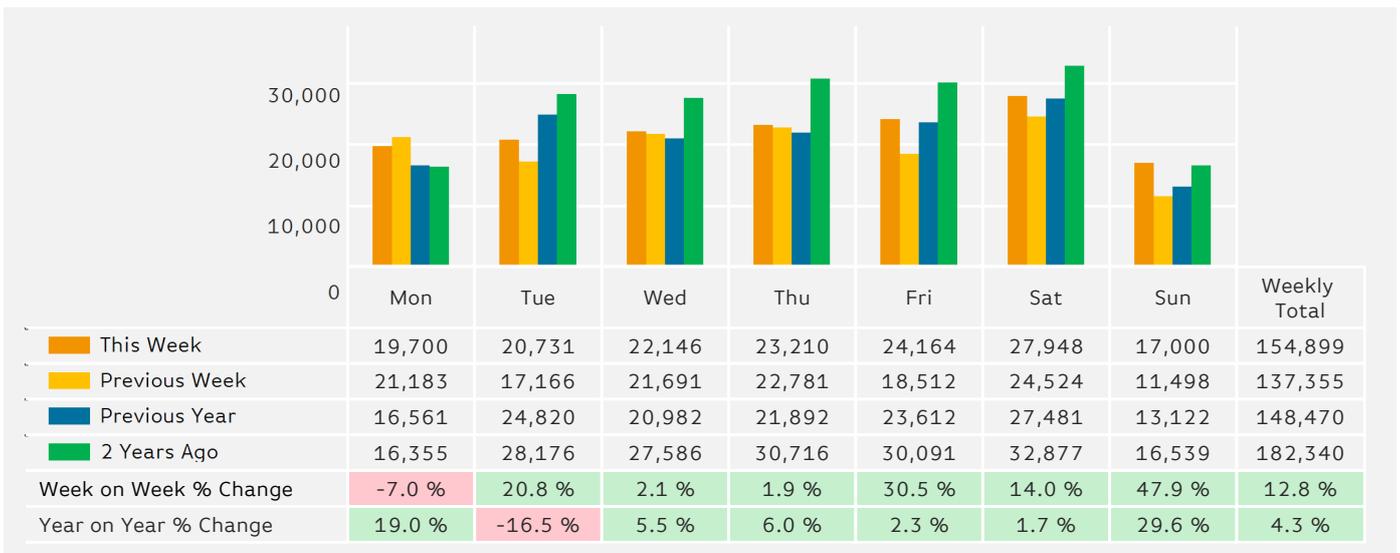
Footfall by Hour



Weather

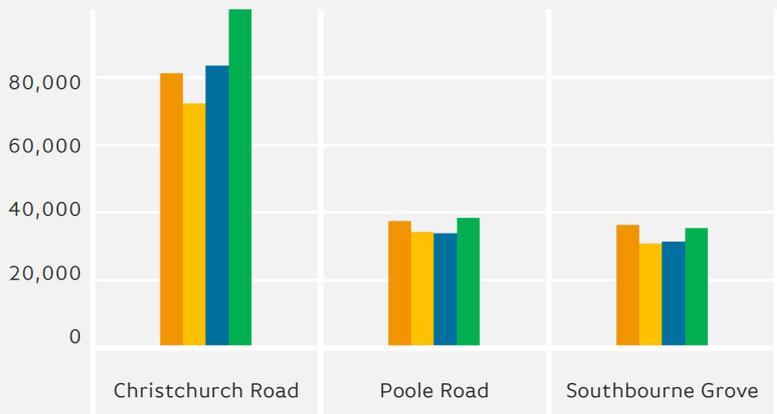
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	12	12	13	13	16	19	21
Previous Week	14	12	13	12	11	11	11
Previous Year	14	16	12	17	15	18	19

Footfall by Day



Footfall by Location

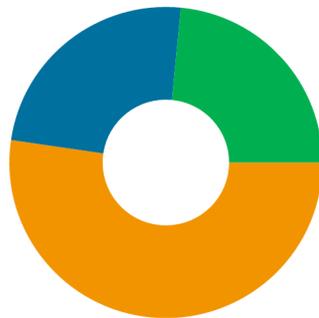
■ This Week
 ■ Previous Week
 ■ Previous Year
 ■ 2 Years Ago



	Christchurch Road	Poole Road	Southbourne Grove
This Week	81,040	37,507	36,352
Previous Week	72,271	34,248	30,836
Previous Year	83,323	33,750	31,397
2 Years Ago	108,604	38,455	35,281
Week on Week % Change	12.1 %	9.5 %	17.9 %
Year on Year % Change	-2.7 %	11.1 %	15.8 %

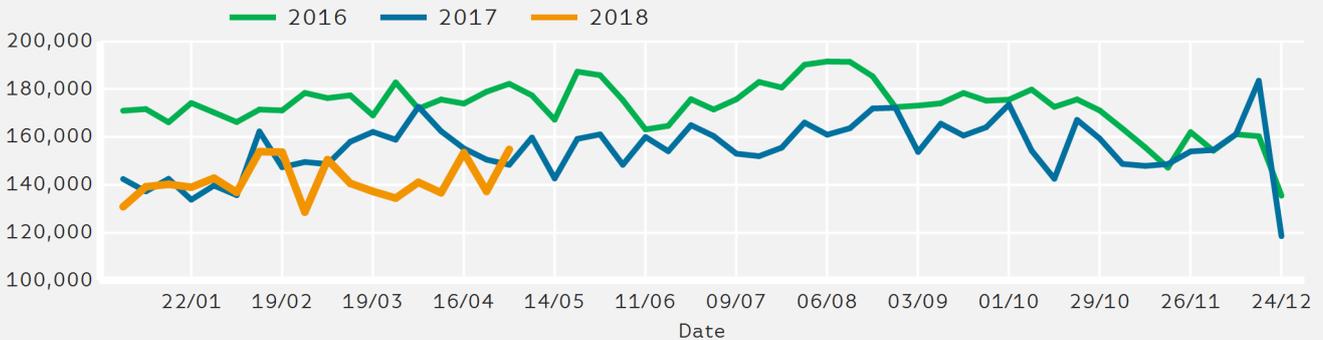
Footfall by location

Counting By Location - Main Locations Only



■ Christchurch Road, 52.3 %
■ Poole Road, 24.2 %
■ Southbourne Grove, 23.5 %

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 18, 2018 Vs Week 1, 2017 to Week 18, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 18, 2018 Vs Week 18, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 18 2018 Vs Week 17 2018