



## Bournemouth Collective

Week 12, 2018

19/03/2018 to 25/03/2018



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 Collective              | ▲ 3.5 %               | ▲ 4.0 %  | ▲ 8.5 %               | ▲ 7.8 %  | ▲ 2.6 %               | ▲ 3.6 % |
| Sovereign Shopping Centre, Boscombe | ▼ -13.7 %             | ▼ -8.7 % | ▼ -14.9 %             | ▲ 0.3 %  | ▲ 3.6 %               | ▲ 2.5 % |
| South West                          | ▼ -4.5 %              | ▼ -2.0 % | ▼ -3.4 %              | ▼ -0.7 % | ▲ 6.4 %               | ▲ 5.2 % |
| UK                                  | ▼ -4.8 %              | ▼ -0.3 % | ▼ -4.3 %              | ▲ 3.7 %  | ▲ 7.5 %               | ▲ 1.3 % |

### Headlines

The change in footfall for Bournemouth Collective over the last 52 weeks is 0.4% up on the previous year.

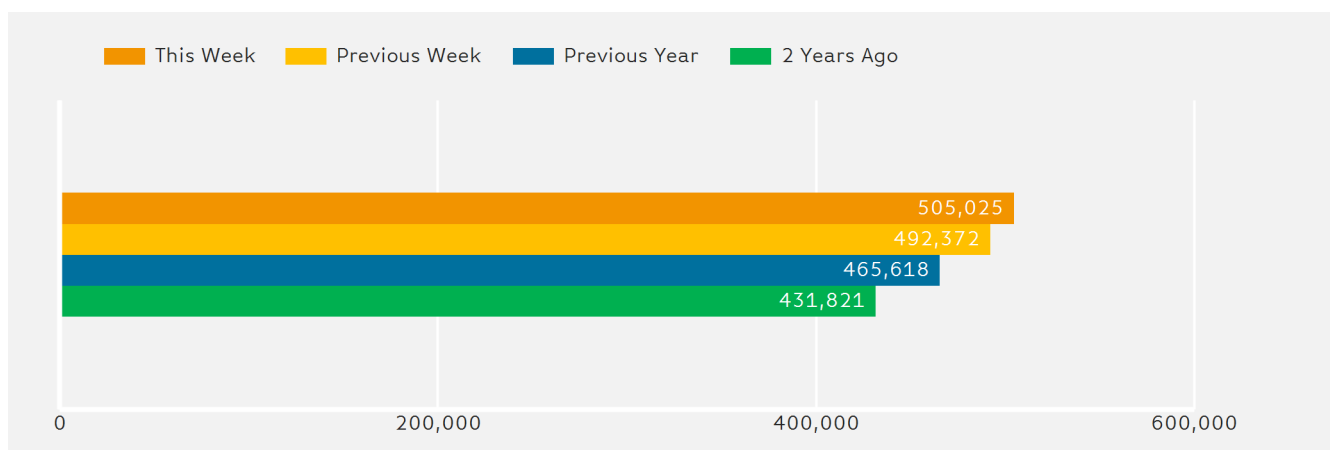
Footfall for the year to date is 3.5% up on the previous year.

The number of visitors counted for week commencing 19 March 2018 was 505,025.

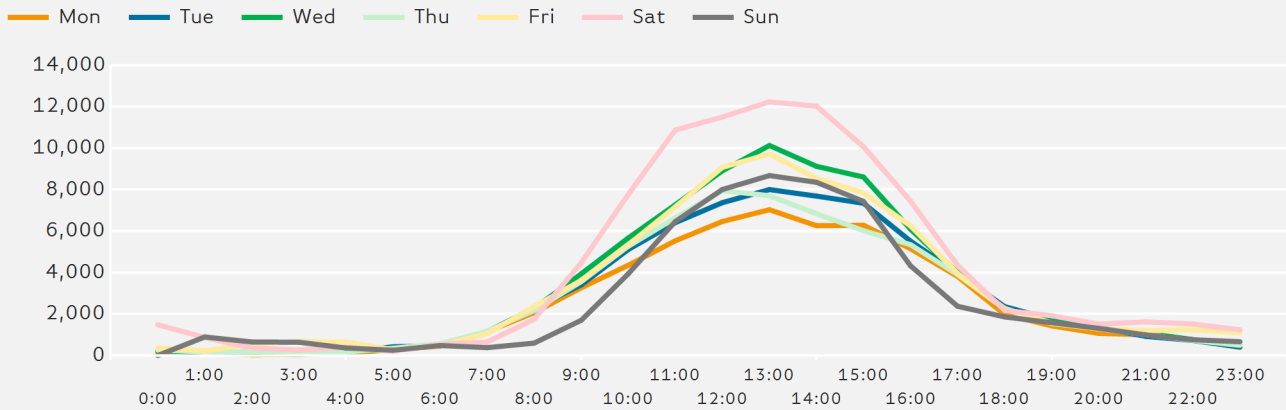
The busiest day in week commencing 19 March 2018 was Saturday with 97,180 visitors.

The peak hour of the week was 13:00 on Saturday with footfall of 12,227

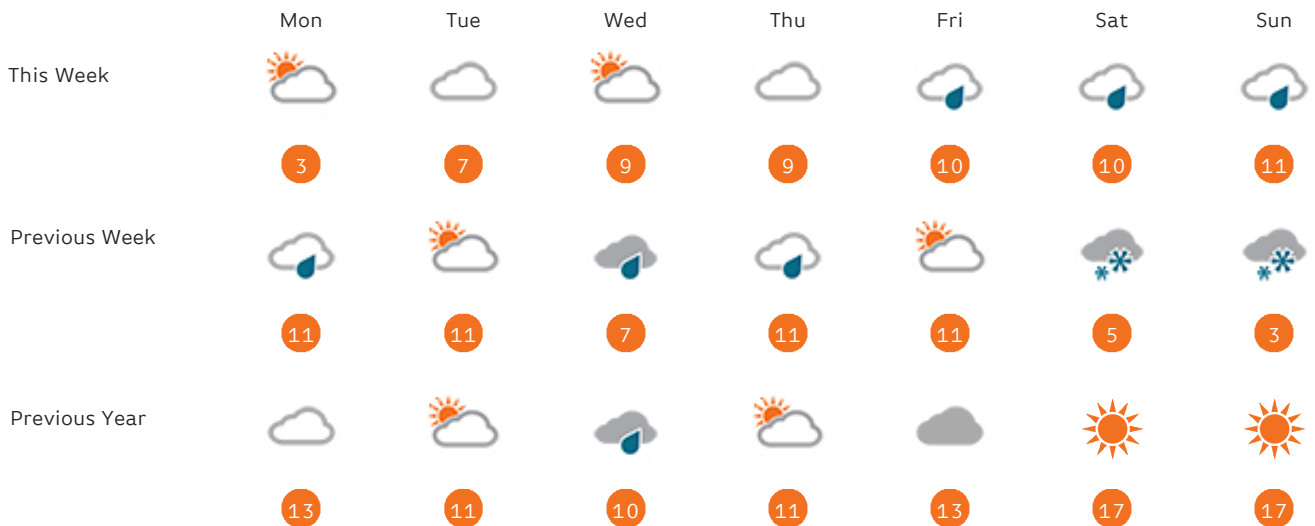
### Footfall by Week



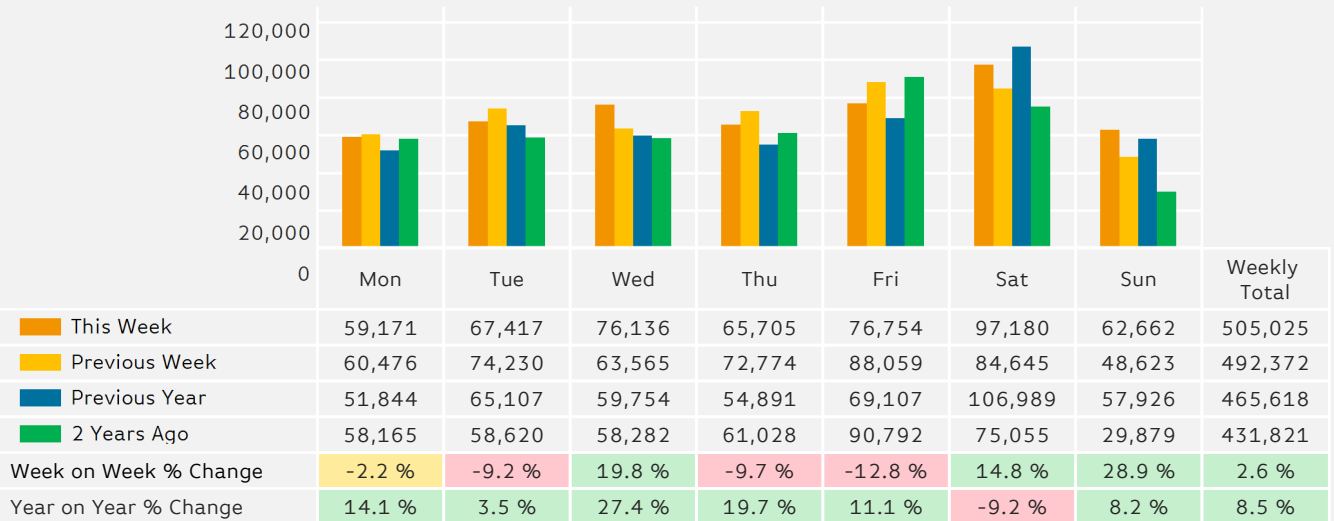
## Footfall by Hour



## Weather

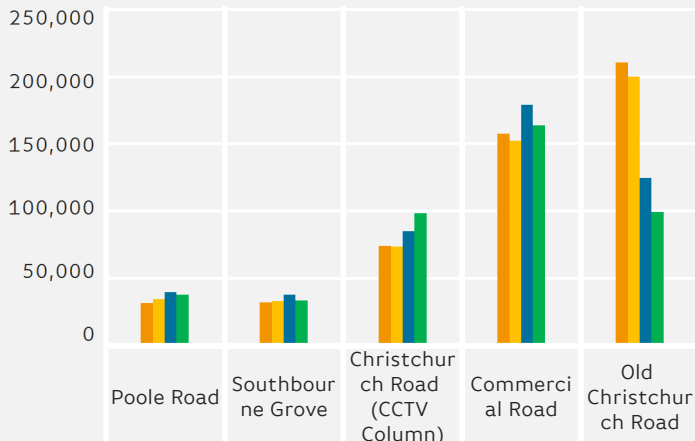


## Footfall by Day



## Footfall by Location

This Week Previous Week Previous Year



|                       |         |         |         |         |         |
|-----------------------|---------|---------|---------|---------|---------|
| This Week             | 31,526  | 32,126  | 73,677  | 157,522 | 210,174 |
| Previous Week         | 34,424  | 32,973  | 73,317  | 151,973 | 199,685 |
| Previous Year         | 39,754  | 37,464  | 84,993  | 178,904 | 124,503 |
| 2 Years Ago           | 37,753  | 33,358  | 97,989  | 163,676 | 99,045  |
| Week on Week % Change | -8.4 %  | -2.6 %  | 0.5 %   | 3.7 %   | 5.3 %   |
| Year on Year % Change | -20.7 % | -14.2 % | -13.3 % | -12.0 % | 68.8 %  |

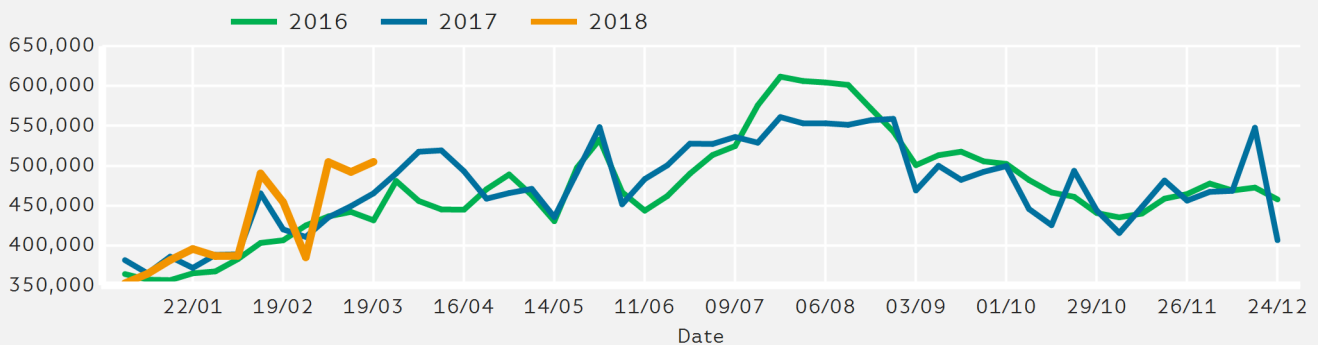
## Footfall by location

Counting By Location - Main Locations Only



Old Christchurch Road, 41.6 %  
 Commercial Road, 31.2 %  
 Christchurch Road (CCTV Column), 14.6 %  
 Southbourne Grove, 6.4 %  
 Poole Road, 6.2 %

## 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 12, 2018 Vs Week 1, 2017 to Week 12, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 12, 2018 Vs Week 12, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 12 2018 Vs Week 11 2018