



Bournemouth Collective

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 Collective	▲ 3.9 %	▲ 4.6 %	▲ 7.4 %	▲ 13.5 %	▲ 9.0 %	▲ 5.5 %
Sovereign Shopping Centre, Boscombe	▼ -13.8 %	▼ -8.7 %	▼ -13.5 %	▼ -4.8 %	▲ 9.3 %	▲ 7.1 %
South West	▼ -4.6 %	▼ -1.9 %	▼ -5.2 %	▼ -0.2 %	▲ 7.6 %	▲ 9.2 %
UK	▼ -5.5 %	▲ 0.3 %	▼ -10.0 %	▲ 5.5 %	▲ 4.4 %	▲ 5.1 %

Headlines

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

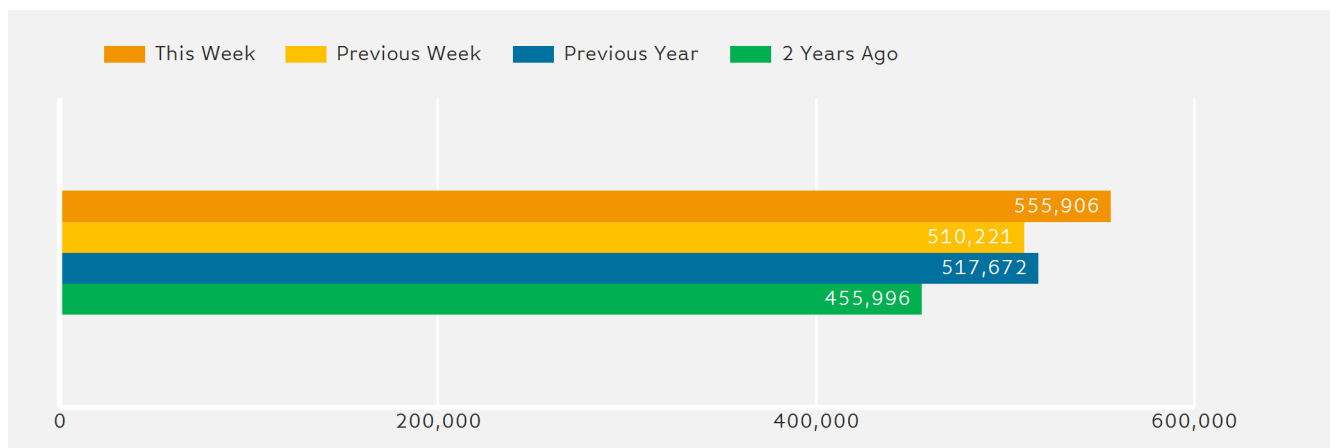
Footfall for the year to date is 3.9% up on the previous year.

The number of visitors counted for week commencing 2 April 2018 was 555,906.

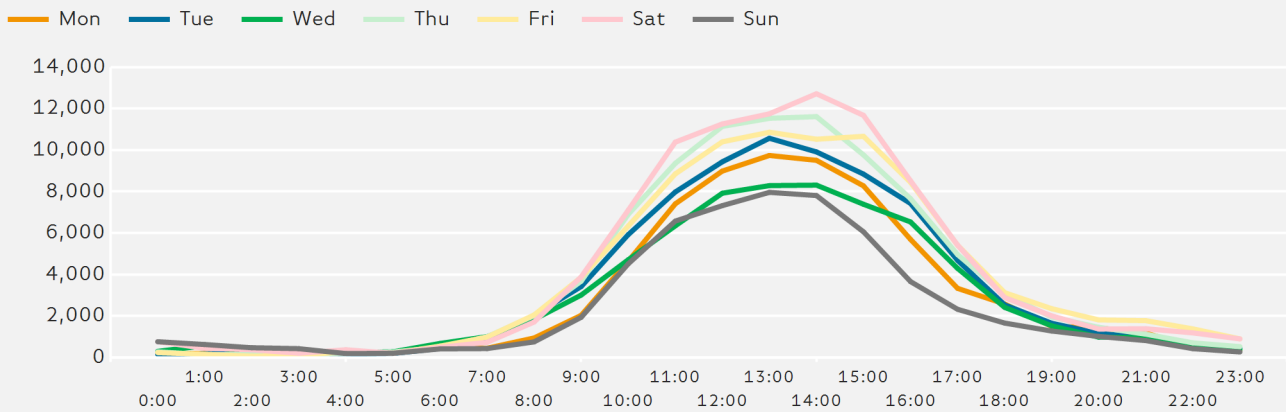
The busiest day in week commencing 2 April 2018 was Saturday with 97,709 visitors.

The peak hour of the week was 14:00 on Saturday with footfall of 12,713

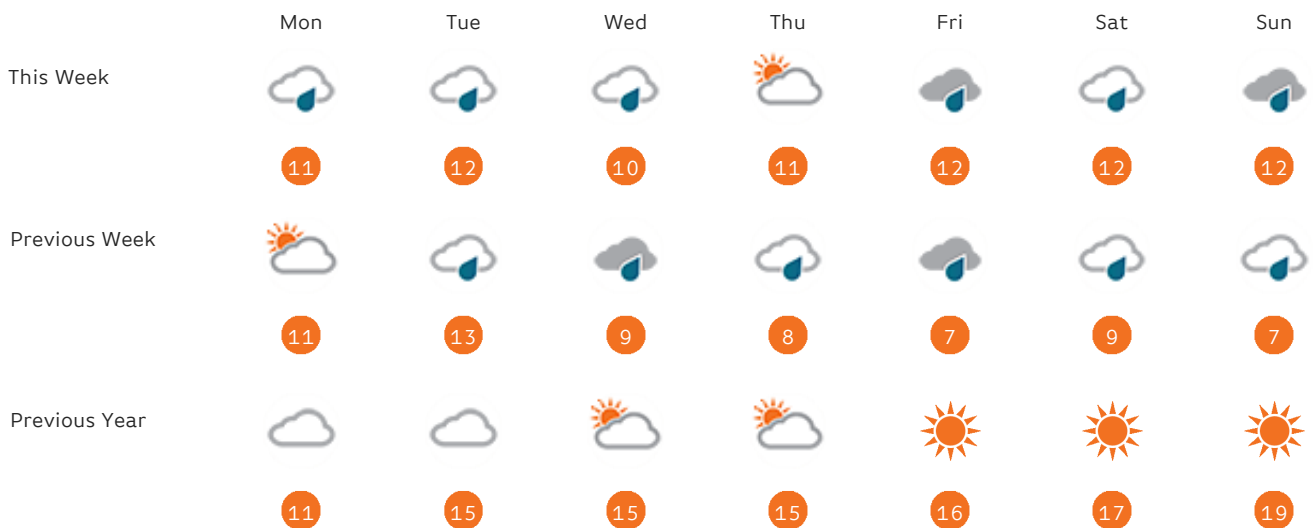
Footfall by Week



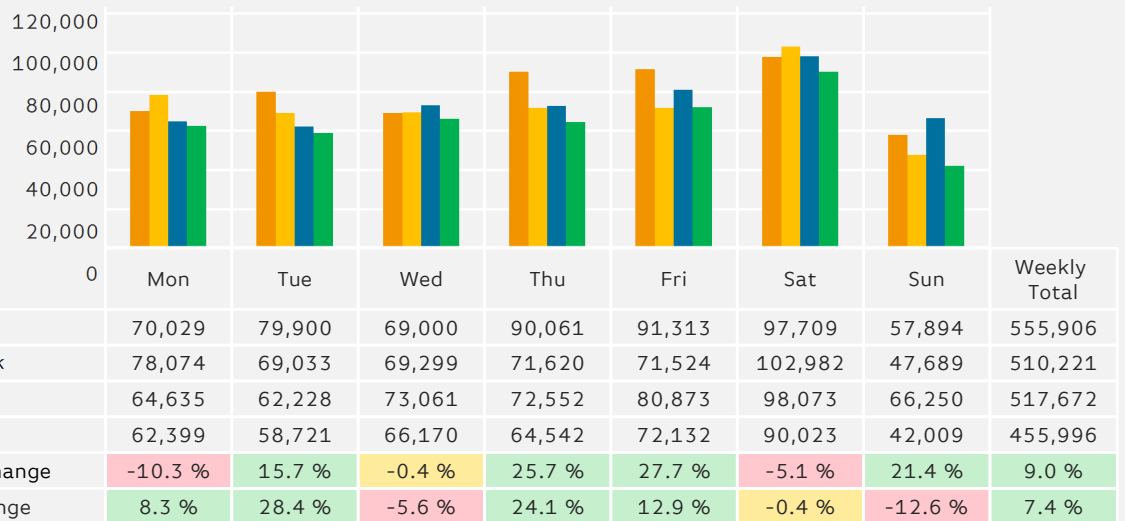
Footfall by Hour



Weather

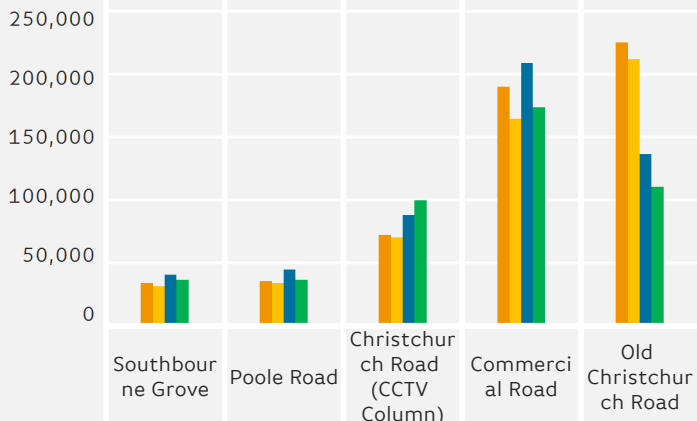


Footfall by Day



Footfall by Location

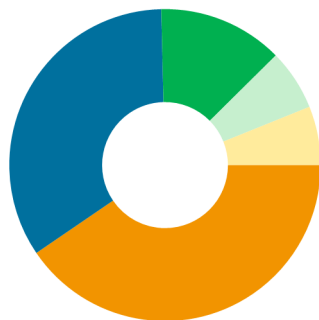
This Week Previous Week Previous Year



This Week	33,886	35,097	72,142	189,782	224,999
Previous Week	31,021	33,644	69,846	164,138	211,572
Previous Year	40,442	44,266	88,019	208,505	136,440
2 Years Ago	36,405	36,178	99,361	173,580	110,472
Week on Week % Change	9.2 %	4.3 %	3.3 %	15.6 %	6.3 %
Year on Year % Change	-16.2 %	-20.7 %	-18.0 %	-9.0 %	64.9 %

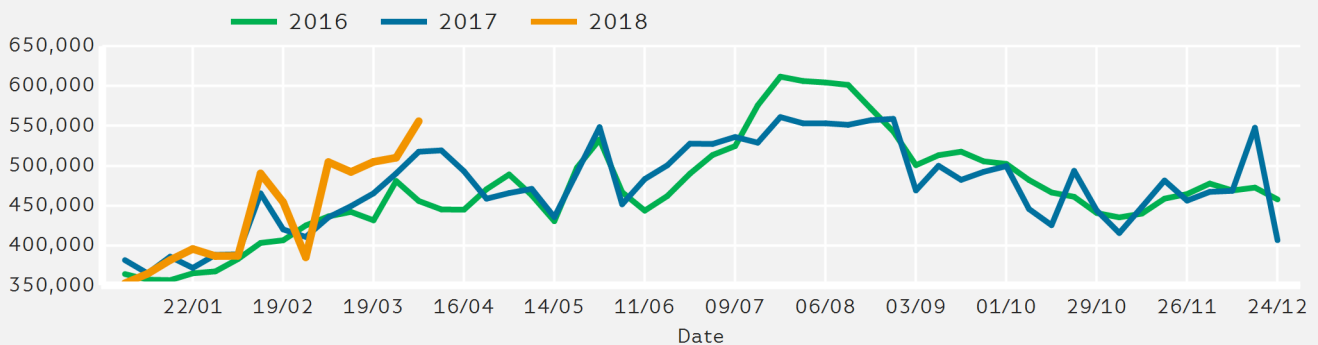
Footfall by location

Counting By Location - Main Locations Only



Old Christchurch Road, 40.5 %
 Commercial Road, 34.1 %
 Christchurch Road (CCTV Column), 13.0 %
 Poole Road, 6.3 %
 Southbourne Grove, 6.1 %

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