



Westbourne Town Centre

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
Westbourne Town Centre	▼ -1.4 %	▼ -2.6 %	▼ -20.7 %	▲ 22.4 %	▲ 4.3 %	▲ 16.9 %
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 Westbourne Town Centre over the last 52 weeks is 1.8% up on the previous year.

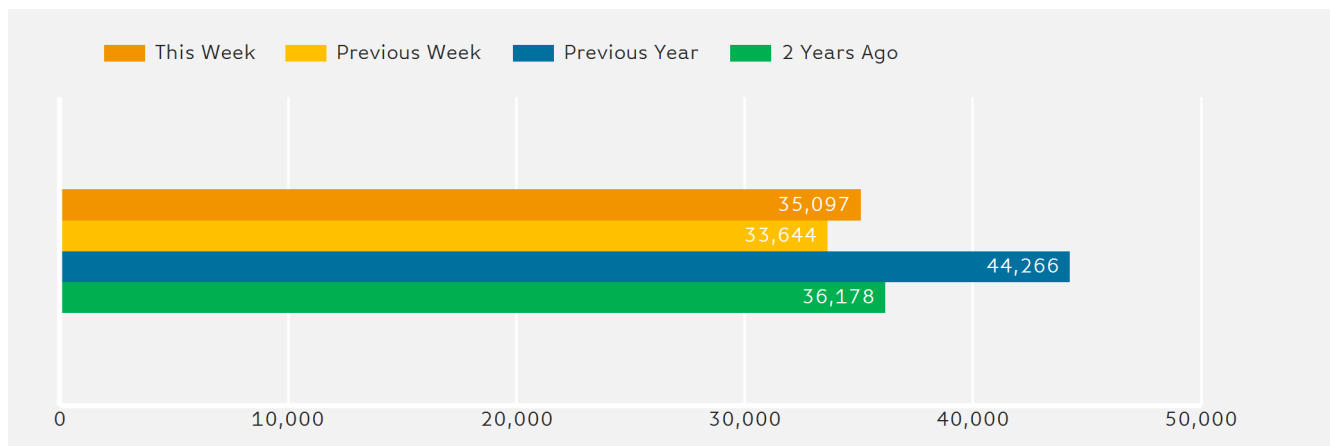
Footfall for the year to date is 1.4% down on the previous year.

The number of visitors counted for week commencing 2 April 2018 was 35,097.

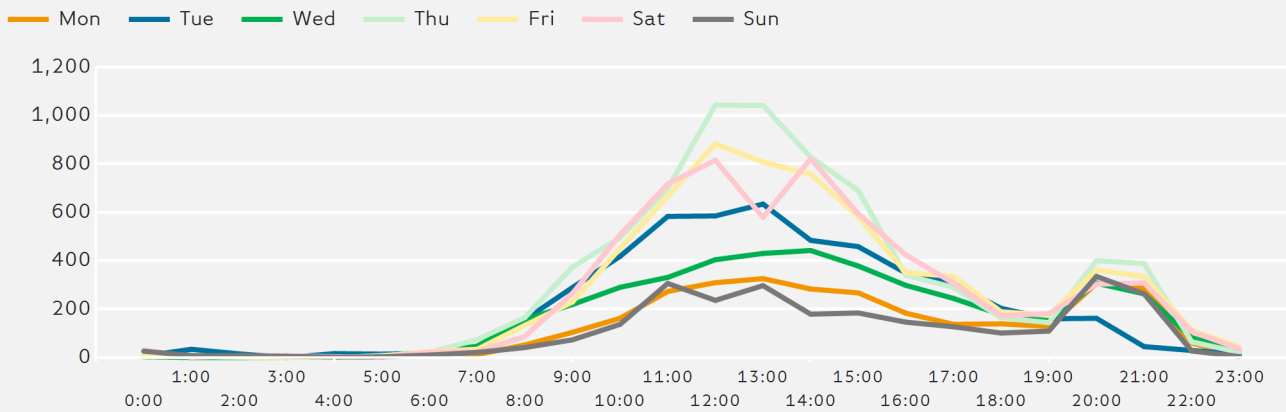
The busiest day in week commencing 2 April 2018 was Thursday with 7,269 visitors.

The peak hour of the week was 12:00 on Thursday with footfall of 1,043






















Footfall by Week







Footfall by Hour



Weather

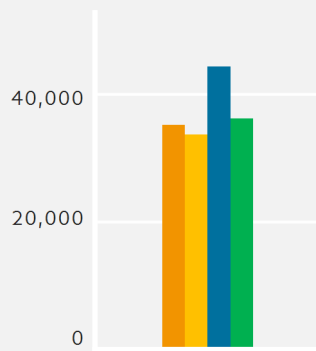
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	 11	 12	 10	 11	 12	 12	 12
Previous Week	 11	 13	 9	 8	 7	 9	 7
Previous Year	 11	 15	 15	 15	 16	 17	 19

Footfall by Day

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
 This Week	3,080	5,019	4,274	7,269	6,486	6,321	2,648	35,097
 Previous Week	5,793	4,405	4,992	4,658	4,424	6,080	3,292	33,644
 Previous Year	4,885	4,661	7,585	7,385	8,253	7,628	3,869	44,266
 2 Years Ago	5,002	5,376	5,593	4,898	6,267	6,357	2,685	36,178
Week on Week % Change	-46.8 %	13.9 %	-14.4 %	56.1 %	46.6 %	4.0 %	-19.6 %	4.3 %
Year on Year % Change	-36.9 %	7.7 %	-43.7 %	-1.6 %	-21.4 %	-17.1 %	-31.6 %	-20.7 %

Footfall by Location

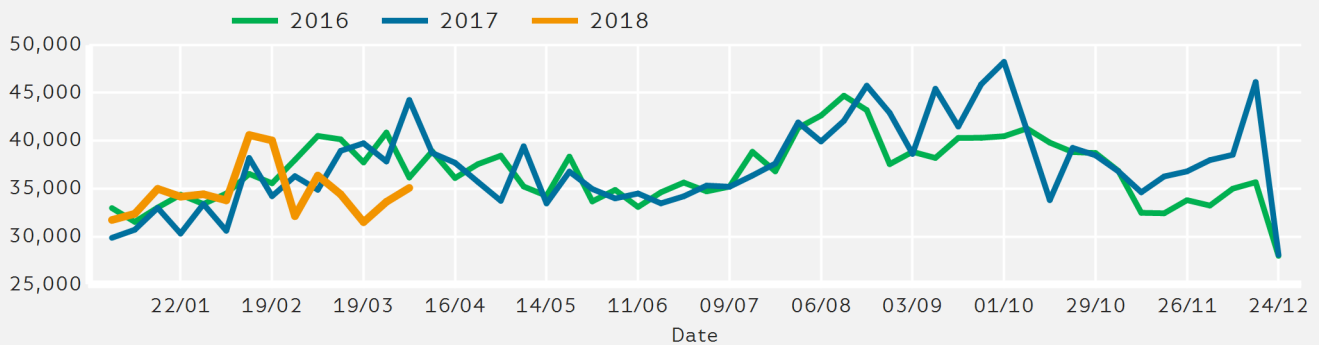
■ This Week
 ■ Previous Week
 ■ Previous Year
 ■ 2 Years Ago



Poole Road

This Week	35,097
Previous Week	33,644
Previous Year	44,266
2 Years Ago	36,178
Week on Week % Change	4.3 %
Year on Year % Change	-20.7 %

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