



## Westbourne Town Centre

Week 20, 2018

14/05/2018 to 20/05/2018



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
Westbourne Town Centre	▼ -2.4 %	▼ -2.0 %	▲ 3.7 %	▼ -2.3 %	▲ 7.9 %	▼ -15.1 %
South West	▼ -3.4 %	▼ -1.3 %	▲ 5.2 %	▼ -1.6 %	▲ 3.6 %	▼ -6.2 %
UK	▼ -3.7 %	▼ -0.2 %	▲ 4.6 %	▼ -2.0 %	▲ 2.5 %	▼ -3.1 %

### Headlines

The change in footfall for Westbourne Town Centre over the last 52 weeks is 1.4% up on the previous year.

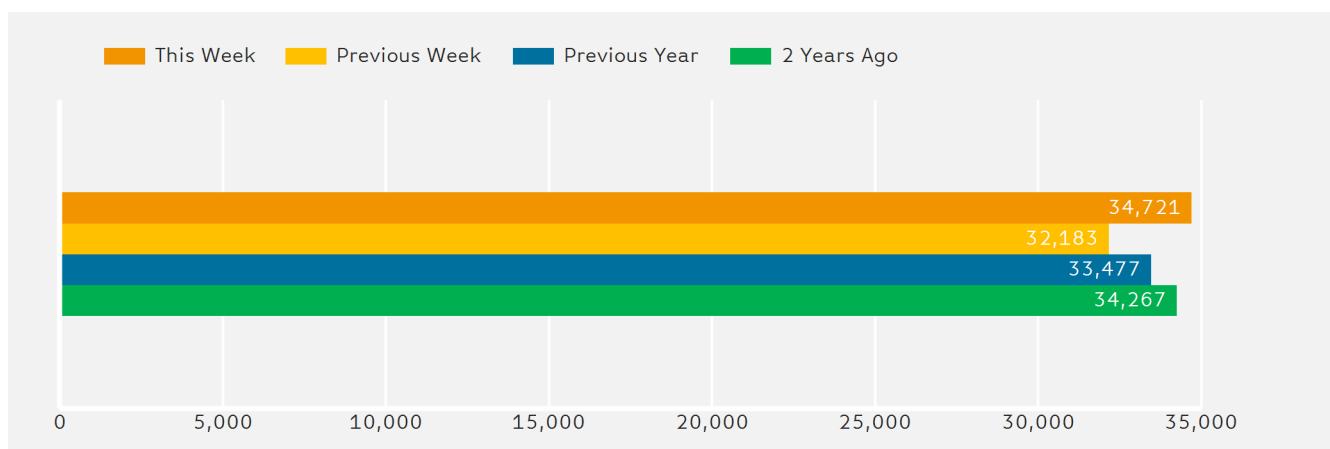
Footfall for the year to date is 2.4% down on the previous year.

The number of visitors counted for week commencing 14 May 2018 was 34,721.

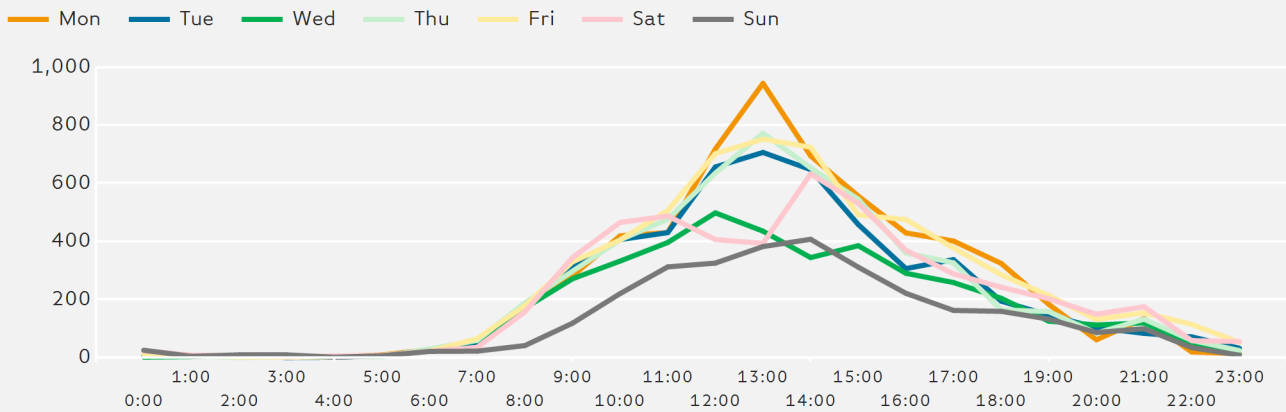
The busiest day in week commencing 14 May 2018 was Friday with 6,010 visitors.

The peak hour of the week was 13:00 on Monday 14 May 2018 with footfall of 944

### Footfall by Week



## Footfall by Hour



## Weather

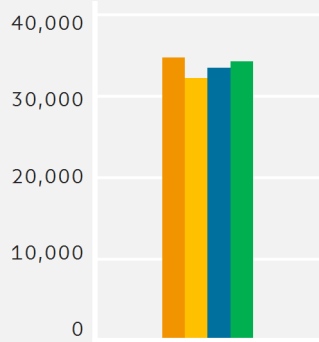
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	20	22	17	17	16	18	16
Previous Week	23	20	15	15	14	14	17
Previous Year	15	17	14	14	13	13	14

## Footfall by Day

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	5,885	5,163	4,096	5,392	6,010	5,061	3,114	34,721
Previous Week	3,630	5,591	5,025	4,935	5,266	4,910	2,826	32,183
Previous Year	4,414	4,567	4,399	4,889	6,728	5,429	3,051	33,477
2 Years Ago	6,100	4,601	4,754	4,923	5,517	5,504	2,868	34,267
Week on Week % Change	62.1 %	-7.7 %	-18.5 %	9.3 %	14.1 %	3.1 %	10.2 %	7.9 %
Year on Year % Change	33.3 %	13.1 %	-6.9 %	10.3 %	-10.7 %	-6.8 %	2.1 %	3.7 %

## Footfall by Location

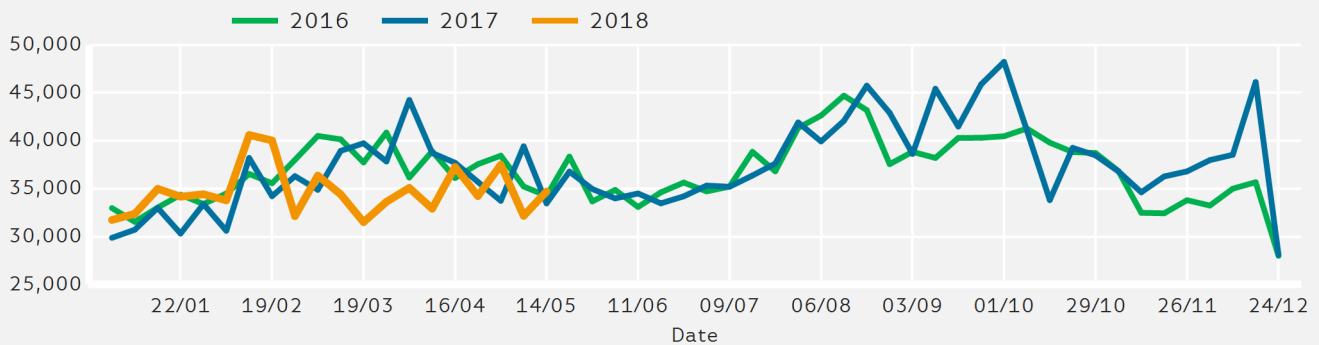
■ This Week
 ■ Previous Week
 ■ Previous Year
 ■ 2 Years Ago



Poole Road

This Week	34,721
Previous Week	32,183
Previous Year	33,477
2 Years Ago	34,267
Week on Week % Change	7.9 %
Year on Year % Change	3.7 %

## 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 20, 2018 Vs Week 1, 2017 to Week 20, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 20, 2018 Vs Week 20, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 20 2018 Vs Week 19 2018