



### Bournemouth Coastal BID

Week 45, 2017

06/11/2017 to 12/11/2017



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 |          |
|---------------------------------|-----------------------|----------|-----------------------|----------|-----------------------|----------|
|                                 | 2017                  | 2016     | 2017                  | 2016     | 2017                  | 2016     |
| Bournemouth Coastal BID         | ▼ -11.4 %             | ▼ -5.7 % | ▼ -9.0 %              | ▲ 0.4 %  | ▼ -6.6 %              | ▼ -4.4 % |
| South West                      | ▼ -1.9 %              | ▼ -0.4 % | ▼ -4.7 %              | ▼ -1.2 % | ▼ -5.7 %              | ▼ -2.5 % |
| High Street Index(Coastal Town) | ▼ -3.2 %              | ▼ -2.6 % | ▼ -4.0 %              | ▼ -3.5 % | ▼ -6.7 %              | ▼ -3.3 % |
| UK                              | ▼ -0.8 %              | ▼ -1.4 % | ▲ 0.2 %               | ▼ -1.3 % | ▼ -3.5 %              | ▼ -2.8 % |

#### Headlines

The change in footfall for Bournemouth Coastal BID over the last 52 weeks is 10.9% down on the previous year.

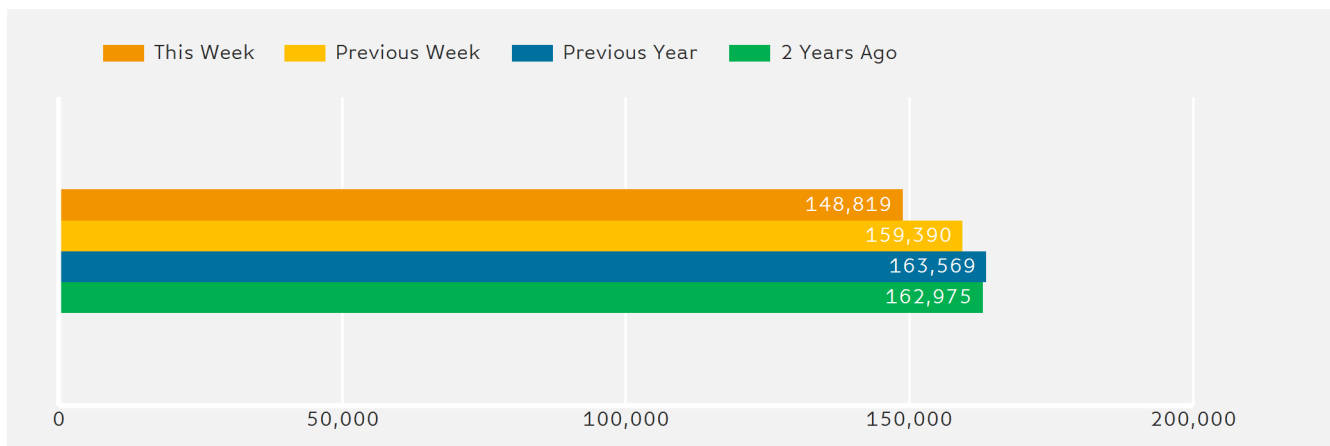
Footfall for the year to date is 11.4% down on the previous year.

The number of visitors counted for week commencing 6 November 2017 was 148,819.

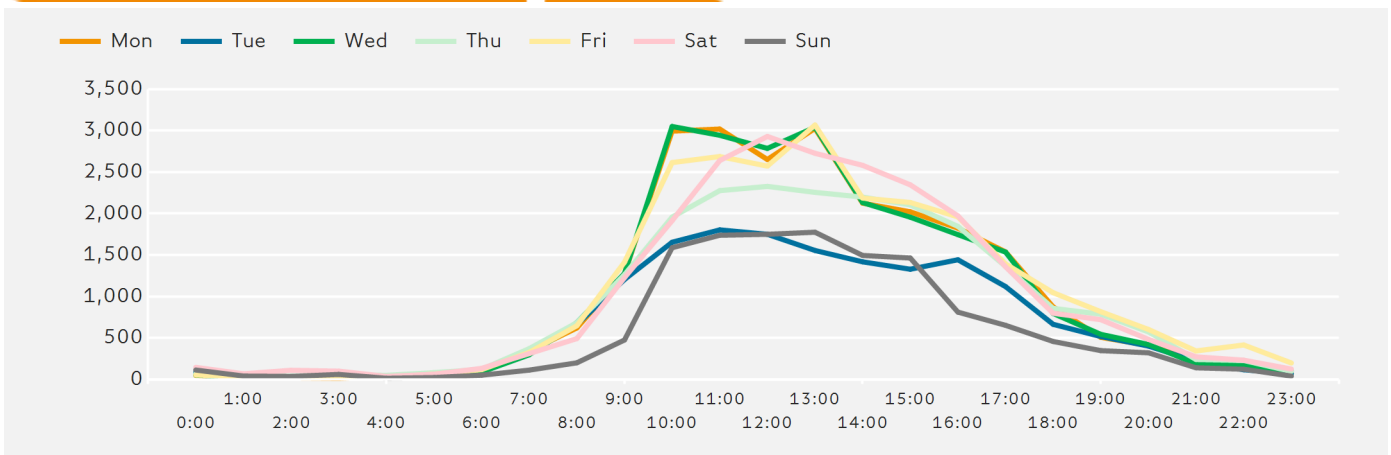
The busiest day in week commencing 6 November 2017 was Friday with 24,781 visitors.

The peak hour of the week was 13:00 on Friday with footfall of 3,067

#### Footfall by Week



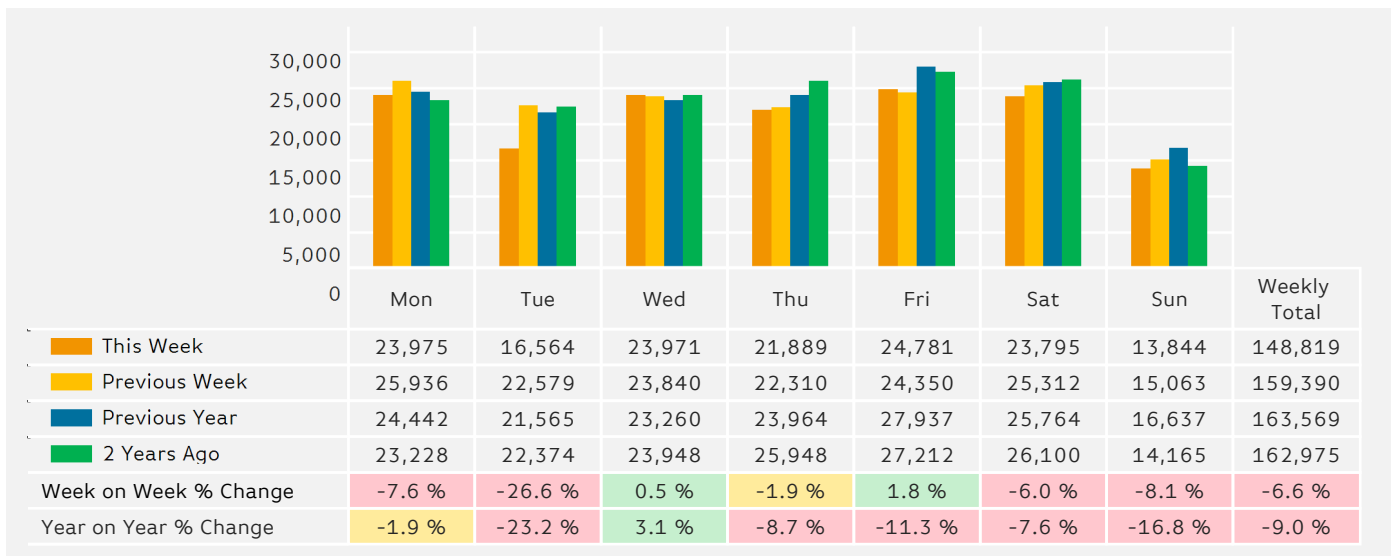
### Footfall by Hour



### Weather

|               | Mon | Tue | Wed | Thu | Fri | Sat | Sun |
|---------------|-----|-----|-----|-----|-----|-----|-----|
| This Week     | 12  | 12  | 11  | 14  | 12  | 14  | 9   |
| Previous Week | 12  | 14  | 16  | 13  | 15  | 12  | 11  |
| Previous Year | 9   | 9   | 11  | 12  | 11  | 14  | 12  |

### Footfall by Day

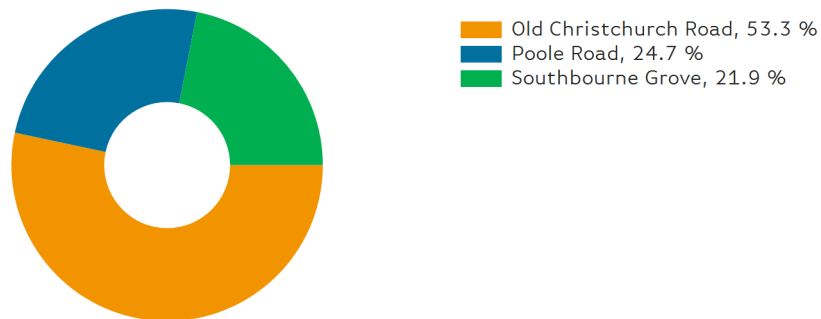


### Footfall by Location

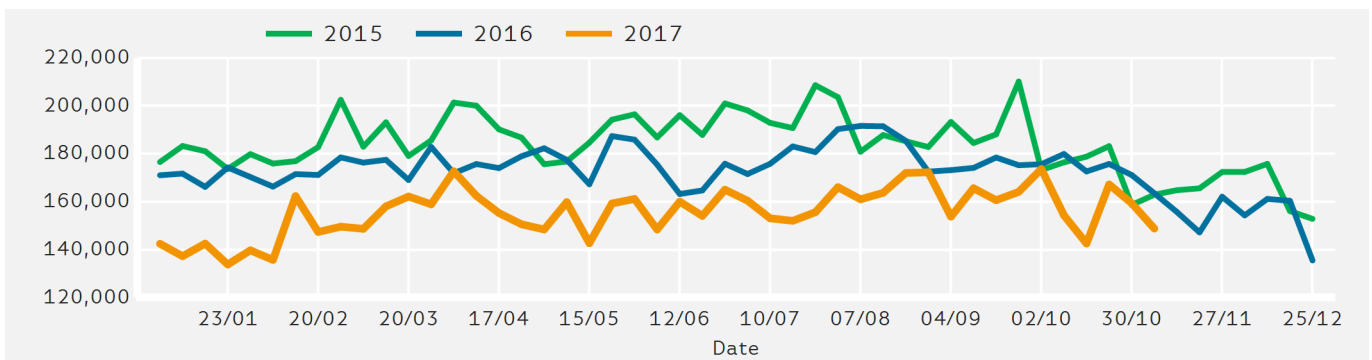


### Footfall by location

Counting By Location - Main Locations Only



### Footfall by Week



Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year.  
 Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year.  
 Week on Week % Change is the % change in footfall for this week from the previous week.