



**Weymouth BID**

Week 15, 2016

11/04/2016 to 17/04/2016



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 |           |
|---------------------------------|-----------------------|----------|-----------------------|----------|-----------------------|-----------|
|                                 | 2016                  | 2015     | 2016                  | 2015     | 2016                  | 2015      |
| Weymouth BID                    | ▲ 5.3 %               |          | ▼ -5.0 %              |          | ▼ -12.1 %             | ▼ -15.1 % |
| South West                      | ▼ -0.3 %              | ▼ -0.6 % | ▼ -7.5 %              | ▼ -4.2 % | ▼ -4.9 %              | ▼ -5.0 %  |
| High Street Index(Coastal Town) | ▼ -3.5 %              | ▼ -1.3 % | ▼ -9.9 %              | ▼ -6.6 % | ▼ -3.7 %              | ▼ -4.0 %  |
| UK                              | ▼ -2.8 %              | ▼ -1.2 % | ▼ -6.7 %              | ▼ -2.3 % | ▼ -1.9 %              | ▼ -2.9 %  |

**Headlines**

The change in footfall for Weymouth BID over the last 52 weeks is 7.2% up on the previous year.

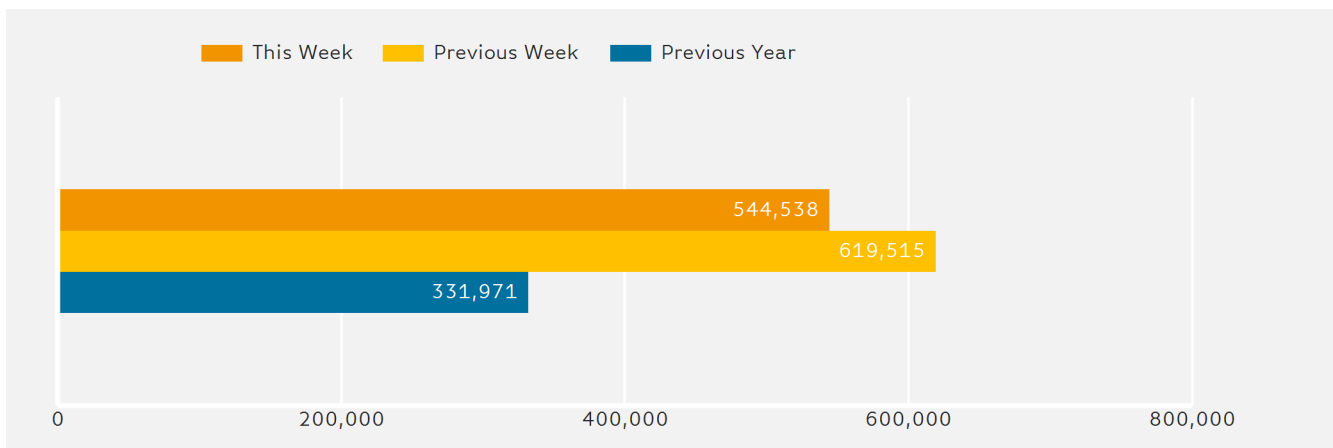
Footfall for the year to date is 5.3% up on the previous year.

The number of visitors counted for week commencing 11 April 2016 was 544,538.

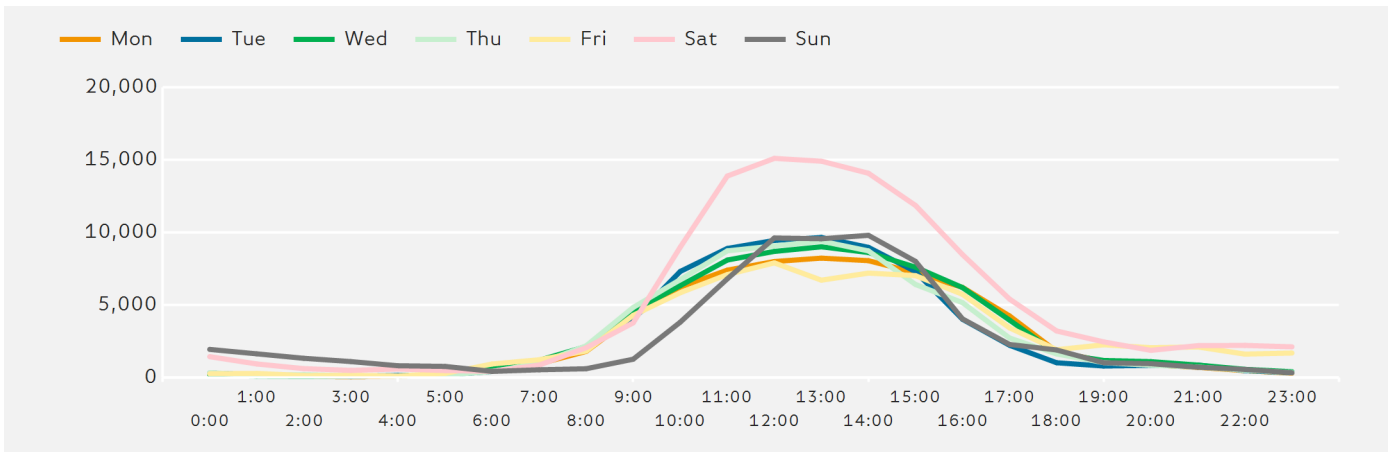
The busiest day in week commencing 11 April 2016 was Saturday with 118,269 visitors.

The peak hour of the week was 12:00 on Saturday with footfall of 15,089

**Footfall Totals by Week**



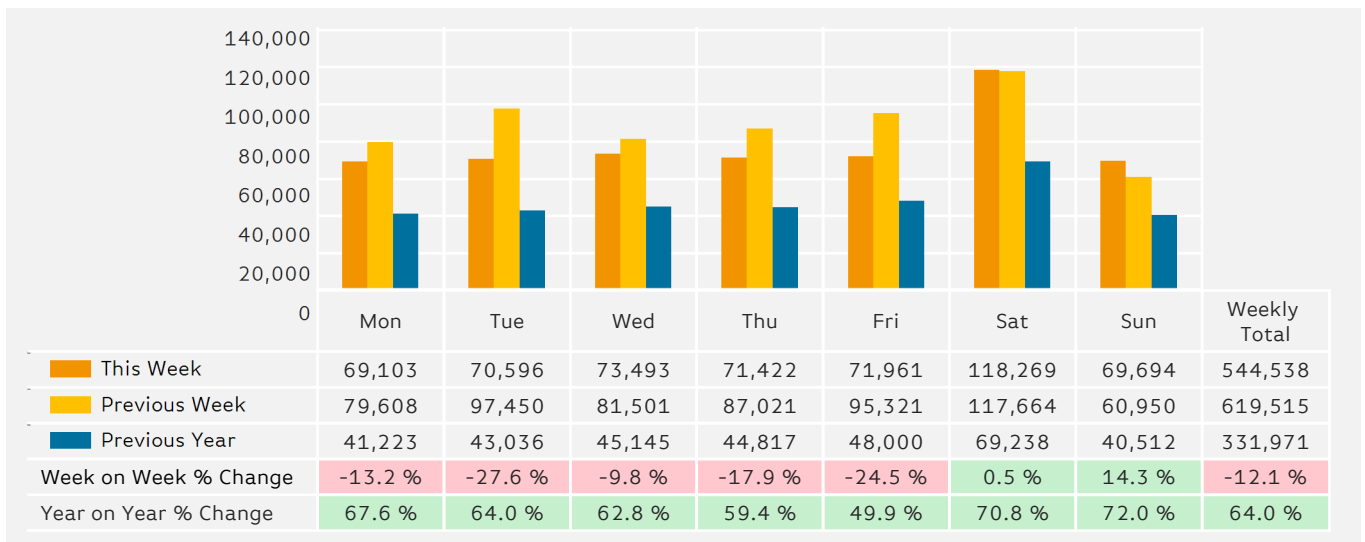
### Footfall by Hour



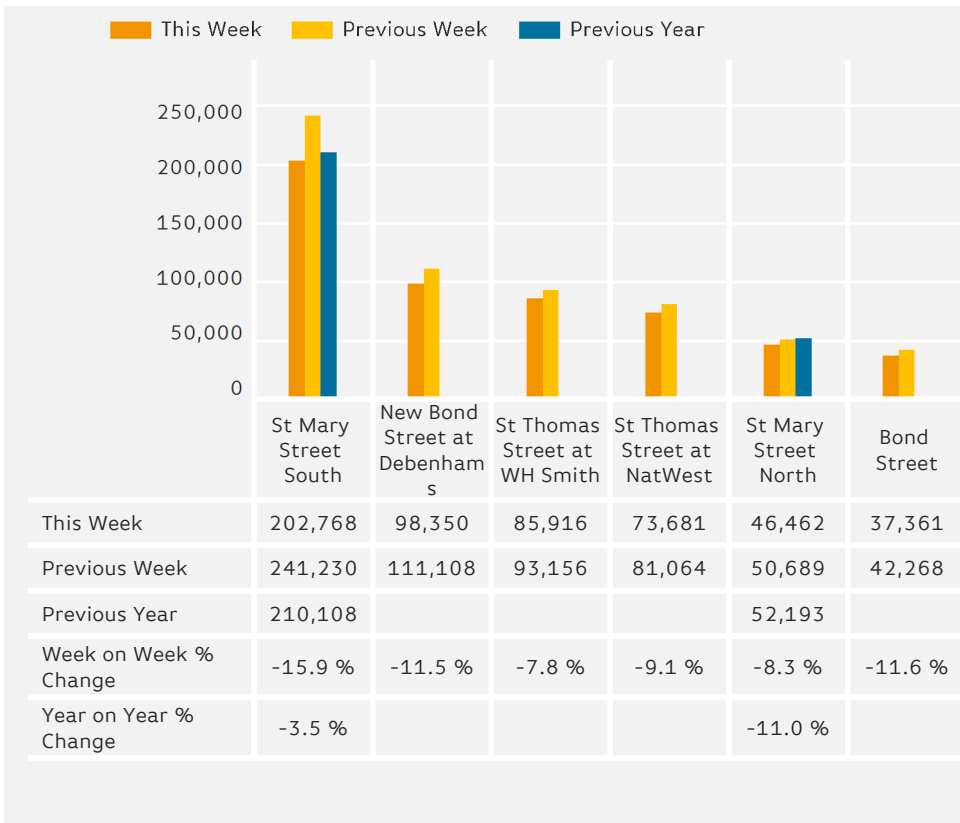
### Weather

|               | Mon | Tue | Wed | Thu | Fri | Sat | Sun |
|---------------|-----|-----|-----|-----|-----|-----|-----|
| This Week     | 13  | 15  | 16  | 15  | 12  | 10  | 11  |
| Previous Week | 12  | 13  | 12  | 11  | 12  | 9   | 12  |
| Previous Year | 16  | 19  | 19  | 20  | 15  | 16  | 12  |

### Footfall by Day

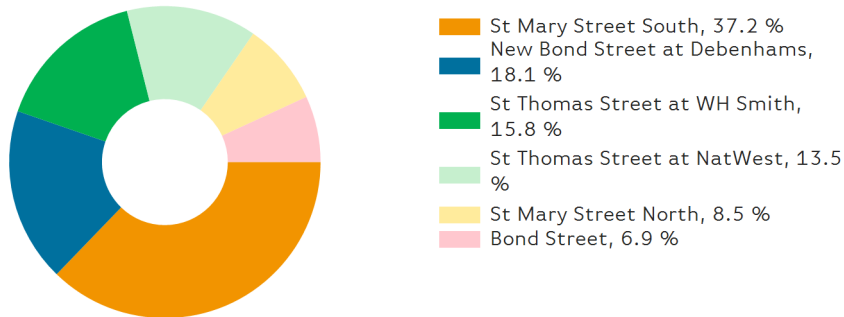


### Footfall Totals

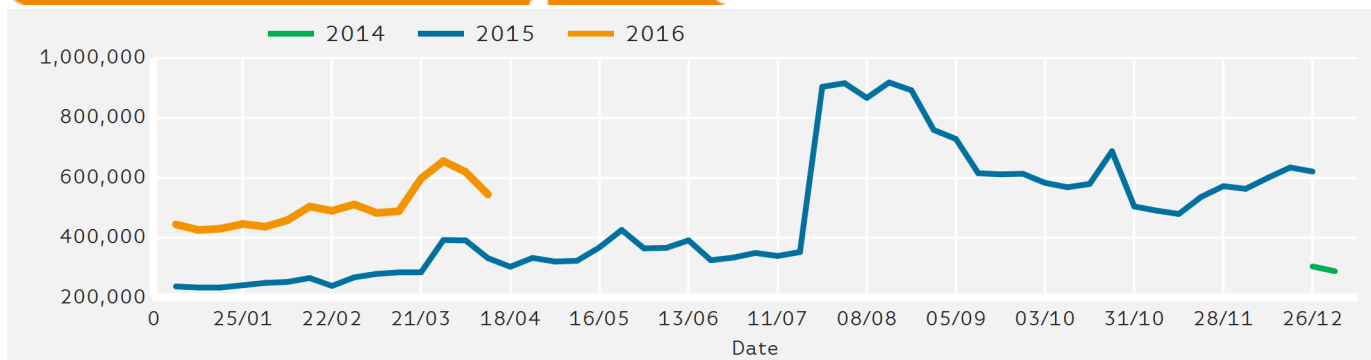


### Footfall Totals

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.