



**Weymouth BID**

Week 18, 2017

01/05/2017 to 07/05/2017



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
Weymouth BID	▼ -1.6 %	▲ 5.7 %	▼ -6.9 %	▲ 14.8 %	▲ 2.3 %	▲ 5.3 %
South West	▼ -1.5 %	▼ -0.2 %	▼ -4.3 %	▲ 7.0 %	▼ -0.8 %	▲ 3.9 %
High Street Index(Coastal Town)	▼ -2.8 %	▼ -2.7 %	▼ -4.5 %	▲ 8.9 %	▲ 1.1 %	▲ 9.9 %
UK	▼ 0.0 %	▼ -2.2 %	▼ -4.7 %	▲ 8.1 %	▼ -1.8 %	▲ 3.1 %

**Headlines**

The change in footfall for Weymouth BID over the last 52 weeks is 1.2% up on the previous year.

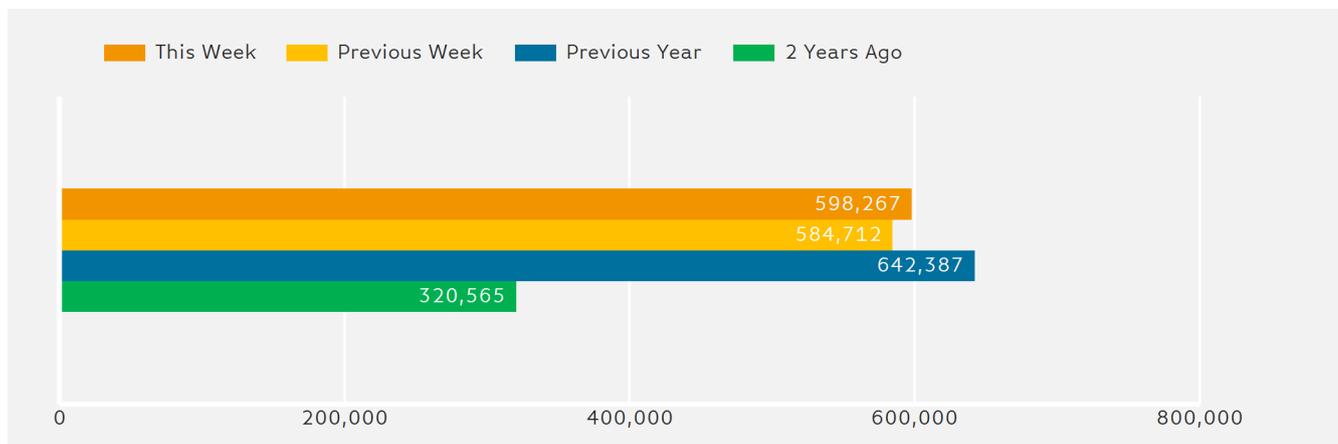
Footfall for the year to date is 1.6% down on the previous year.

The number of visitors counted for week commencing 1 May 2017 was 598,267.

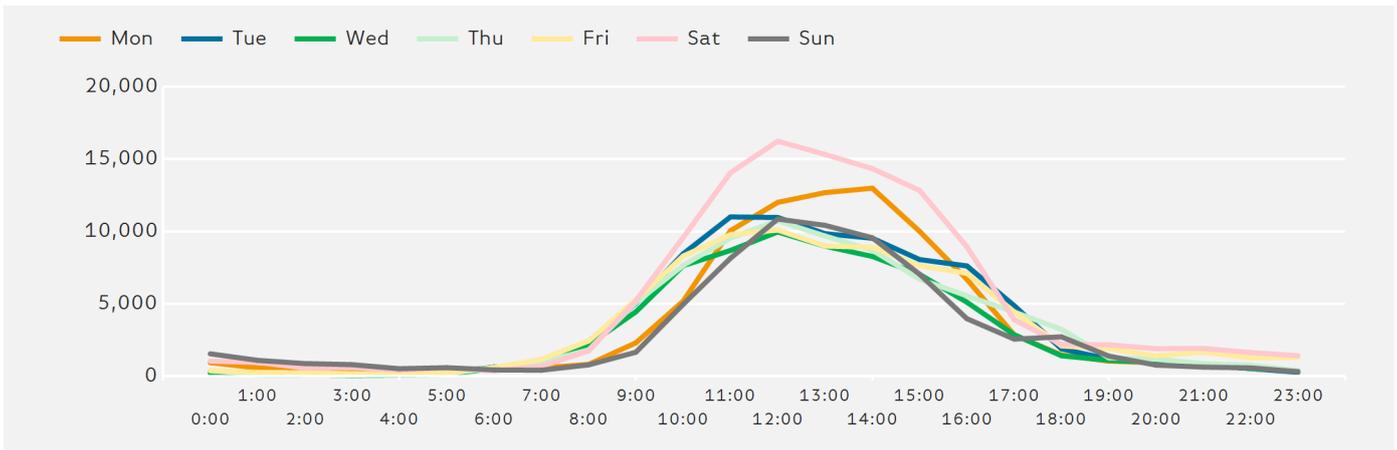
The busiest day in week commencing 1 May 2017 was Saturday with 118,360 visitors.

The peak hour of the week was 12:00 on Saturday with footfall of 16,219

**Footfall Totals by Week**



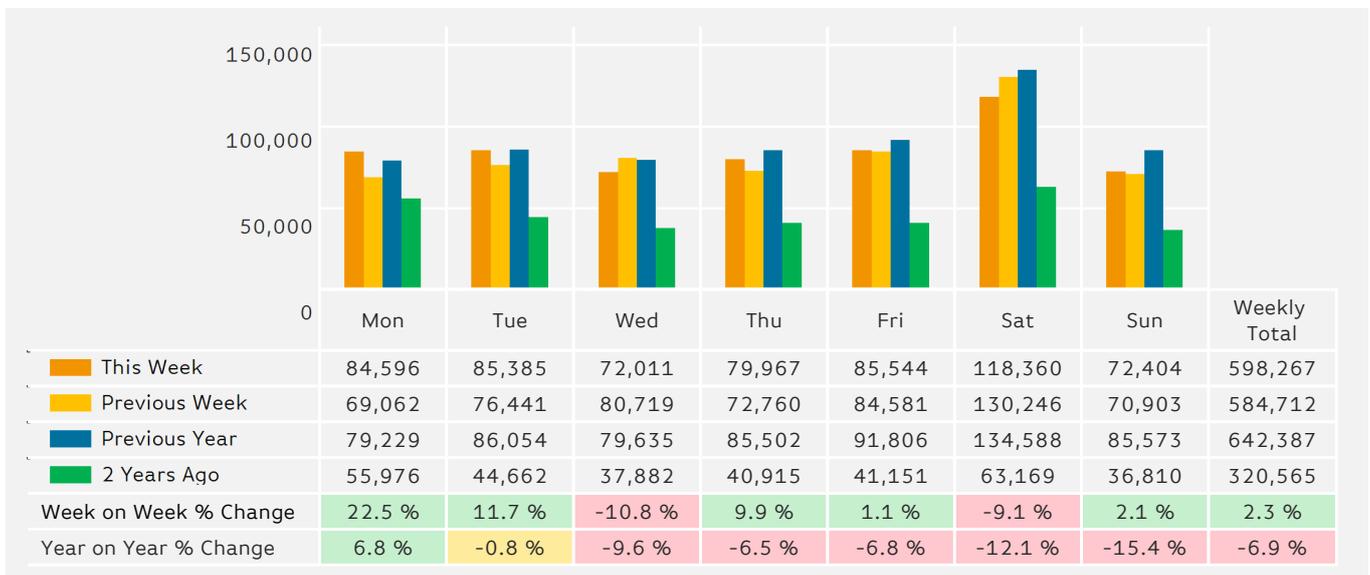
### Footfall by Hour



### Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week							
Previous Week							
Previous Year							

### Footfall by Day



### Footfall Totals

■ This Week
 ■ Previous Week
 ■ Previous Year



This Week	41,849	45,791	76,124	95,399	118,420	220,684
Previous Week	40,040	46,191	77,802	92,497	113,463	214,719
Previous Year	44,833	52,215	81,625	106,100	117,927	239,687
2 Years Ago		50,212				204,113
Week on Week % Change	4.5 %	-0.9 %	-2.2 %	3.1 %	4.4 %	2.8 %
Year on Year % Change	-6.7 %	-12.3 %	-6.7 %	-10.1 %	0.4 %	-7.9 %

### Footfall Totals

Counting By Location - Main Locations Only



- St Mary Street South, 36.9 %
- New Bond Street at Debenhams, 19.8 %
- St Thomas Street at WH Smith, 15.9 %
- St Thomas Street at NatWest, 12.7 %
- St Mary Street North, 7.7 %
- Bond Street, 7.0 %

### 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.