



Weymouth BID

Week 21, 2016

23/05/2016 to 29/05/2016



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	▲ 4.0 %		▼ -2.9 %		▲ 25.8 %	▲ 16.4 %
South West	▼ -0.5 %	▼ -1.6 %	▼ -0.7 %	▼ -3.3 %	▲ 9.9 %	▲ 7.7 %
High Street Index(Coastal Town)	▼ -2.9 %	▼ -2.0 %	▼ -2.5 %	▼ -3.2 %	▲ 11.5 %	▲ 9.6 %
UK	▼ -2.0 %	▼ -1.2 %	▼ -0.4 %	▼ -0.9 %	▲ 5.7 %	▲ 5.8 %

Headlines

The change in footfall for Weymouth BID over the last 52 weeks is 5.6% up on the previous year.

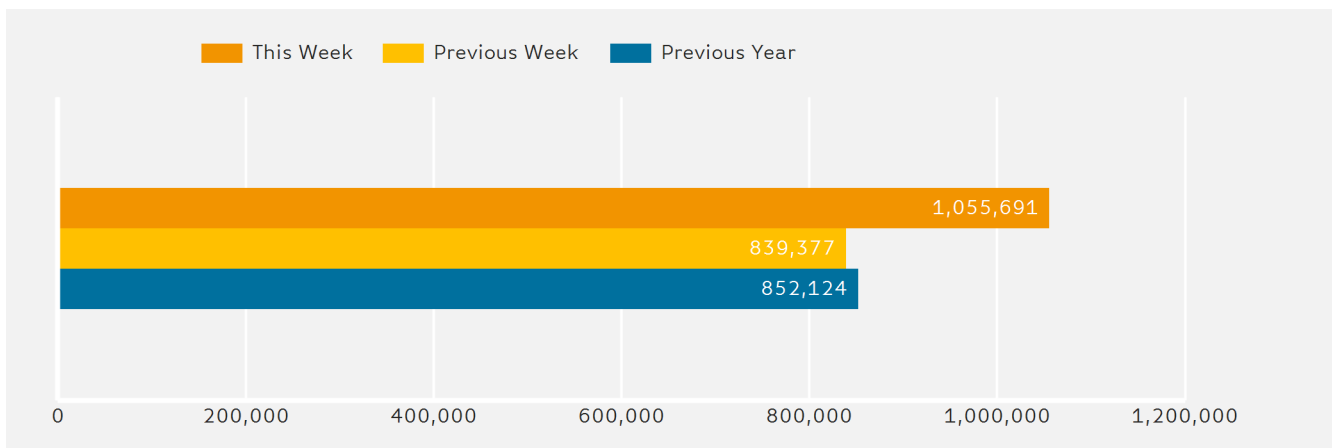
Footfall for the year to date is 4% up on the previous year.

Footfall week commencing 23 May 2016 was 1,055,691.

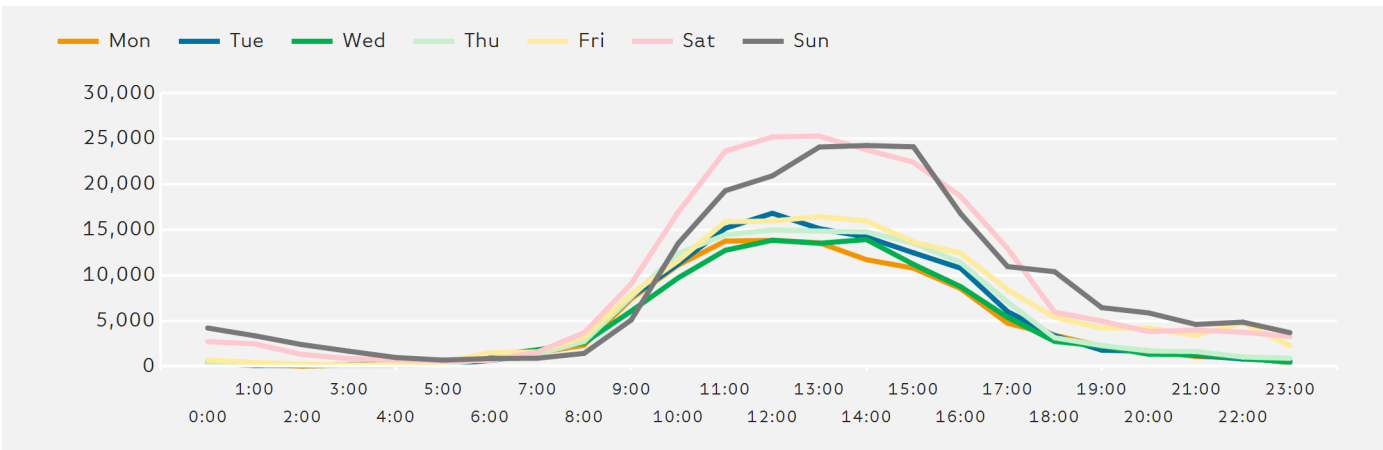
The busiest day in week commencing 23 May 2016 was Saturday with 218,305 visitors.

The peak hour of the week was 13:00 on Saturday with footfall of 25,292

Footfall Totals by Week



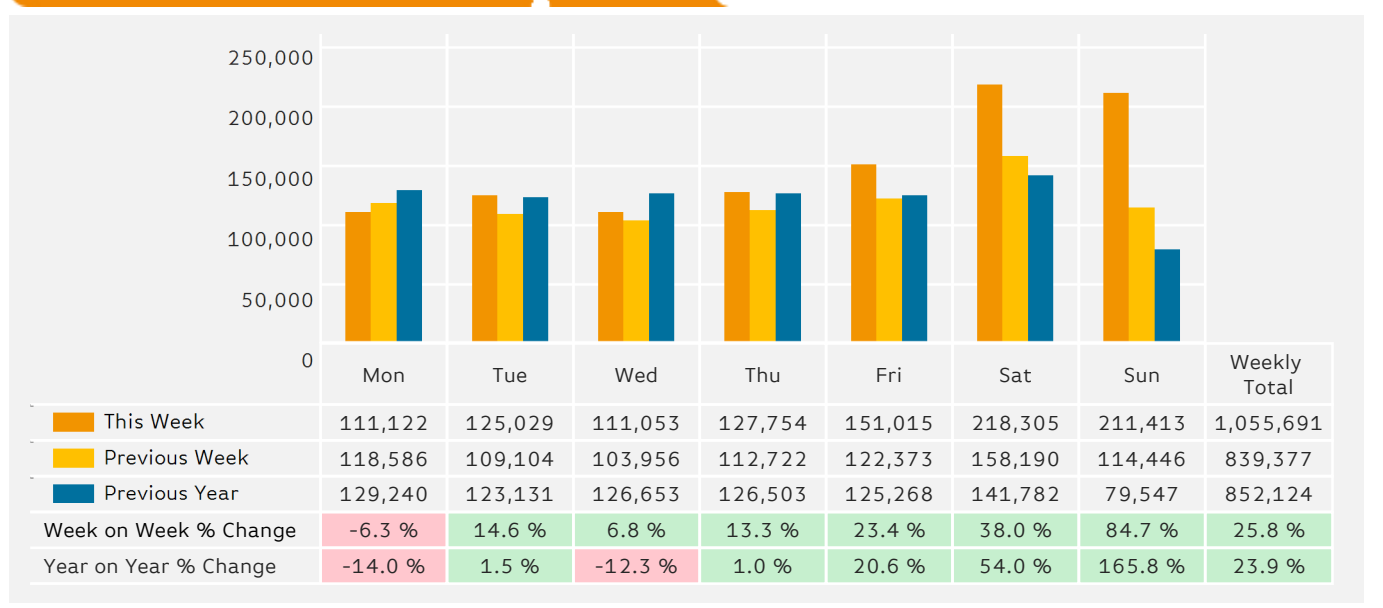
Footfall by Hour



Weather

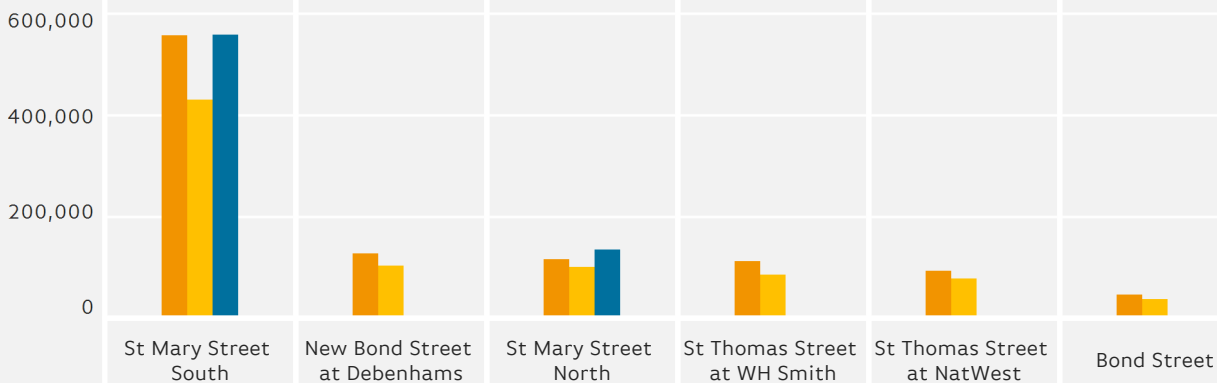
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	16	18	13	17	17	18	21
Previous Week	18	14	15	16	17	14	15
Previous Year	17	18	17	16	14	15	14

Footfall by Day



Footfall Totals

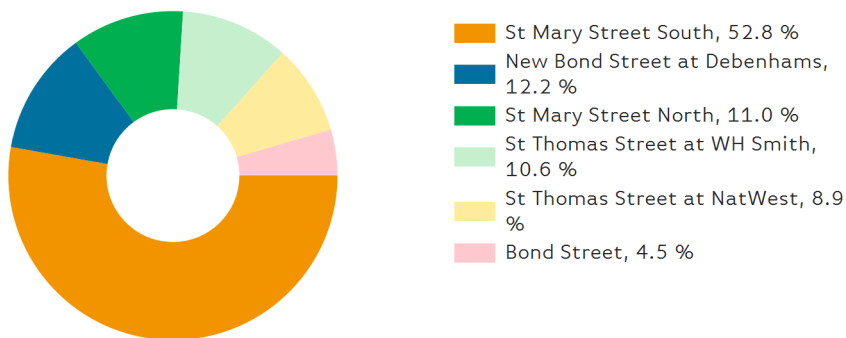
■ This Week
 ■ Previous Week
 ■ Previous Year



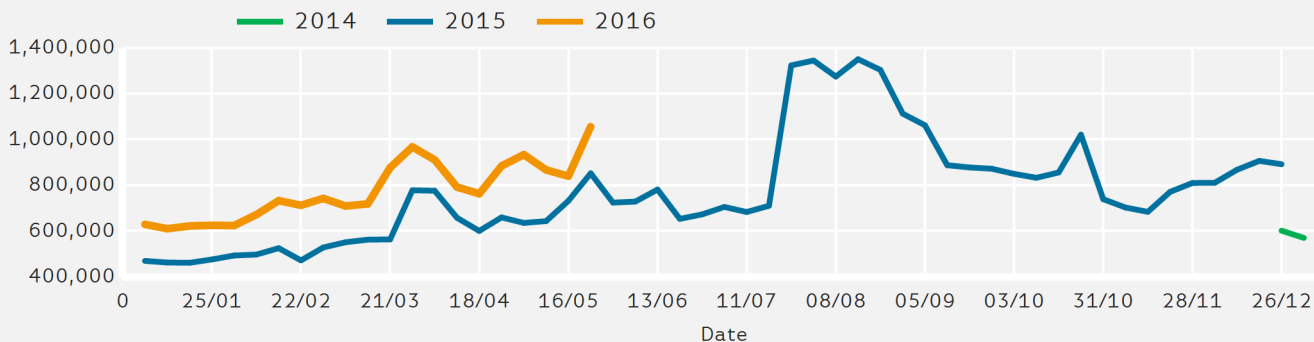
	St Mary Street South	New Bond Street at Debenhams	St Mary Street North	St Thomas Street at WH Smith	St Thomas Street at NatWest	Bond Street
This Week	557,280	128,506	116,352	112,132	93,945	47,476
Previous Week	431,028	103,460	101,532	86,443	78,854	38,060
Previous Year	558,507		135,269			
Week on Week % Change	29.3 %	24.2 %	14.6 %	29.7 %	19.1 %	24.7 %
Year on Year % Change	-0.2 %		-14.0 %			

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.