

Weymouth BID

Week 6, 2017 06/02/2017 to 12/02/2017 Monday to Sunday



REGION - South West

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	•	-6.5 %		3.4 %	•	-9.1 %		10.5 %		4.2 %		5.0 %
South West	•	-2.8 %		0.7 %	•	-5.9 %	•	-2.0 %		2.4 %	A	6.0 %
High Street Index(Coastal Town)	•	-3.7 %	•	-2.0 %	•	-7.4 %	•	-5.5 %		1.0 %		5.0 %
UK	•	-1.7 %	•	-0.8 %	•	-6.1 %	•	-2.8 %	•	-3.5 %		4.0 %

Headlines



The change in footfall for Weymouth BID over the last 52 weeks is 2% up on the previous year.

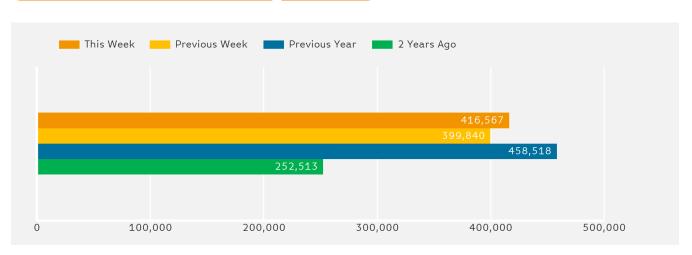
Footfall for the year to date is 6.5% down on the previous year.

The number of visitors counted for week commencing 6 February 2017 was 416,567.

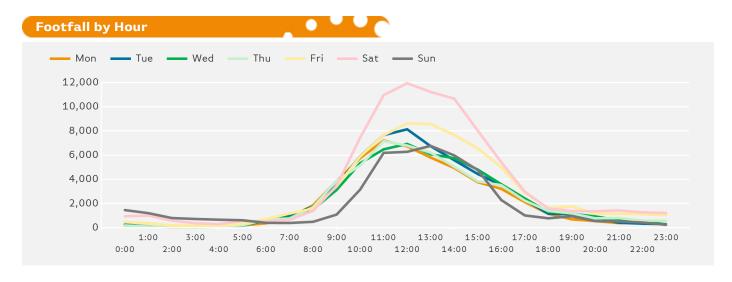
The busiest day in week commencing 6 February 2017 was Saturday with 86,700 visitors.

The peak hour of the week was 12:00 on Saturday with footfall of 11,945





Powered by Springboard Page 1 of 3





Powered by Springboard Page 2 of 3

Footfall Totals Previous Week This Week Previous Year 200,000 150,000 100,000 50,000 0 New Bond St Mary St Thomas St Thomas St Mary Street at Bond Street at Street at Street Street Debenham Street South NatWest WH Smith North S This Week 142,758 80,708 66,500 64,031 34,938 27,632 Previous Week 65,085 29,472 129,427 79,209 62,539 34,108 Previous Year 171,686 85,350 63,004 65,862 42,627 29,989 2 Years Ago 153,308 40,654 Week on Week % 1.9 % 10.3 % 6.3 % -1.6 % 2.4 % -6.2 % Change Year on Year % -16.8 % -5.4 % 5.5 % -2.8 % -18.0 % -7.9 % Change

Footfall Totals

Counting By Location - Main Locations Only





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.

Powered by Springboard Page 3 of 3