



### Weymouth BID

Week 6, 2018

05/02/2018 to 11/02/2018



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 |          |
|---------------------------------|-----------------------|----------|-----------------------|----------|-----------------------|----------|
|                                 | 2018                  | 2017     | 2018                  | 2017     | 2018                  | 2017     |
| Weymouth BID                    | ▼ -1.9 %              | ▼ -6.5 % | ▼ -1.6 %              | ▼ -9.1 % | ▼ -3.3 %              | ▲ 4.2 %  |
| South West                      | ▼ -3.4 %              | ▼ -2.8 % | ▼ -2.9 %              | ▼ -5.9 % | ▼ -0.3 %              | ▲ 2.4 %  |
| High Street Index(Coastal Town) | ▼ -3.8 %              | ▼ -3.7 % | ▼ -3.3 %              | ▼ -7.4 % | ▼ -1.8 %              | ▲ 1.0 %  |
| UK                              | ▼ -2.3 %              | ▼ -1.7 % | ▲ 0.0 %               | ▼ -6.1 % | ▼ -1.8 %              | ▼ -3.5 % |

### Headlines

The change in footfall for Weymouth BID over the last 52 weeks is 1.5% down on the previous year.

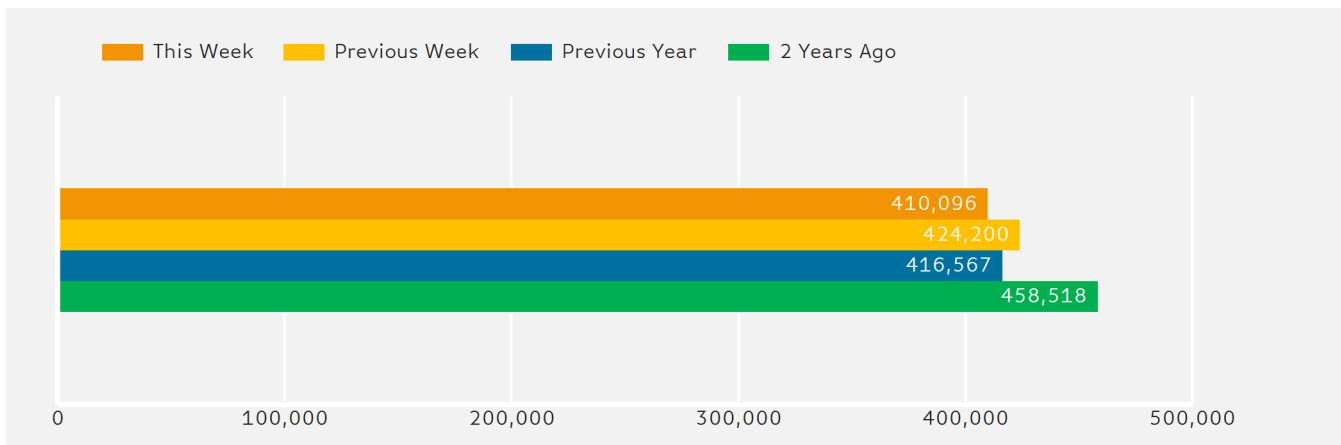
Footfall for the year to date is 1.9% down on the previous year.

The number of visitors counted for week commencing 5 February 2018 was 410,096.

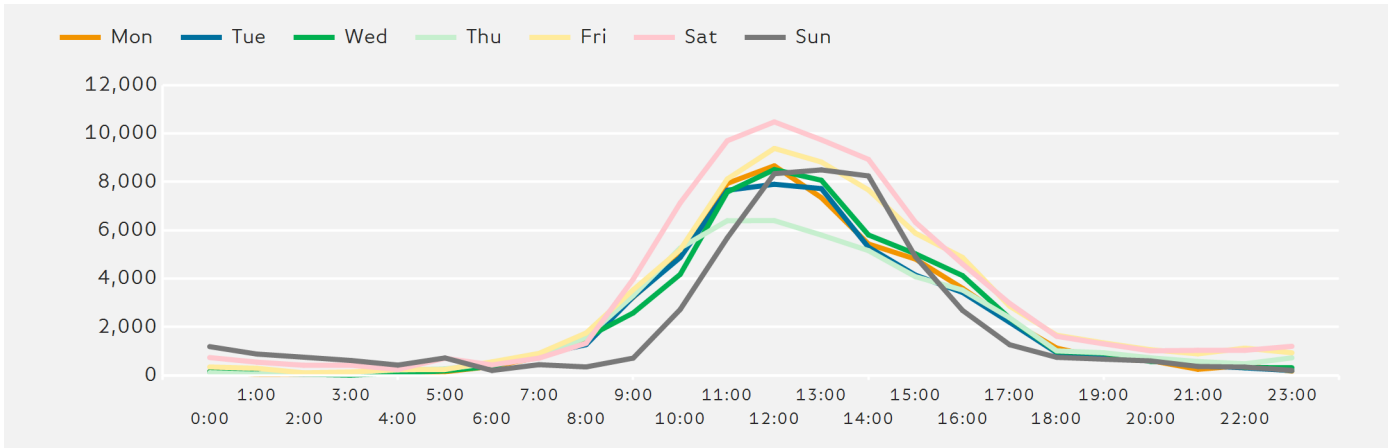
The busiest day in week commencing 5 February 2018 was Saturday with 76,688 visitors.

The peak hour of the week was 12:00 on Saturday with footfall of 10,478

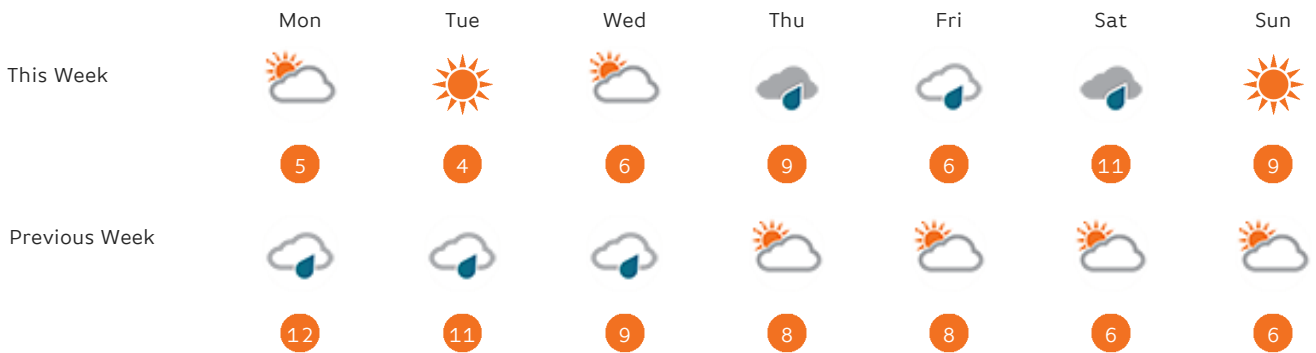
### Footfall by Week



### Footfall by Hour



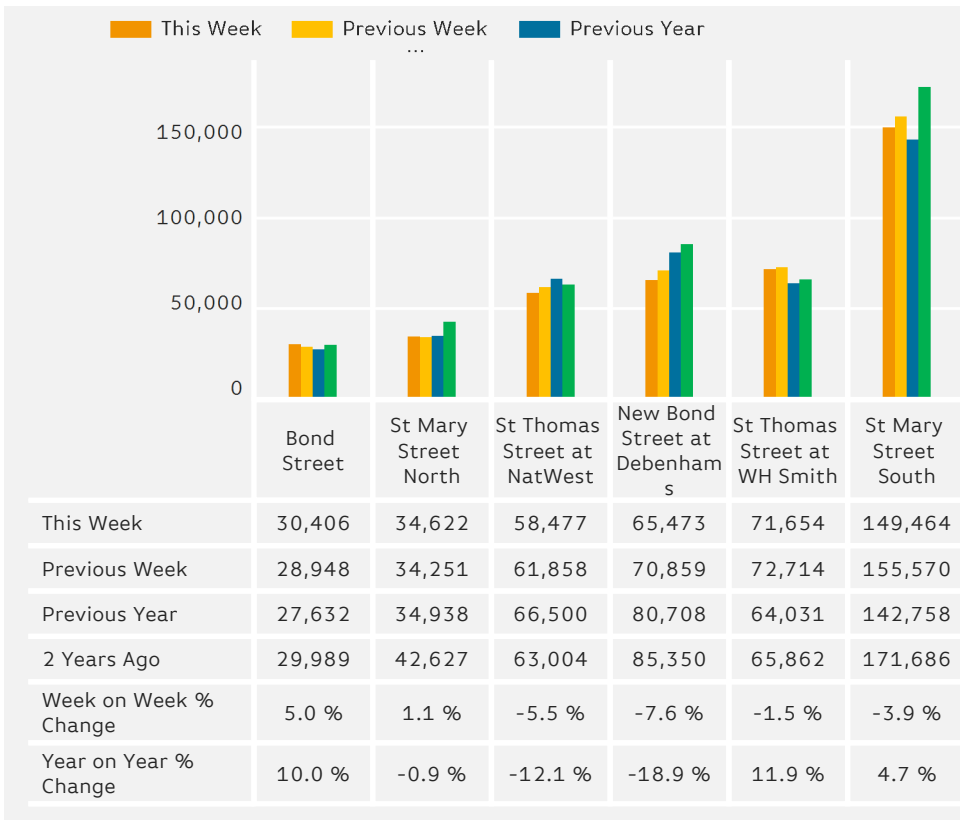
### Weather



### Footfall by Day

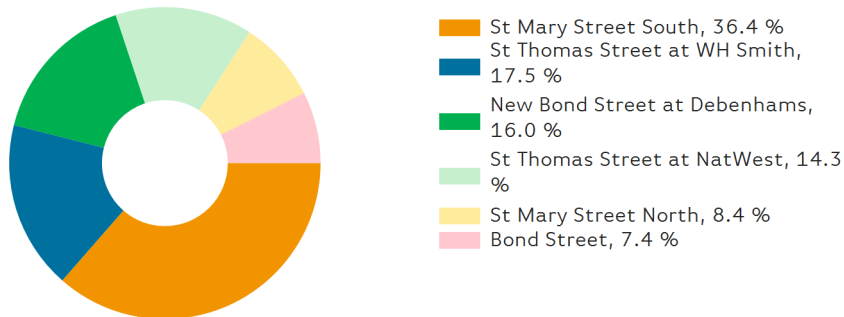
|                       | Mon    | Tue    | Wed    | Thu     | Fri    | Sat     | Sun    | Weekly Total |
|-----------------------|--------|--------|--------|---------|--------|---------|--------|--------------|
| This Week             | 54,762 | 53,050 | 55,350 | 50,579  | 68,012 | 76,688  | 51,655 | 410,096      |
| Previous Week         | 54,911 | 51,597 | 51,402 | 57,206  | 69,743 | 84,615  | 54,726 | 424,200      |
| Previous Year         | 50,601 | 56,098 | 53,115 | 53,033  | 69,257 | 86,700  | 47,763 | 416,567      |
| 2 Years Ago           | 45,354 | 57,608 | 57,492 | 58,942  | 75,753 | 97,445  | 65,924 | 458,518      |
| Week on Week % Change | -0.3 % | 2.8 %  | 7.7 %  | -11.6 % | -2.5 % | -9.4 %  | -5.6 % | -3.3 %       |
| Year on Year % Change | 8.2 %  | -5.4 % | 4.2 %  | -4.6 %  | -1.8 % | -11.5 % | 8.1 %  | -1.6 %       |

### Footfall by Location

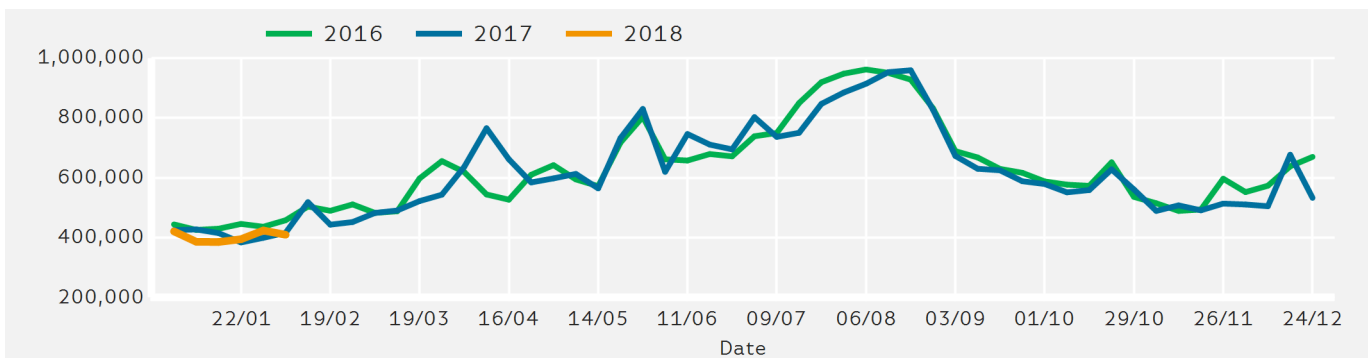


### Footfall by location

Counting By Location - Main Locations Only



### Footfall by Week



**Notes**

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week 1, 2018 to Week 6, 2018 Vs Week 1, 2017 to Week 6, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 6, 2018 Vs Week 6, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 6 2018 Vs Week 5 2018