



**Weymouth BID**

February 2016

01/02/2016 to 28/02/2016



REGION - South West

Monday to Sunday

COUNT TYPE: Footfall Counts

**Monthly Footfall**

Benchmark calculations (Year on Year and Month on Month) 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 |          | Month on Month % Change |          |
|---------------------------------|-----------------------|----------|-----------------------|----------|-------------------------|----------|
|                                 | 2016                  | 2015     | 2016                  | 2015     | 2016                    | 2015     |
| Weymouth BID                    | ▲ 7.0 %               |          | ▲ 10.7 %              |          | ▲ 10.2 %                | ▲ 6.3 %  |
| South West                      | ▲ 1.0 %               | ▲ 0.1 %  | ▼ -0.4 %              | ▲ 2.4 %  | ▲ 7.3 %                 | ▲ 7.8 %  |
| High Street Index(Coastal Town) | ▼ -1.9 %              | ▼ -1.2 % | ▼ -3.7 %              | ▲ 1.4 %  | ▲ 7.3 %                 | ▲ 10.5 % |
| UK                              | ▼ -1.2 %              | ▼ -1.1 % | ▼ -2.8 %              | ▼ -0.2 % | ▲ 6.3 %                 | ▲ 8.5 %  |

**Headlines**

Footfall for the year to date is 7% up on the previous year.

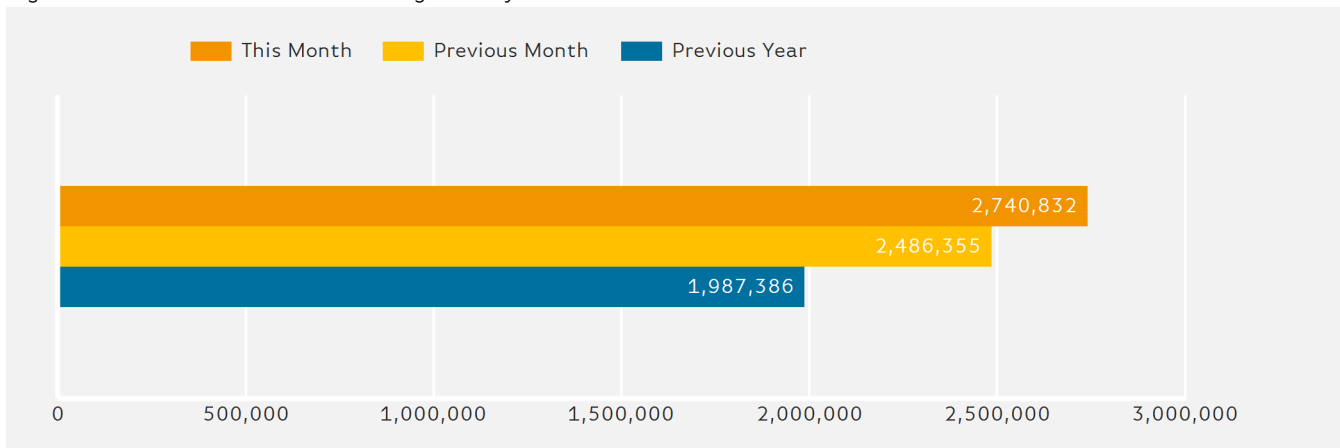
Footfall month commencing 1 February 2016 was 2,740,832.

The busiest day in month commencing 1 February 2016 was Saturday 27 February with 169,926 visitors.

The peak hour of the month was 12:00 on Saturday with footfall of 23,064

**Footfall Totals by Month**

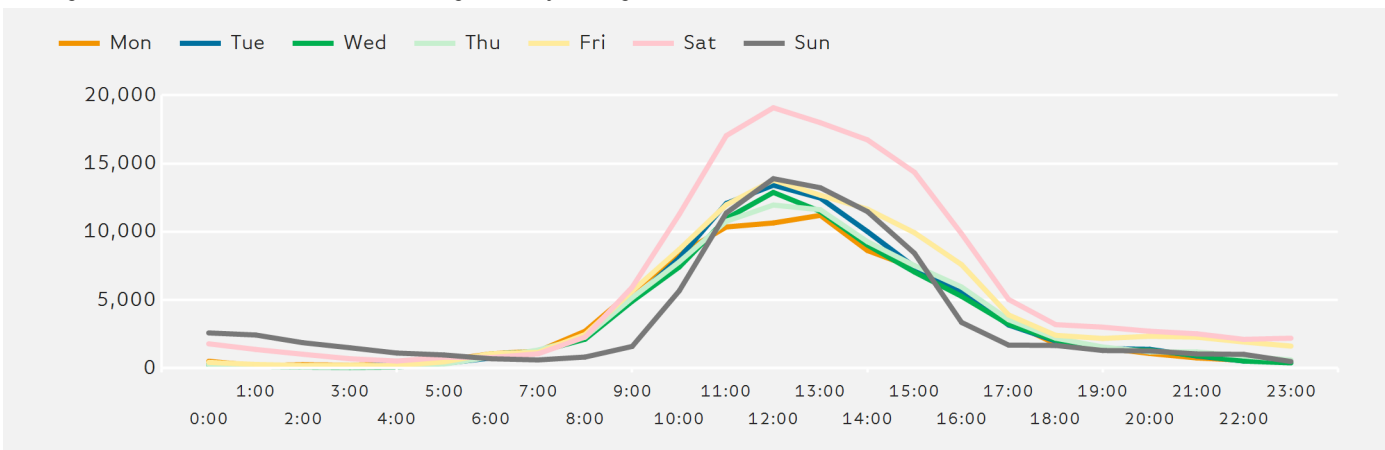
Figures shown below are calculated using monthly totals.



Springboard follows the BRC calendar consisting of complete weeks (Sun- Sat or Mon-Sun) to ensure that the same day is comparable each week. Each month is compiled from a set of full weeks which results in a calendar of a 4 week month, 4 week month, 5 week month pattern.

### Footfall by Hour

The figures shown below are calculated using a weekly average



### Weather



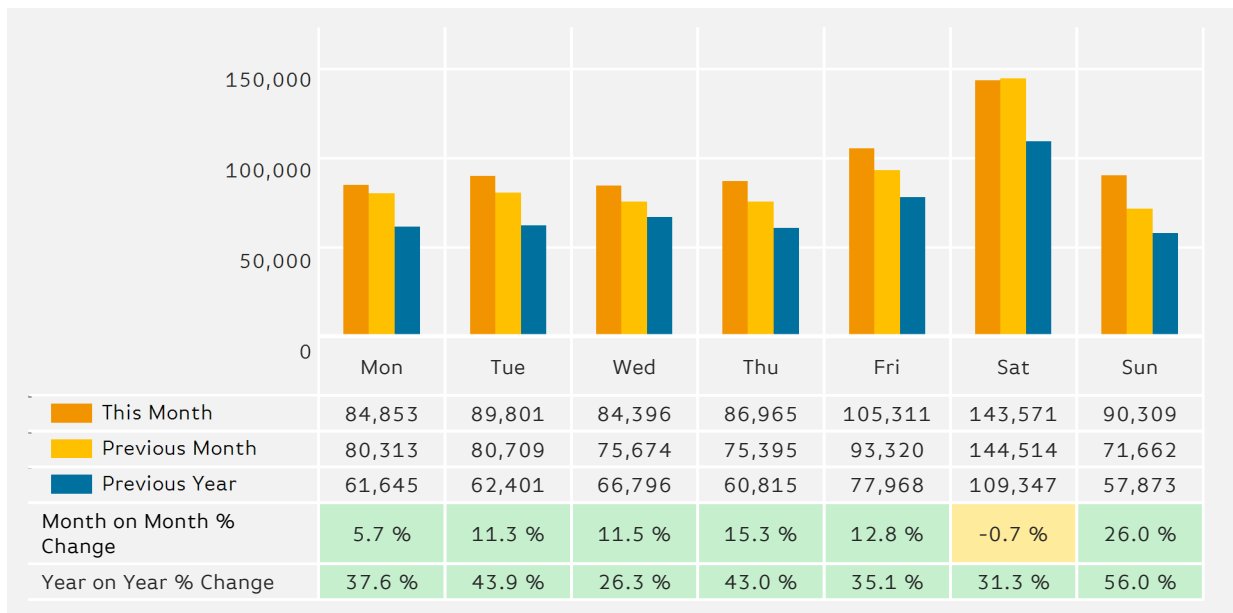
|                                     |    |    |   |
|-------------------------------------|----|----|---|
| Number of days this month           | 13 | 8  | 7 |
| Number of days same month last year | 9  | 14 | 5 |

### Average Temperature

| Average Temperatures | Maximum Temperature | Minimum Temperature |
|----------------------|---------------------|---------------------|
| 2016                 | 9.3                 | 2.4                 |
| 2015                 | 7.8                 | 0.9                 |

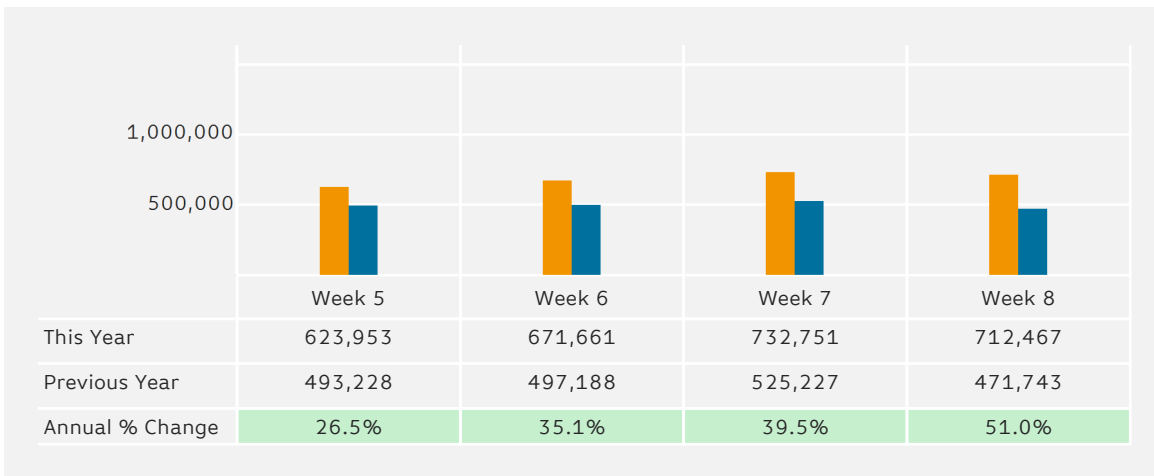
### Footfall by Day

The figures shown below are calculated using weekly averages.



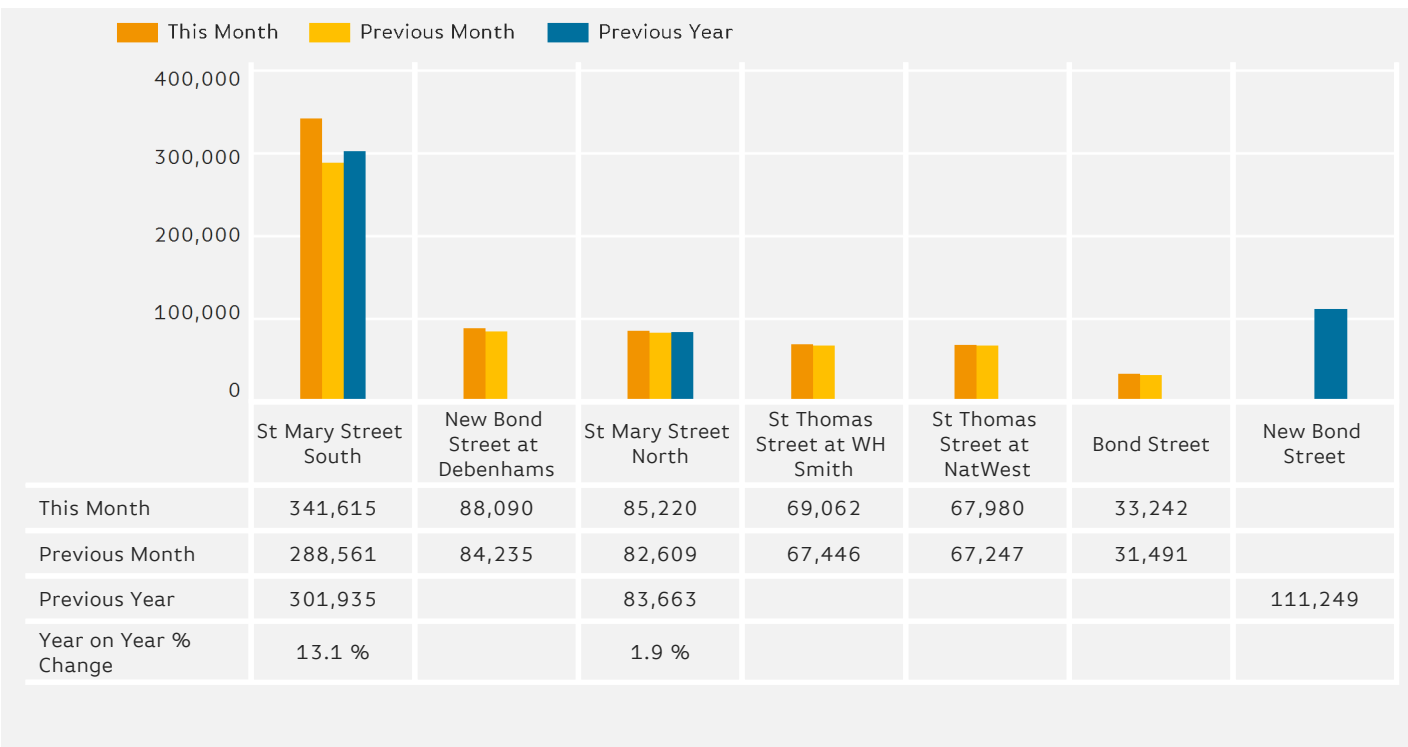
### Footfall by Week of Month

The figures shown below are calculated using weekly totals.



### Footfall Totals

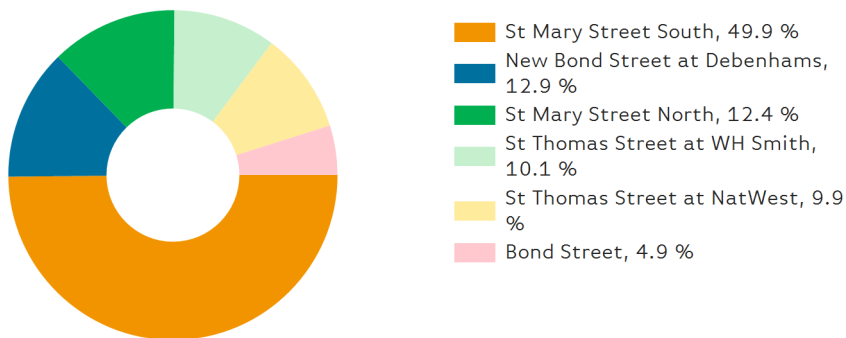
The figures shown below are calculated using weekly averages.



### Footfall Totals

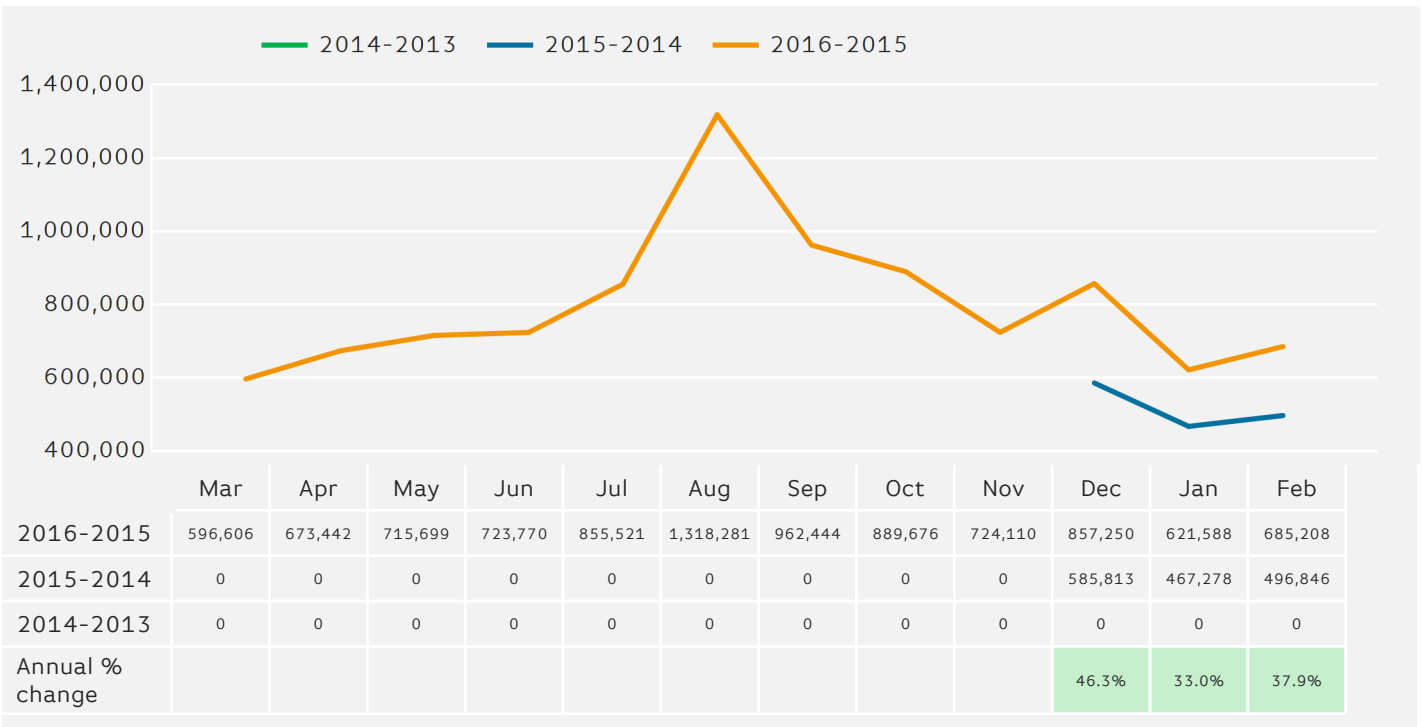
Counting By Location - Main Locations Only

The figures shown below are based on weekly averages



**Footfall - Rolling 12 Months**

The figures shown below are calculated using weekly averages.



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.