



**Weymouth BID**

March 2016

29/02/2016 to 03/04/2016



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	▲ 7.7 %		▲ 8.5 %		▲ 17.2 %	▲ 20.1 %
South West	▲ 0.9 %	▼ -0.5 %	▲ 0.8 %	▼ -1.4 %	▲ 5.6 %	▲ 4.9 %
High Street Index(Coastal Town)	▼ -2.4 %	▼ -1.3 %	▼ -3.2 %	▼ -1.7 %	▲ 5.8 %	▲ 8.0 %
UK	▼ -2.2 %	▼ -1.4 %	▼ -3.7 %	▼ -1.8 %	▲ 0.3 %	▲ 2.2 %

**Headlines**

Footfall for the year to date is 7.7% up on the previous year.

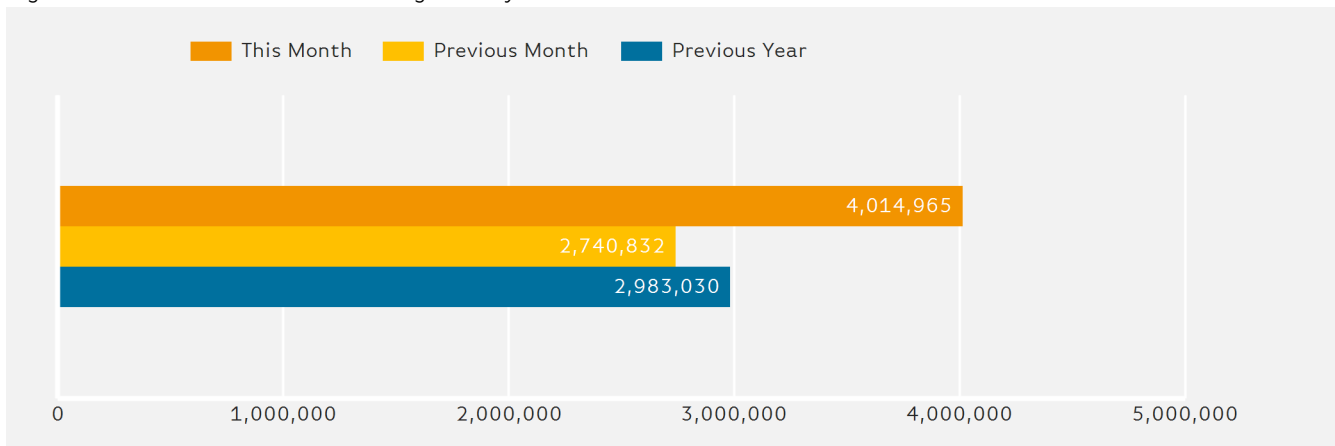
Footfall month commencing 29 February 2016 was 4,014,965.

The busiest day in month commencing 29 February 2016 was Saturday 5 March with 199,843 visitors.

The peak hour of the month was 12:00 on Saturday with footfall of 26,217

**Footfall Totals by Month**

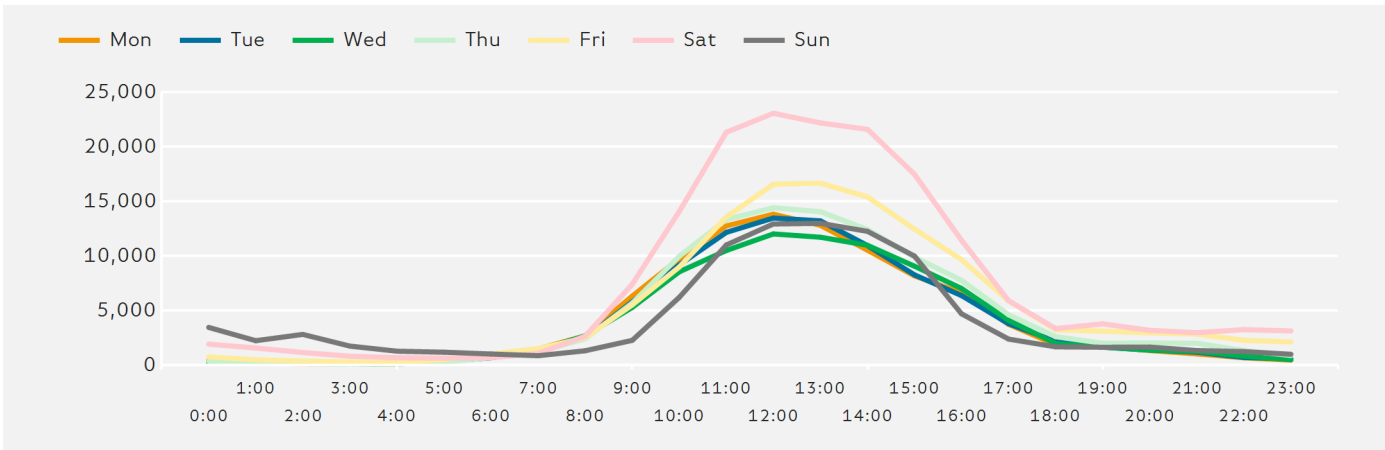
Figures shown below are calculated using monthly totals.



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



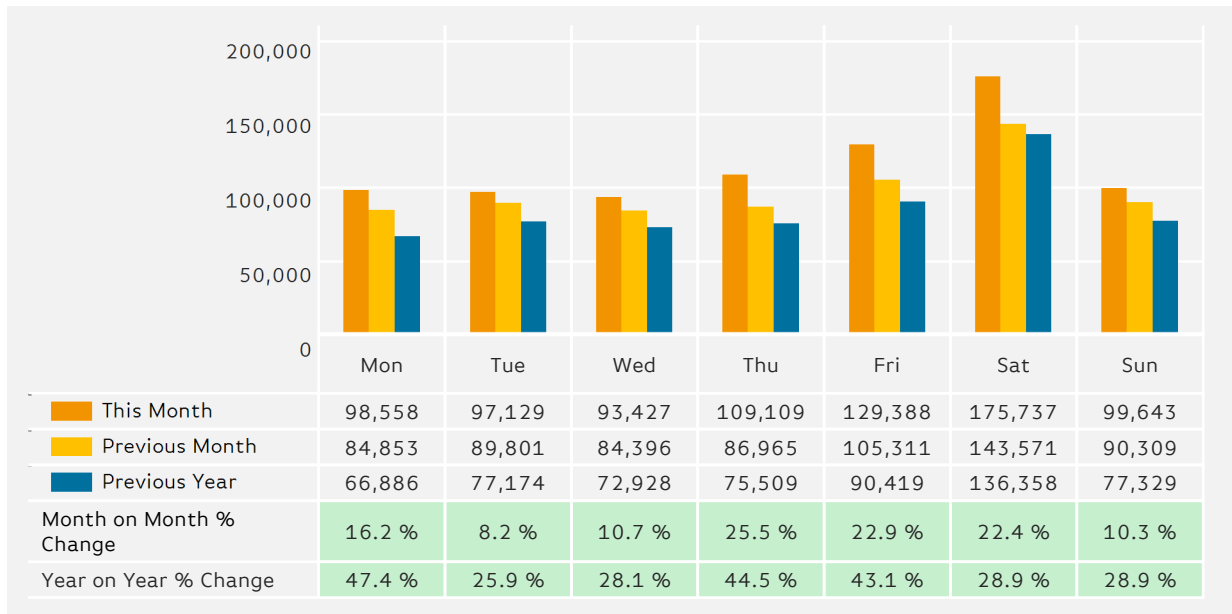
Number of days this month	13	19	3
Number of days same month last year	9	23	3

### Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2016	9.9	1.7
2015	10.6	3.0

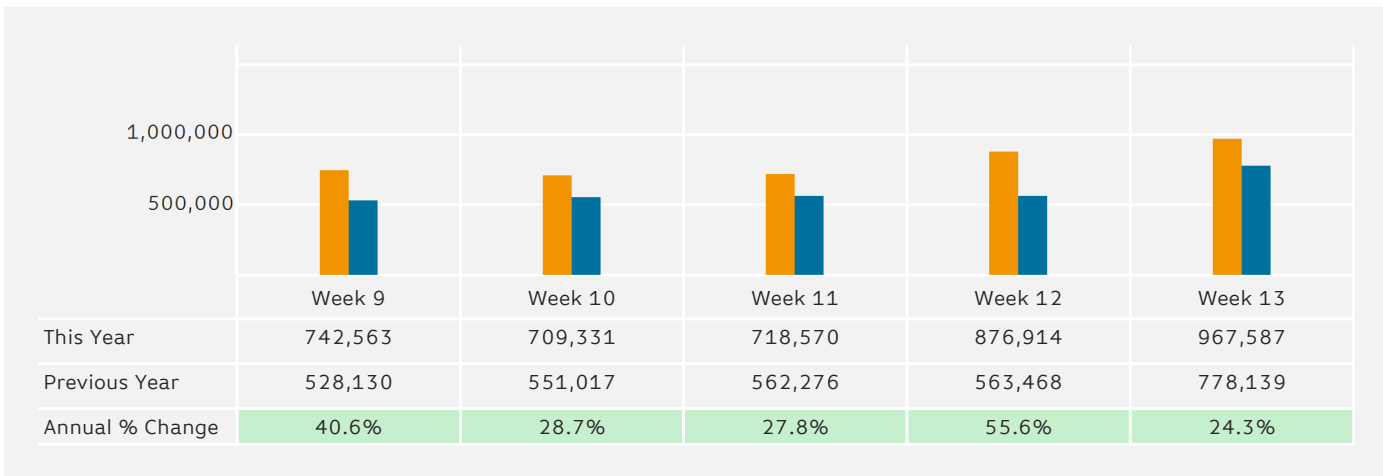
### Footfall by Day

The figures shown below are calculated using weekly averages.



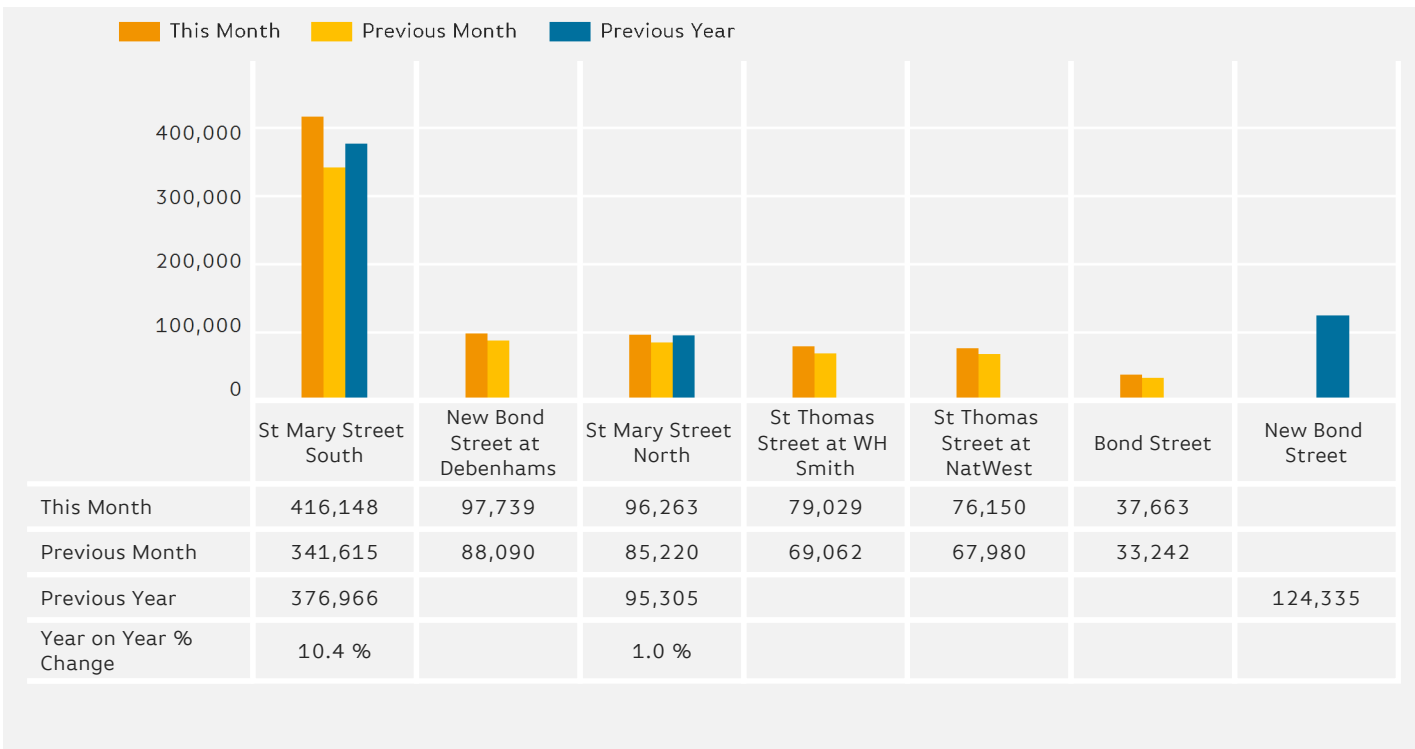
### Footfall by Week of Month

The figures shown below are calculated using weekly totals.



### Footfall Totals

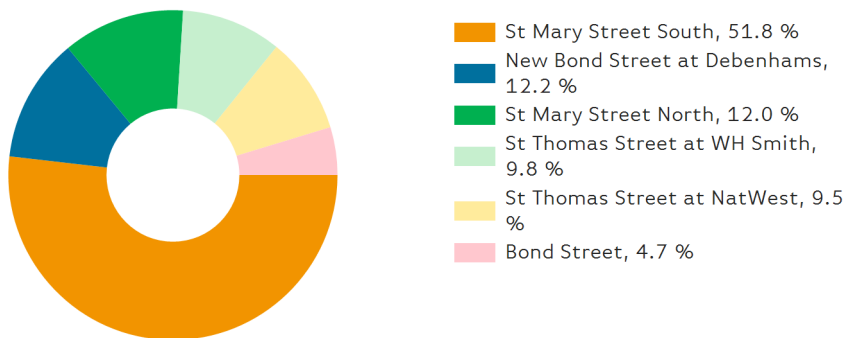
The figures shown below are calculated using weekly averages.



### Footfall Totals

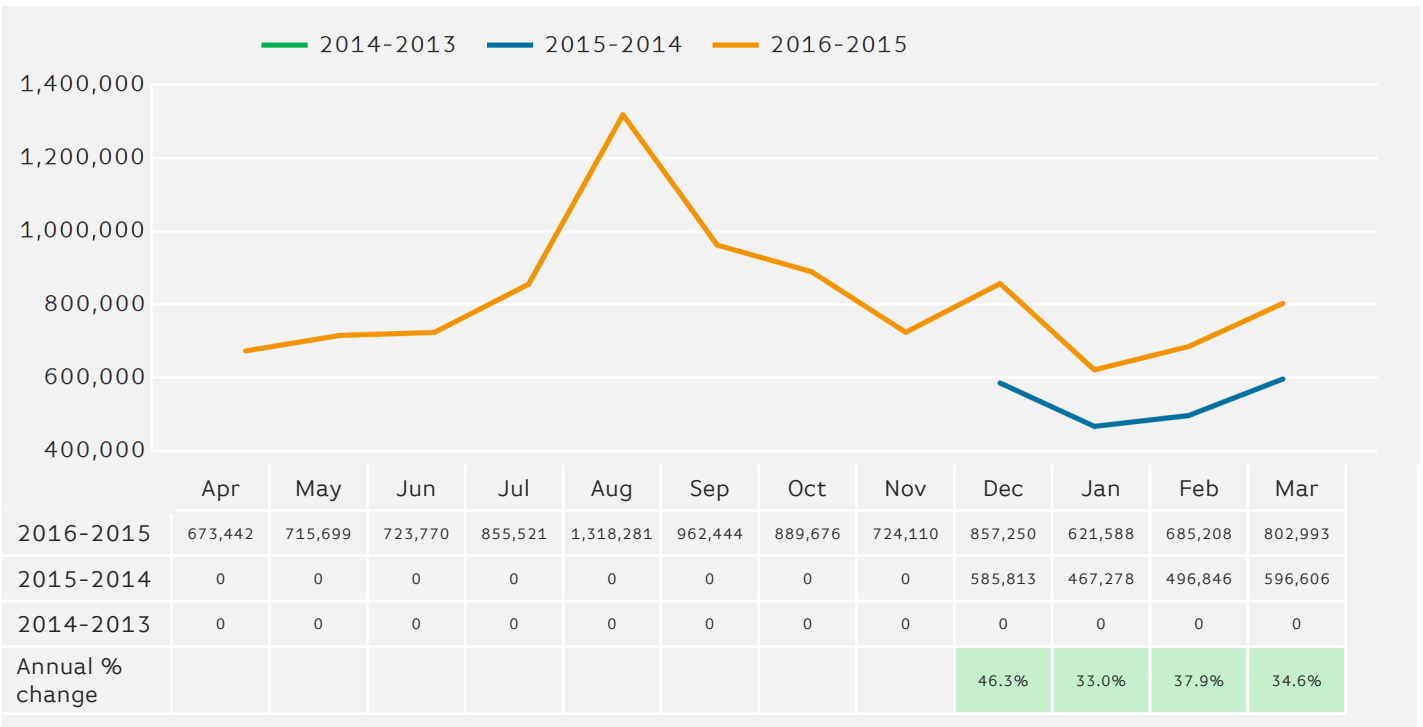
Counting By Location - Main Locations Only

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.