



**Weymouth BID**

Week 1, 2016

04/01/2016 to 10/01/2016



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	▲ 2.9 %		▲ 2.9 %		▼ -29.5 %	▼ -17.6 %
South West	▲ 0.5 %	▼ -1.9 %	▲ 0.5 %	▼ -1.9 %	▼ -9.9 %	▼ -10.7 %
High Street Index(Coastal Town)	▲ 2.6 %	▼ -4.2 %	▲ 2.6 %	▼ -4.2 %	▼ -14.6 %	▼ -15.1 %
UK	▲ 0.2 %	▼ -3.0 %	▲ 0.2 %	▼ -3.0 %	▼ -6.6 %	▼ -10.3 %

**Headlines**

The change in footfall for Weymouth BID over the last 52 weeks is 15.6% up on the previous year.

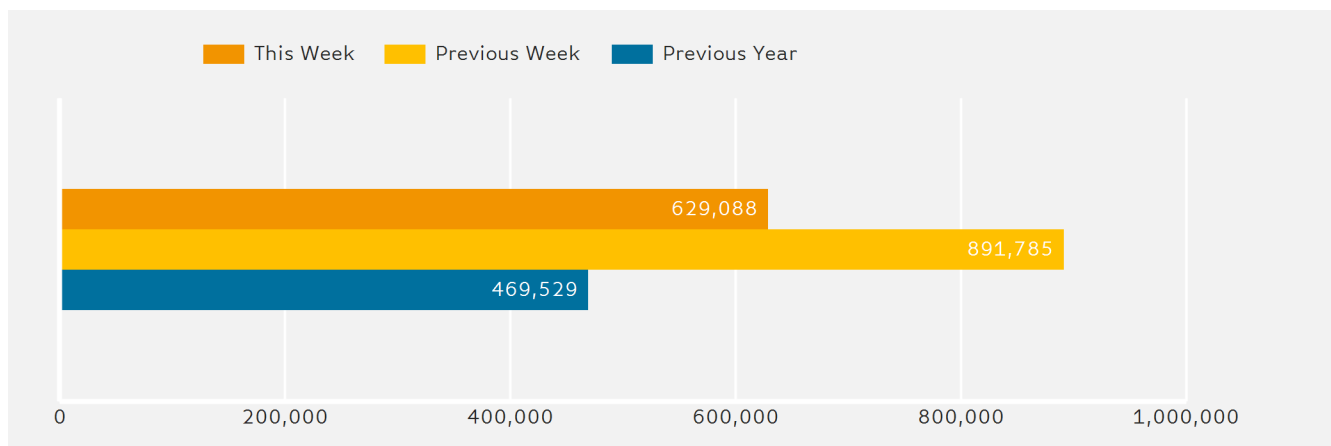
Footfall for the year to date is 2.9% up on the previous year.

Footfall week commencing 4 January 2016 was 629,088.

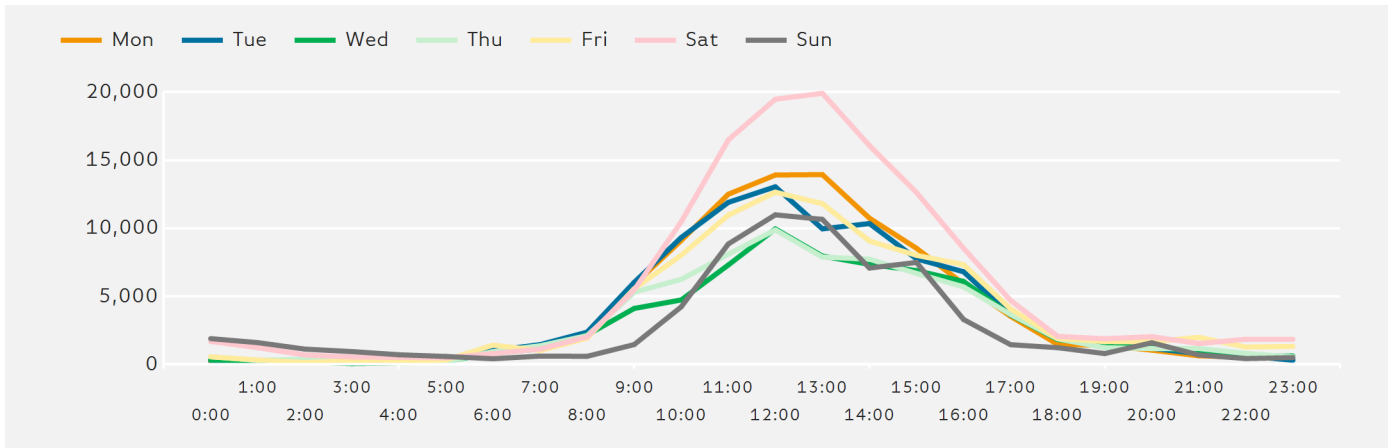
The busiest day in week commencing 4 January 2016 was Saturday with 134,224 visitors.

The peak hour of the week was 13:00 on Saturday with footfall of 19,909

**Footfall Totals by Week**



### Footfall by Hour



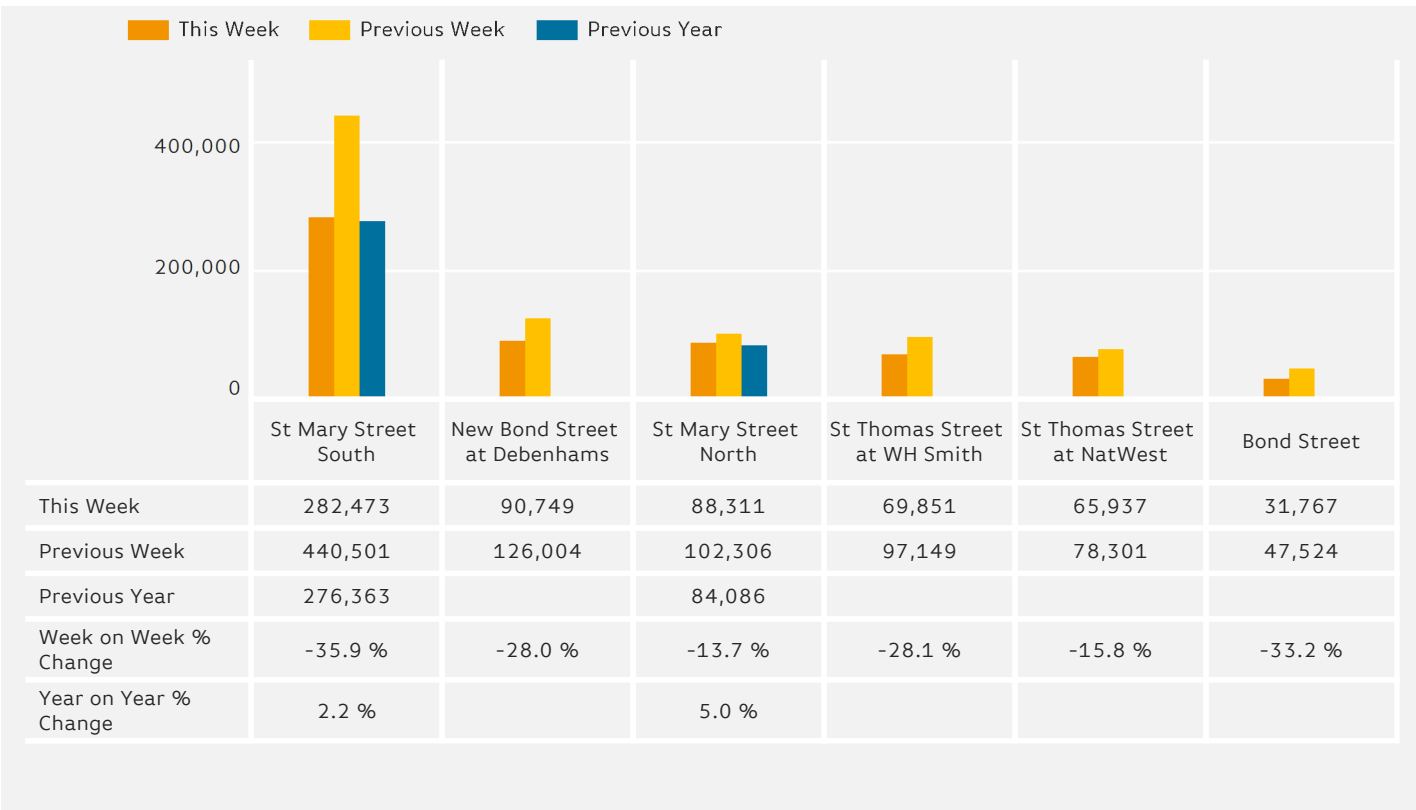
### Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	11	10	9	11	11	11	9
Previous Week	13	13	13	11	10	11	11
Previous Year	10	11	12	12	16	14	10

### Footfall by Day

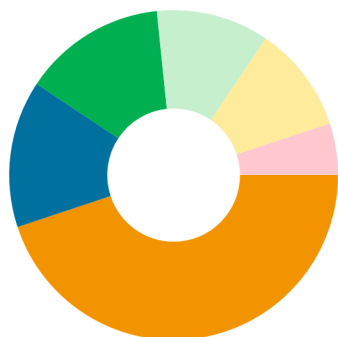
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	95,655	91,468	70,173	74,459	93,688	134,224	69,421	629,088
Previous Week	153,443	171,941	108,125	164,949	87,261	142,218	63,848	891,785
Previous Year	65,662	65,652	56,319	60,955	72,113	97,307	51,521	469,529
Week on Week % Change	-37.7 %	-46.8 %	-35.1 %	-54.9 %	7.4 %	-5.6 %	8.7 %	-29.5 %
Year on Year % Change	45.7 %	39.3 %	24.6 %	22.2 %	29.9 %	37.9 %	34.7 %	34.0 %

### Footfall Totals



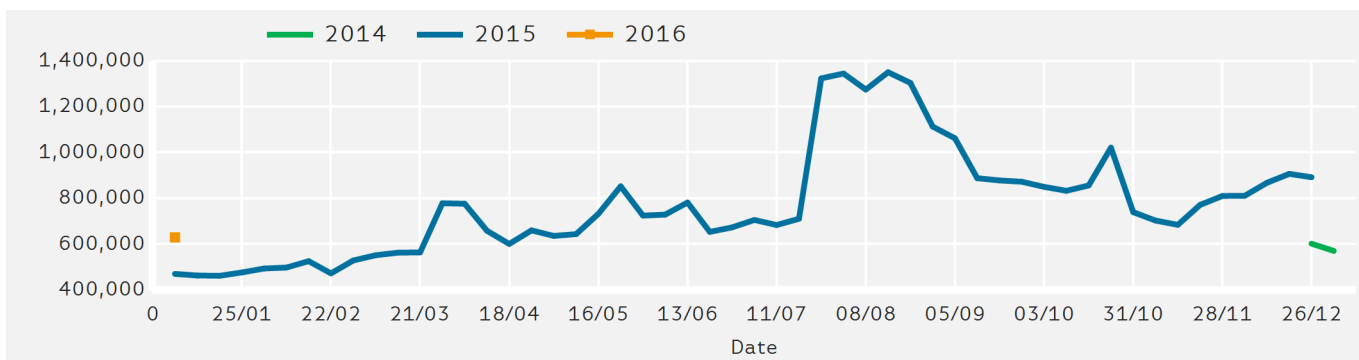
### Footfall Totals

Counting By Location - Main Locations Only



- St Mary Street South, 44.9 %
- New Bond Street at Debenhams, 14.4 %
- St Mary Street North, 14.0 %
- St Thomas Street at WH Smith, 11.1 %
- St Thomas Street at NatWest, 10.5 %
- Bond Street, 5.0 %

### 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.