



**Weymouth BID**

Week 12, 2017

20/03/2017 to 26/03/2017



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	
	2017	2016	2017	2016	2017	2016
Weymouth BID	▼ -5.9 %	▲ 8.8 %	▼ -12.6 %	▲ 26.5 %	▲ 6.4 %	▲ 22.4 %
South West	▼ -2.0 %	▲ 0.9 %	▼ -0.7 %	▲ 4.9 %	▲ 5.2 %	▲ 2.9 %
High Street Index(Coastal Town)	▼ -3.2 %	▼ -2.6 %	▼ -3.9 %	▲ 0.8 %	▲ 6.5 %	▲ 1.0 %
UK	▼ -0.3 %	▼ -2.1 %	▲ 3.7 %	▼ -3.2 %	▲ 1.3 %	▼ -0.4 %

**Headlines**

The change in footfall for Weymouth BID over the last 52 weeks is 0.6% up on the previous year.

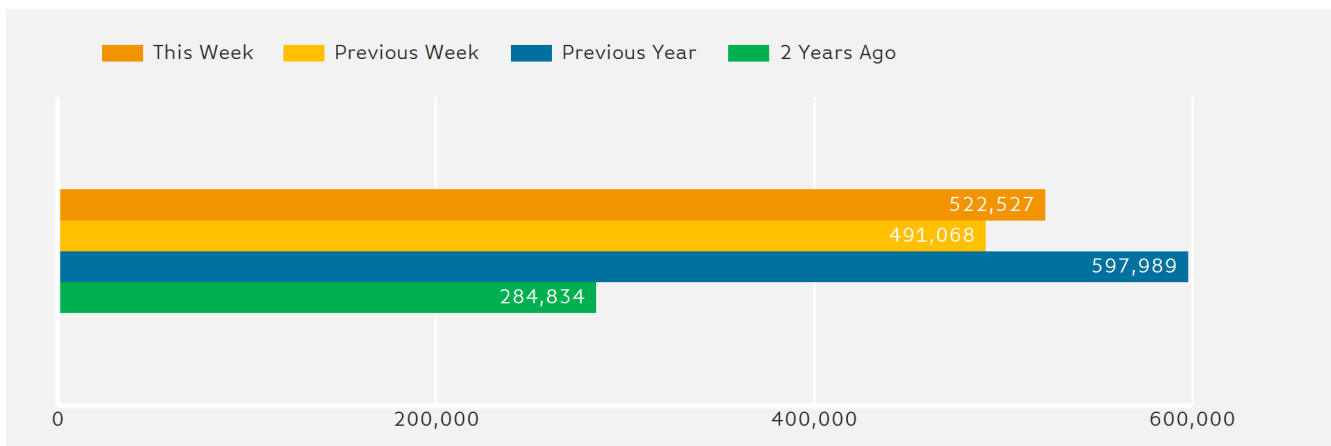
Footfall for the year to date is 5.9% down on the previous year.

The number of visitors counted for week commencing 20 March 2017 was 522,527.

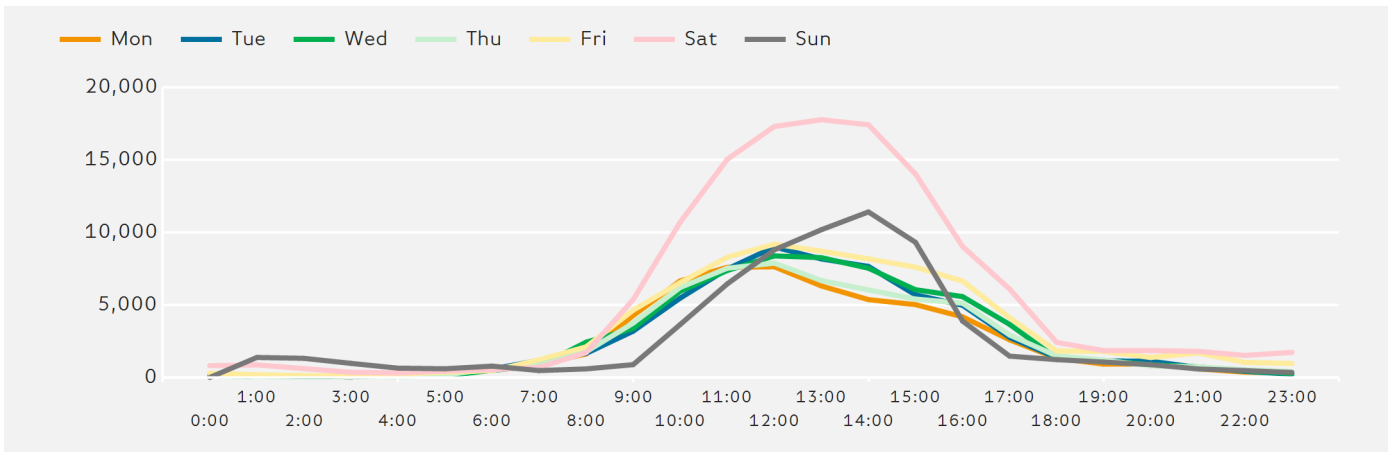
The busiest day in week commencing 20 March 2017 was Saturday with 130,180 visitors.

The peak hour of the week was 13:00 on Saturday with footfall of 17,751

**Footfall Totals by Week**



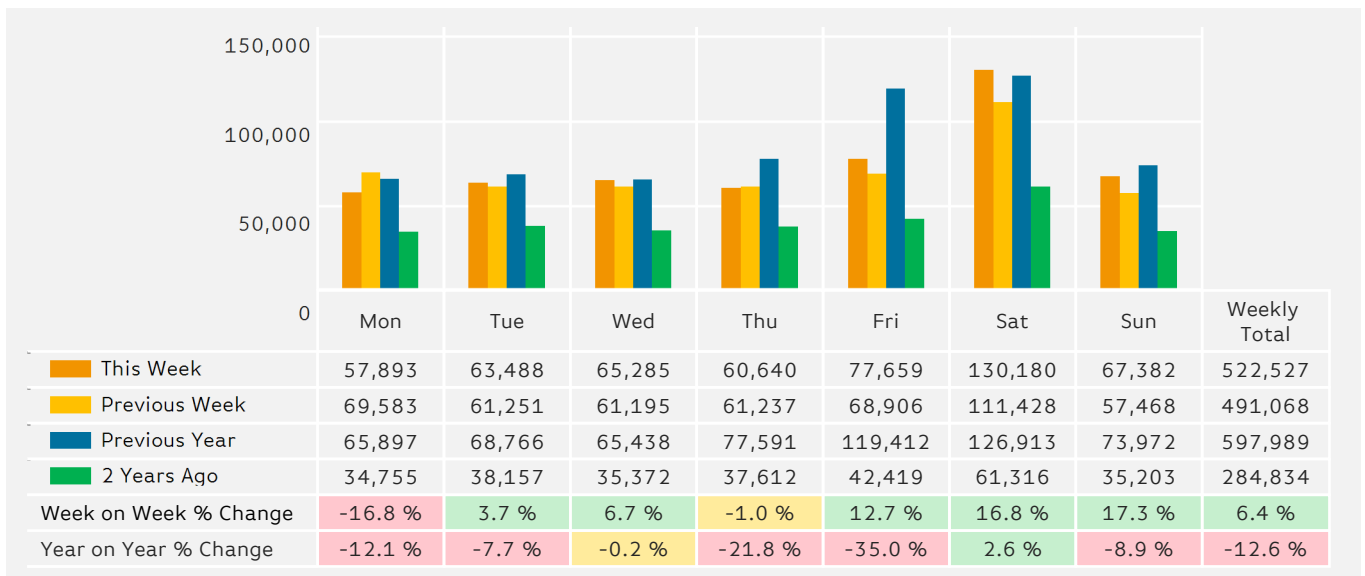
### Footfall by Hour



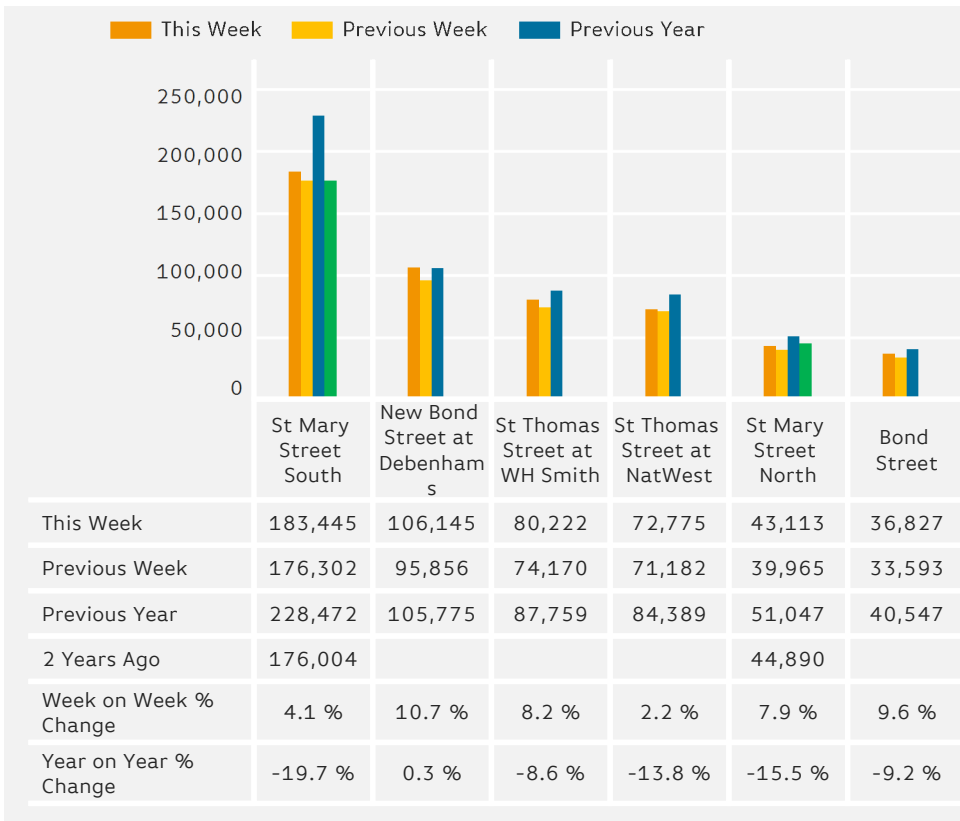
### Weather

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

### Footfall by Day



### Footfall Totals



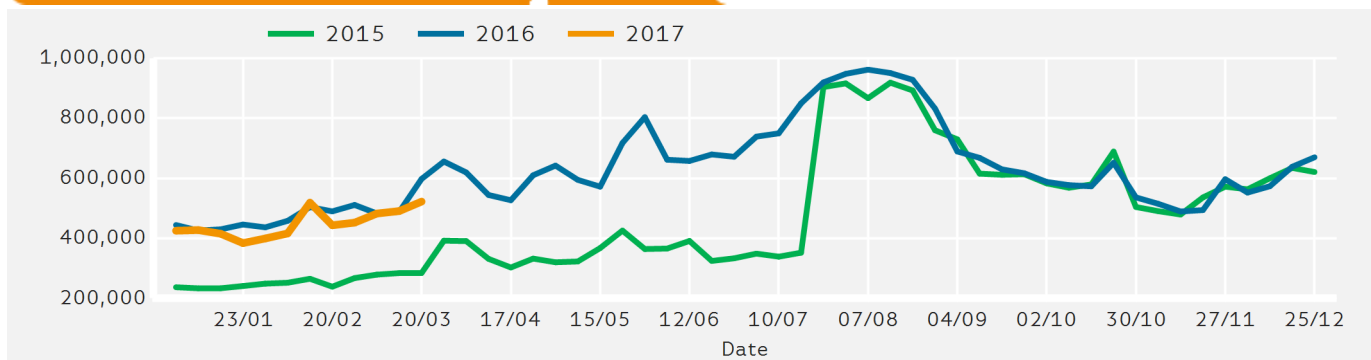
### Footfall Totals

Counting By Location - Main Locations Only



- St Mary Street South, 35.1 %
- New Bond Street at Debenhams, 20.3 %
- St Thomas Street at WH Smith, 15.4 %
- St Thomas Street at NatWest, 13.9 %
- St Mary Street North, 8.3 %
- Bond Street, 7.0 %

### 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.