



**Weymouth BID**

Week 14, 2016

04/04/2016 to 10/04/2016



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	▲ 6.1 %		▼ -7.0 %		▼ -5.9 %	▼ -0.3 %
South West	▲ 0.2 %	▼ -0.4 %	▼ -8.6 %	▲ 0.7 %	▼ -3.3 %	▲ 7.1 %
High Street Index(Coastal Town)	▼ -3.1 %	▼ -0.9 %	▼ -11.7 %	▲ 4.4 %	▲ 1.1 %	▲ 12.9 %
UK	▼ -2.6 %	▼ -1.1 %	▼ -7.3 %	▲ 2.2 %	▲ 1.2 %	▲ 7.1 %

**Headlines**

The change in footfall for Weymouth BID over the last 52 weeks is 8.2% up on the previous year.

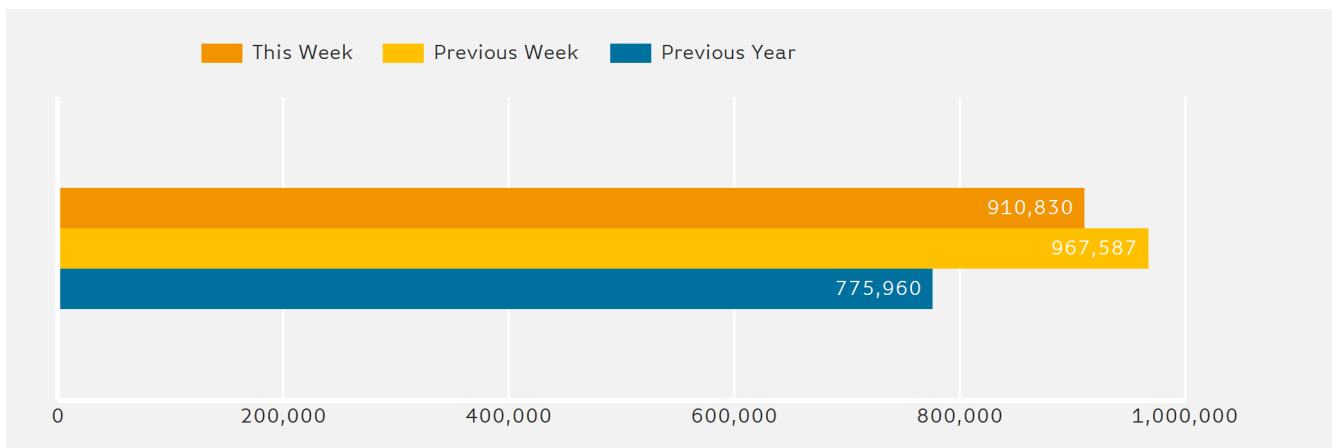
Footfall for the year to date is 6.1% up on the previous year.

Footfall week commencing 4 April 2016 was 910,830.

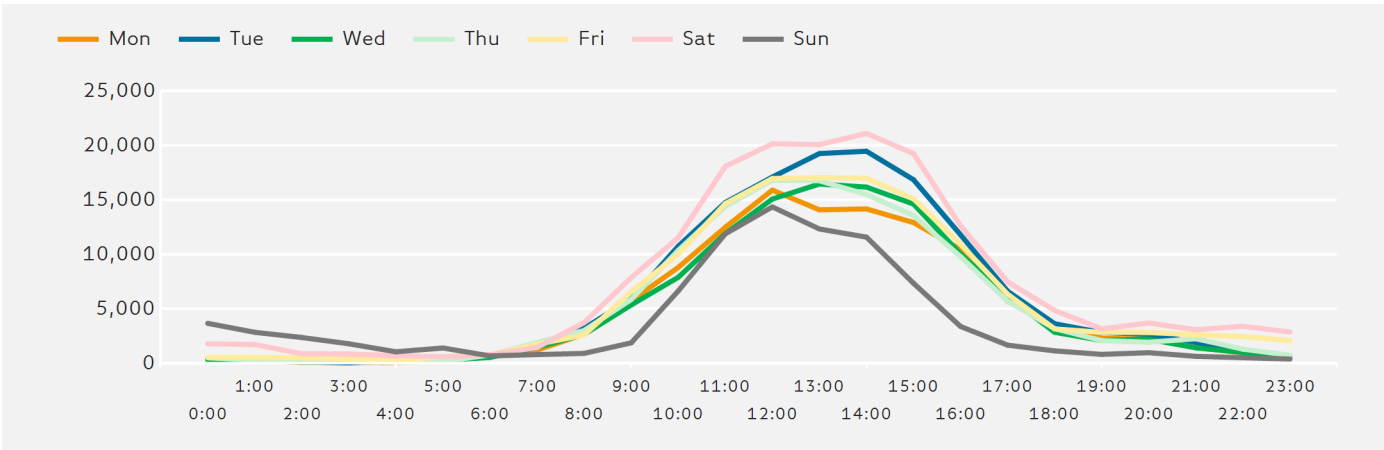
The busiest day in week commencing 4 April 2016 was Saturday with 172,225 visitors.

The peak hour of the week was 14:00 on Saturday with footfall of 21,115

**Footfall Totals by Week**



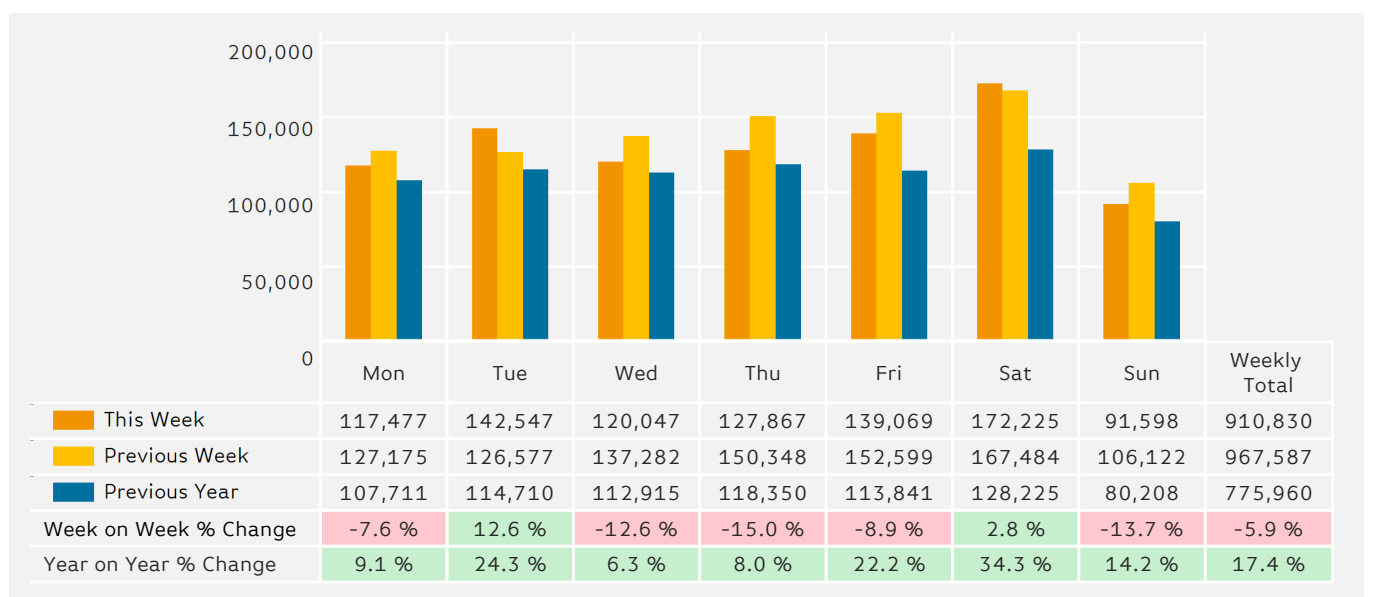
### Footfall by Hour



### Weather

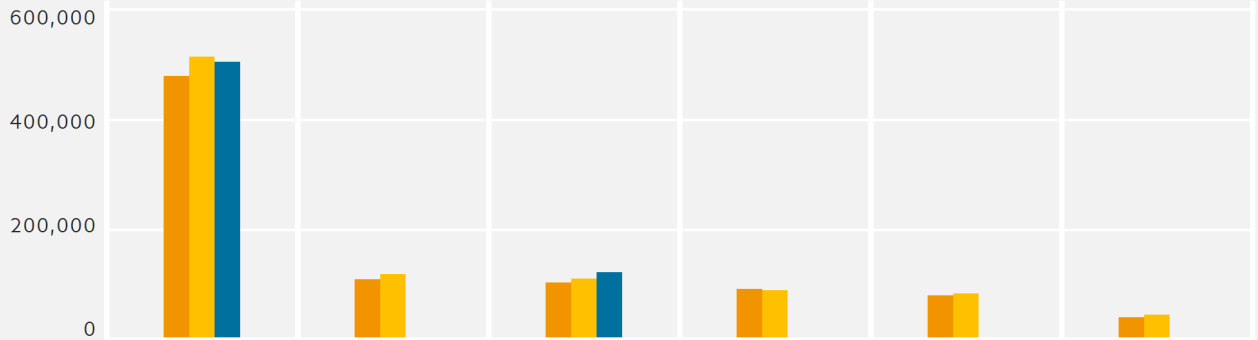
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	12	13	12	11	12	9	11
Previous Week	10	11	11	12	11	13	14
Previous Year	18	17	17	18	18	12	15

### Footfall by Day



### Footfall Totals

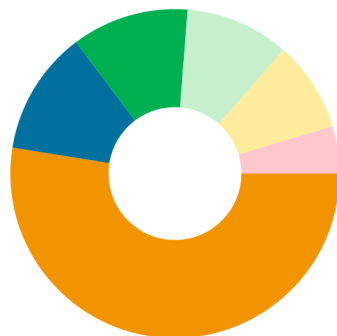
■ This Week
 ■ Previous Week
 ■ Previous Year



	St Mary Street South	New Bond Street at Debenhams	St Mary Street North	St Thomas Street at WH Smith	St Thomas Street at NatWest	Bond Street
This Week	478,484	111,108	104,750	93,156	81,064	42,268
Previous Week	513,517	119,496	111,991	91,383	84,758	46,442
Previous Year	504,198		123,186			
Week on Week % Change	-6.8 %	-7.0 %	-6.5 %	1.9 %	-4.4 %	-9.0 %
Year on Year % Change	-5.1 %		-15.0 %			

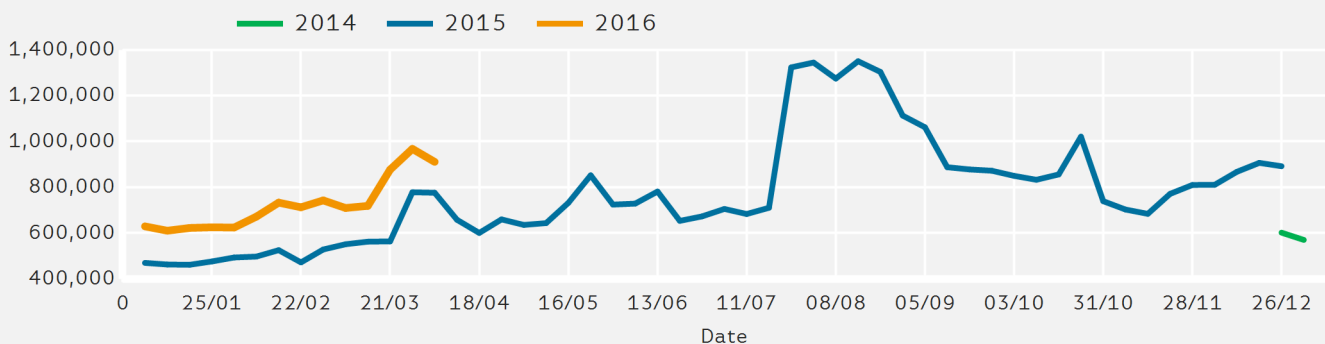
### Footfall Totals

Counting By Location - Main Locations Only



- St Mary Street South, 52.5 %
- New Bond Street at Debenhams, 12.2 %
- St Mary Street North, 11.5 %
- St Thomas Street at WH Smith, 10.2 %
- St Thomas Street at NatWest, 8.9 %
- Bond Street, 4.6 %

### 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.