



**Weymouth BID**

Week 15, 2016

11/04/2016 to 17/04/2016



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	▲ 5.3 %		▼ -5.0 %		▼ -12.1 %	▼ -15.1 %
South West	▼ -0.3 %	▼ -0.6 %	▼ -7.5 %	▼ -4.2 %	▼ -4.9 %	▼ -5.0 %
High Street Index(Coastal Town)	▼ -3.5 %	▼ -1.3 %	▼ -9.9 %	▼ -6.6 %	▼ -3.7 %	▼ -4.0 %
UK	▼ -2.8 %	▼ -1.2 %	▼ -6.7 %	▼ -2.3 %	▼ -1.9 %	▼ -2.9 %

**Headlines**

The change in footfall for Weymouth BID over the last 52 weeks is 7.2% up on the previous year.

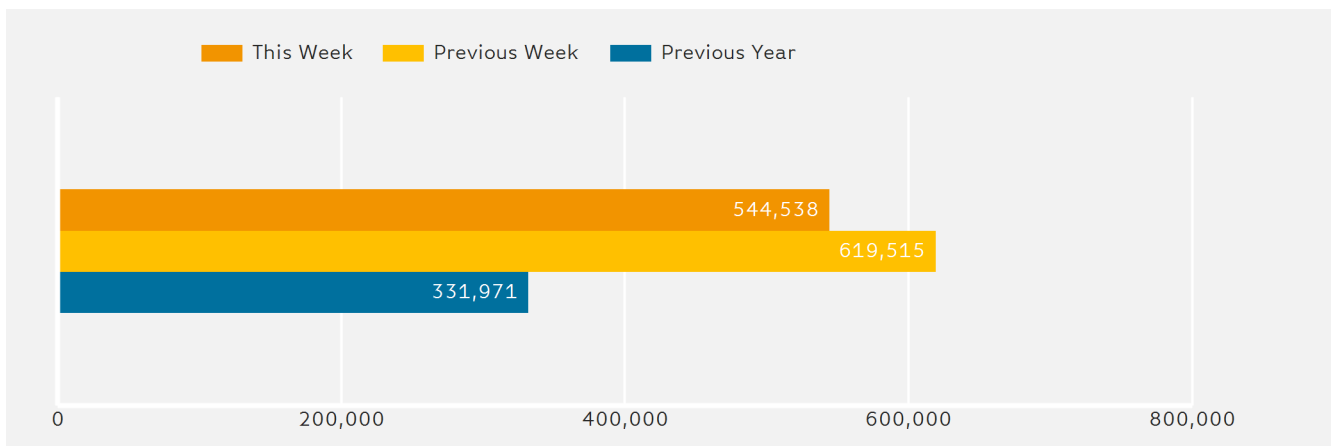
Footfall for the year to date is 5.3% up on the previous year.

The number of visitors counted for week commencing 11 April 2016 was 544,538.

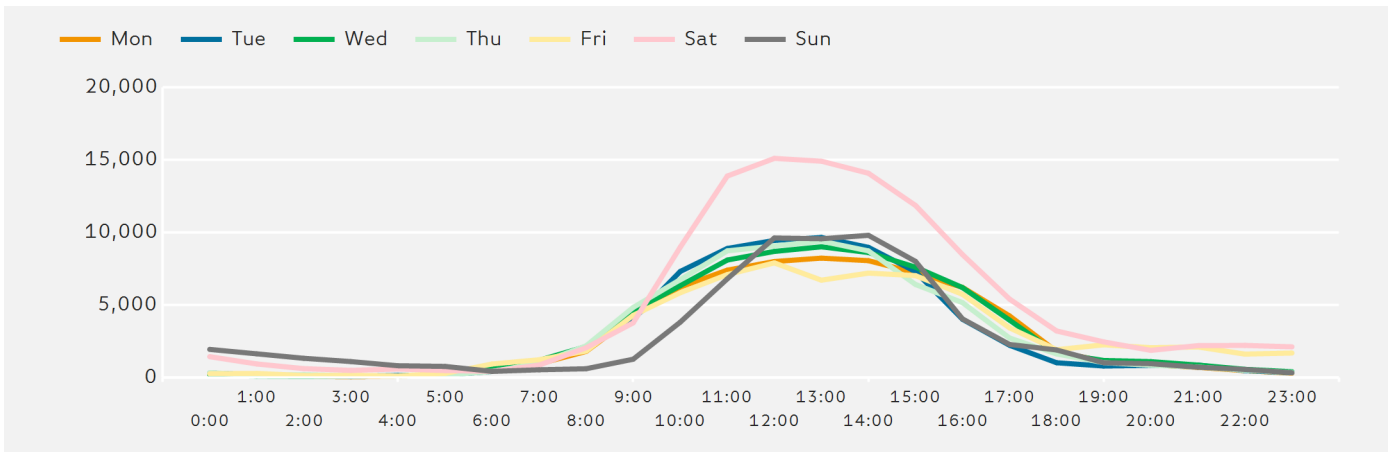
The busiest day in week commencing 11 April 2016 was Saturday with 118,269 visitors.

The peak hour of the week was 12:00 on Saturday with footfall of 15,089

**Footfall Totals by Week**



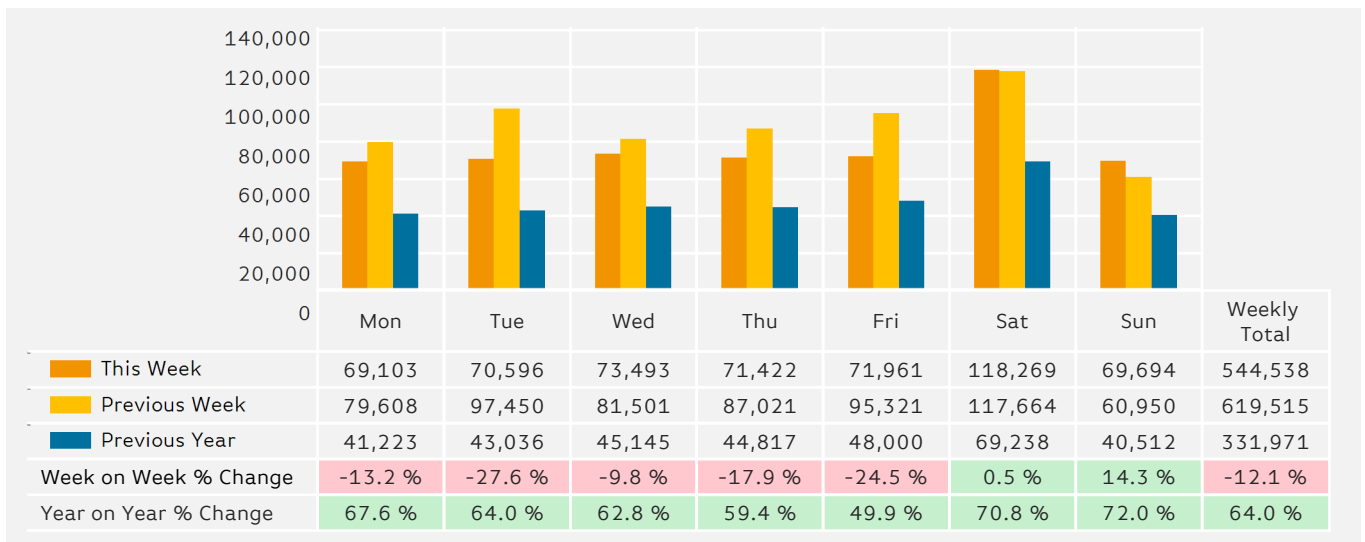
### Footfall by Hour



### Weather

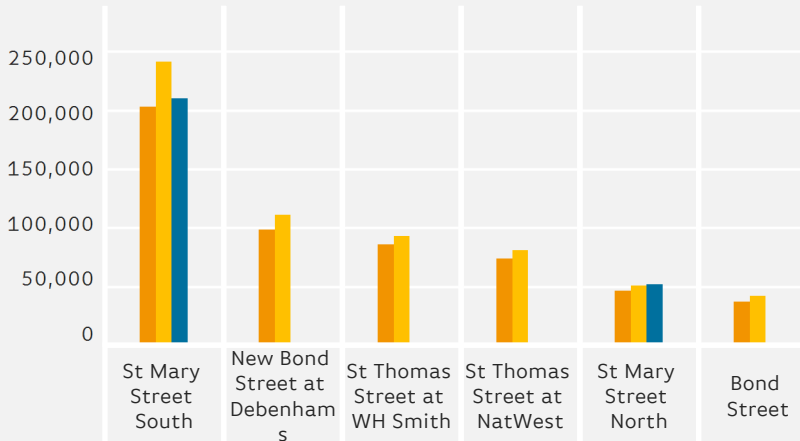
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	13	15	16	15	12	10	11
Previous Week	12	13	12	11	12	9	12
Previous Year	16	19	19	20	15	16	12

### Footfall by Day



### Footfall Totals

■ This Week
 ■ Previous Week
 ■ Previous Year



	St Mary Street South	New Bond Street at Debenhams	St Thomas Street at WH Smith	St Thomas Street at NatWest	St Mary Street North	Bond Street
This Week	202,768	98,350	85,916	73,681	46,462	37,361
Previous Week	241,230	111,108	93,156	81,064	50,689	42,268
Previous Year	210,108				52,193	
Week on Week % Change	-15.9 %	-11.5 %	-7.8 %	-9.1 %	-8.3 %	-11.6 %
Year on Year % Change	-3.5 %				-11.0 %	

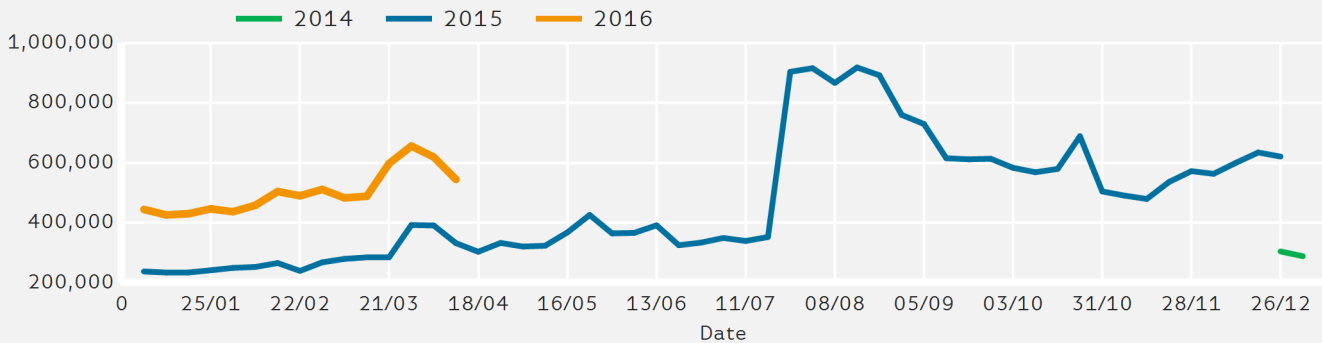
### Footfall Totals

Counting By Location - Main Locations Only



- St Mary Street South, 37.2 %
- New Bond Street at Debenhams, 18.1 %
- St Thomas Street at WH Smith, 15.8 %
- St Thomas Street at NatWest, 13.5 %
- St Mary Street North, 8.5 %
- Bond Street, 6.9 %

### 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.