



Weymouth BID

Week 17, 2016

25/04/2016 to 01/05/2016



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	▲ 4.9 %		▲ 5.5 %		▲ 15.9 %	▲ 9.9 %
South West	▼ -0.6 %	▼ -1.1 %	▼ -1.2 %	▼ -8.9 %	▲ 5.6 %	▲ 1.9 %
High Street Index(Coastal Town)	▼ -3.4 %	▼ -1.8 %	▼ -2.2 %	▼ -10.1 %	▲ 0.1 %	▼ -1.3 %
UK	▼ -2.8 %	▼ -1.0 %	▼ -1.3 %	▼ -5.6 %	▲ 1.2 %	▼ -1.7 %

Headlines

The change in footfall for Weymouth BID over the last 52 weeks is 6.8% up on the previous year.

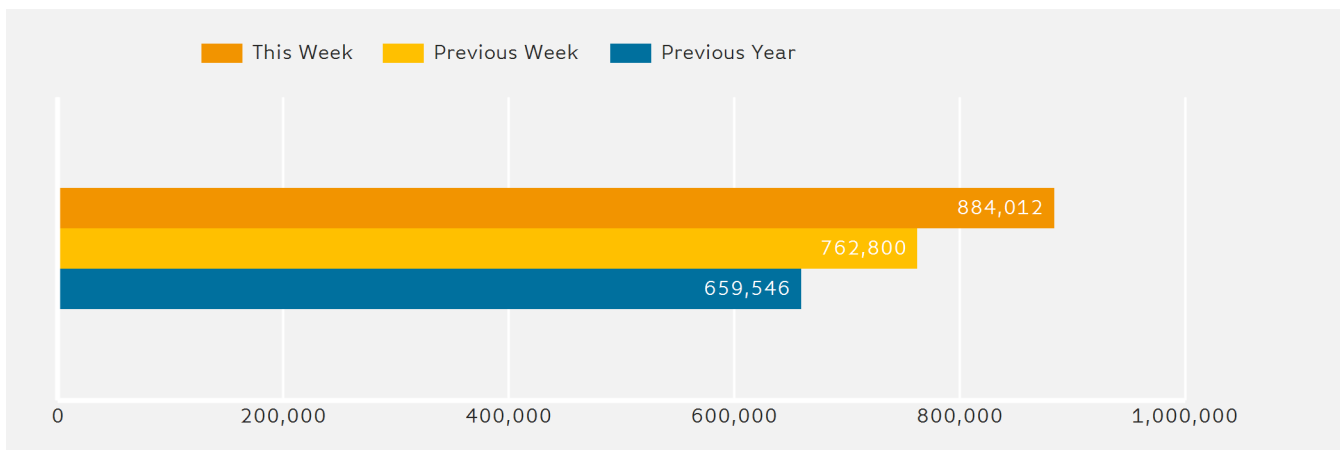
Footfall for the year to date is 4.9% up on the previous year.

Footfall week commencing 25 April 2016 was 884,012.

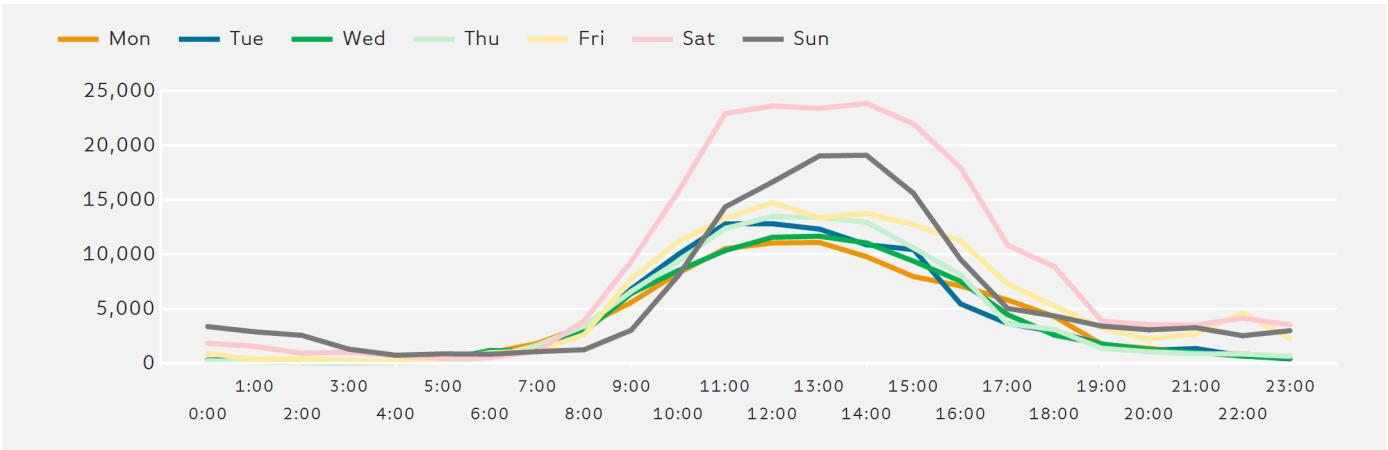
The busiest day in week commencing 25 April 2016 was Saturday with 209,646 visitors.

The peak hour of the week was 14:00 on Saturday with footfall of 23,866

Footfall Totals by Week



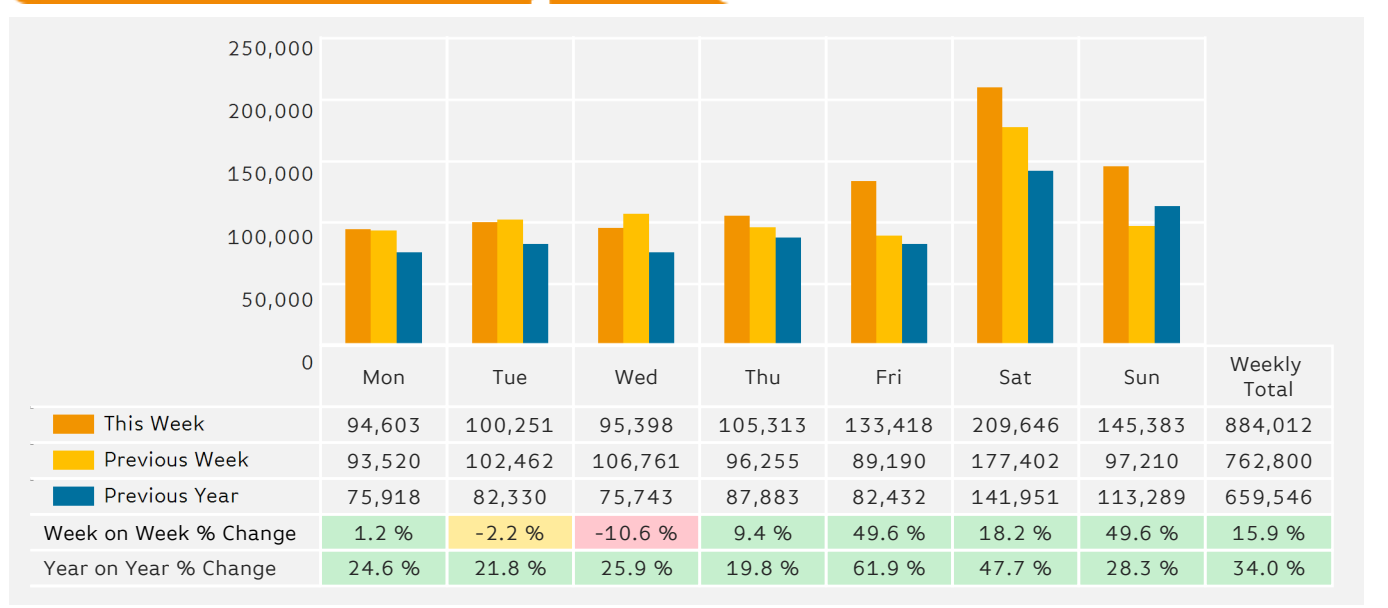
Footfall by Hour



Weather

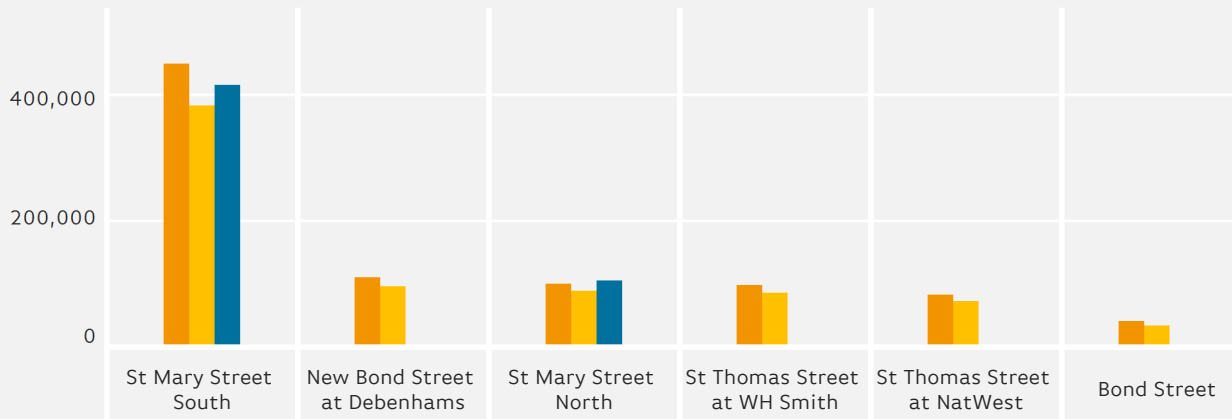
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	12	10	9	10	10	12	13
Previous Week	11	15	16	17	12	12	13
Previous Year	11	12	12	14	12	13	17

Footfall by Day



Footfall Totals

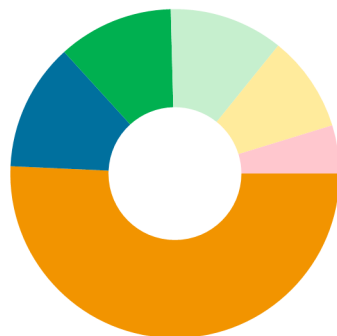
■ This Week
 ■ Previous Week
 ■ Previous Year



	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	448,351	110,821	100,229	99,038	83,661	41,912
Previous Week	382,203	96,463	89,941	86,110	73,126	34,957
Previous Year	414,728		105,268			
Week on Week % Change	17.3 %	14.9 %	11.4 %	15.0 %	14.4 %	19.9 %
Year on Year % Change	8.1 %		-4.8 %			

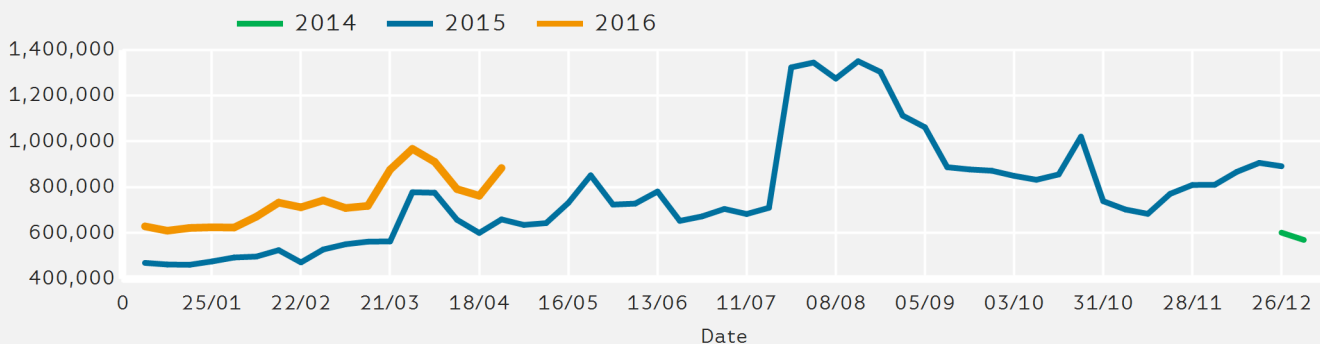
Footfall Totals

Counting By Location - Main Locations Only



- St Mary Street South, 50.7 %
- New Bond Street at Debenhams, 12.5 %
- St Mary Street North, 11.3 %
- St Thomas Street at WH Smith, 11.2 %
- St Thomas Street at NatWest, 9.5 %
- Bond Street, 4.7 %

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.