



**Weymouth BID**

Week 20, 2016

16/05/2016 to 22/05/2016



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	▲ 4.6 %		▼ -9.0 %		▼ -3.2 %	▲ 13.8 %
South West	▼ -0.5 %	▼ -1.5 %	▼ -6.5 %	▼ -2.7 %	▼ -3.0 %	▲ 2.0 %
High Street Index(Coastal Town)	▼ -2.9 %	▼ -1.9 %	▼ -7.1 %	▼ -1.0 %	▼ -5.8 %	▼ -1.3 %
UK	▼ -2.1 %	▼ -1.2 %	▼ -1.3 %	▼ -1.3 %	▼ -3.3 %	▼ -1.7 %

**Headlines**

The change in footfall for Weymouth BID over the last 52 weeks is 6.2% up on the previous year.

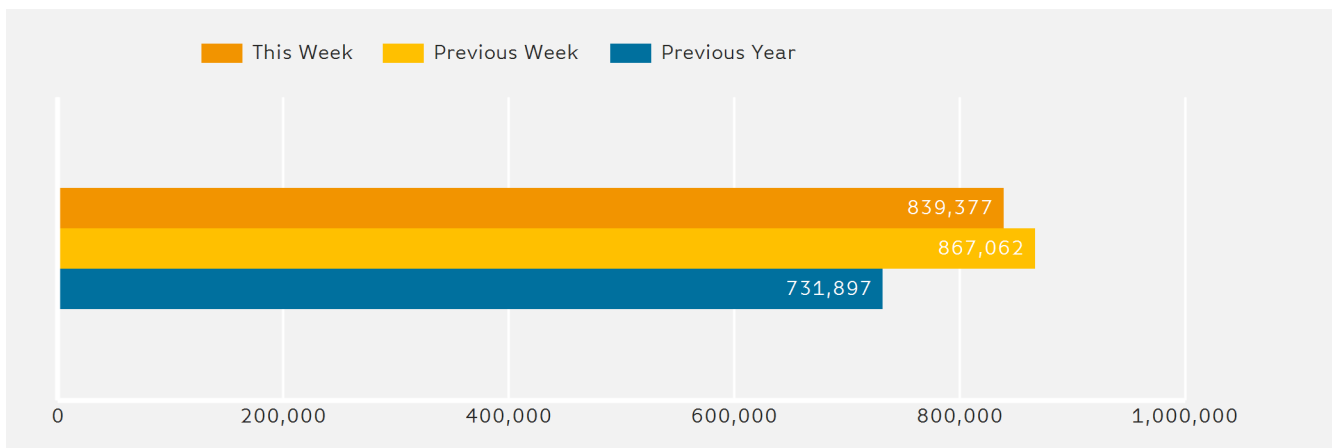
Footfall for the year to date is 4.6% up on the previous year.

Footfall week commencing 16 May 2016 was 839,377.

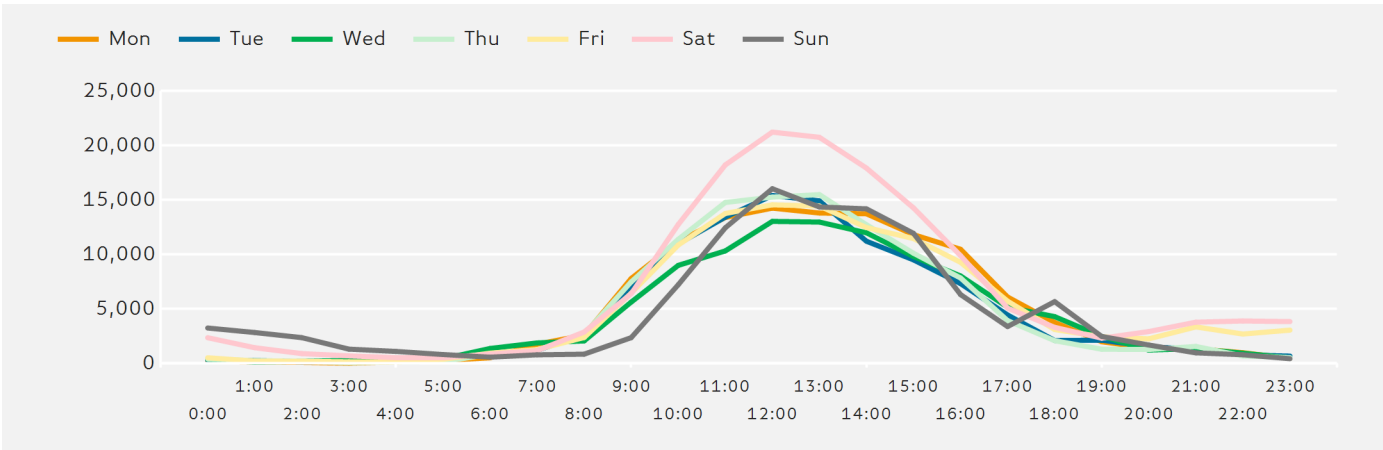
The busiest day in week commencing 16 May 2016 was Saturday with 158,190 visitors.

The peak hour of the week was 12:00 on Saturday with footfall of 21,235

**Footfall Totals by Week**



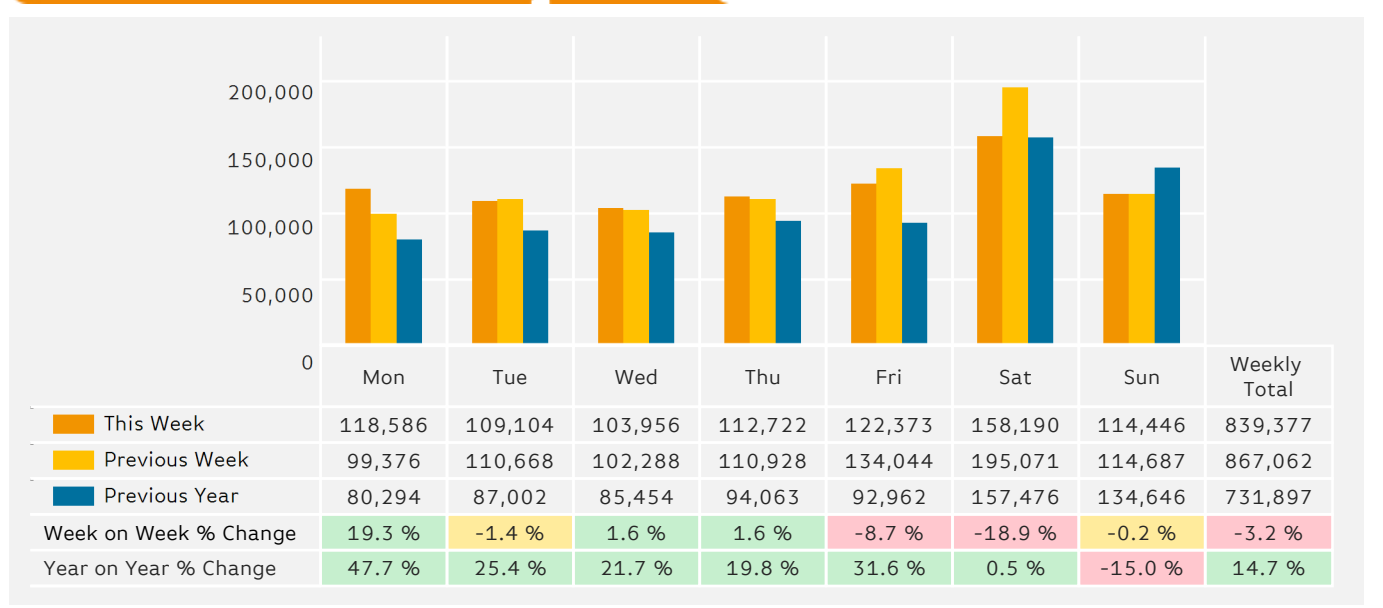
### Footfall by Hour



### Weather

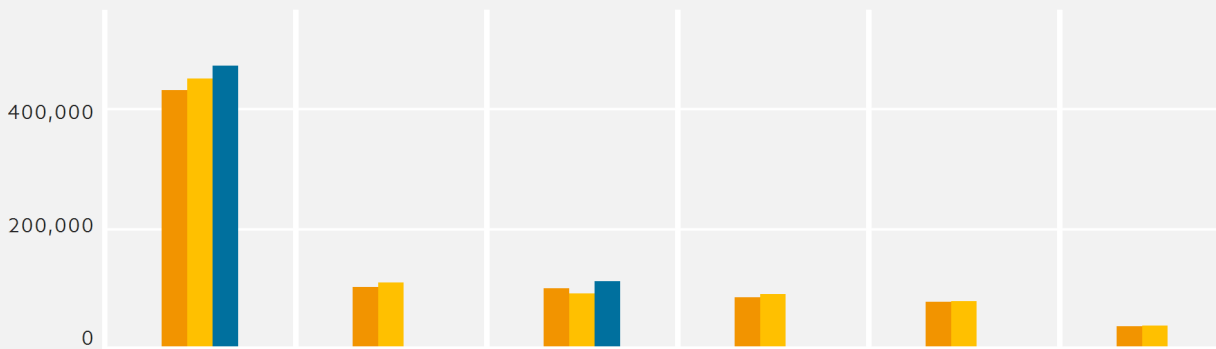
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	18	14	15	16	14	14	14
Previous Week	20	18	17	22	19	15	17
Previous Year	13	14	14	18	19	21	17

### Footfall by Day



### Footfall Totals

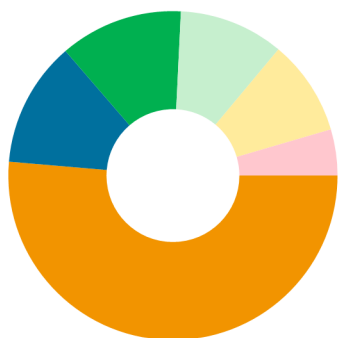
■ This Week
 ■ Previous Week
 ■ Previous Year



	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	431,028	103,460	101,532	86,443	78,854	38,060
Previous Week	450,146	111,627	93,047	92,330	80,506	39,406
Previous Year	471,505		113,643			
Week on Week % Change	-4.2 %	-7.3 %	9.1 %	-6.4 %	-2.1 %	-3.4 %
Year on Year % Change	-8.6 %		-10.7 %			

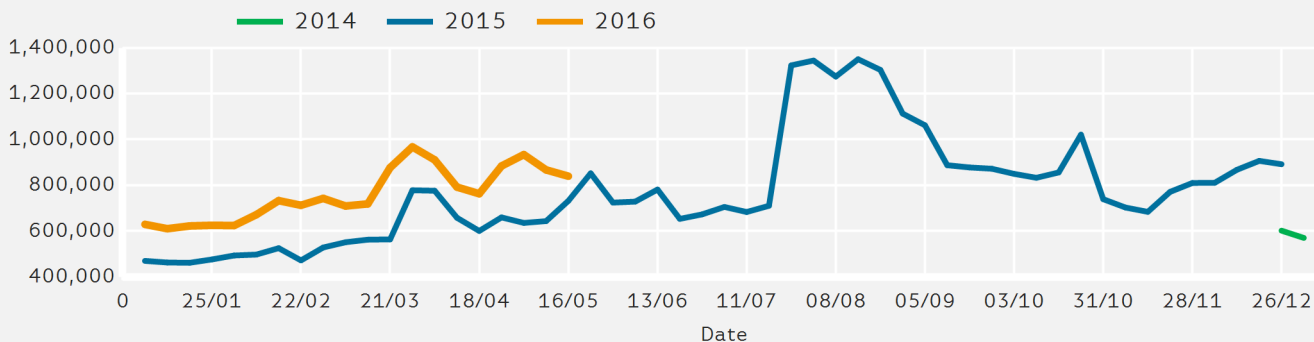
### Footfall Totals

Counting By Location - Main Locations Only



- St Mary Street South, 51.4 %
- New Bond Street at Debenhams, 12.3 %
- St Mary Street North, 12.1 %
- St Thomas Street at WH Smith, 10.3 %
- St Thomas Street at NatWest, 9.4 %
- Bond Street, 4.5 %

### 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.