



**Weymouth BID**

Week 22, 2016

30/05/2016 to 05/06/2016



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	▲ 5.7 %		▲ 34.3 %		▲ 13.4 %	▼ -15.0 %
South West	▼ -0.2 %	▼ -1.7 %	▲ 7.3 %	▼ -3.2 %	▲ 2.3 %	▼ -1.3 %
High Street Index(Coastal Town)	▼ -2.6 %	▼ -1.9 %	▲ 3.9 %	▼ -1.7 %	▲ 2.2 %	▼ -4.2 %
UK	▼ -2.1 %	▼ -1.2 %	▼ -3.5 %	▼ -1.2 %	▼ -3.5 %	▼ -1.0 %

**Headlines**

The change in footfall for Weymouth BID over the last 52 weeks is 7% up on the previous year.

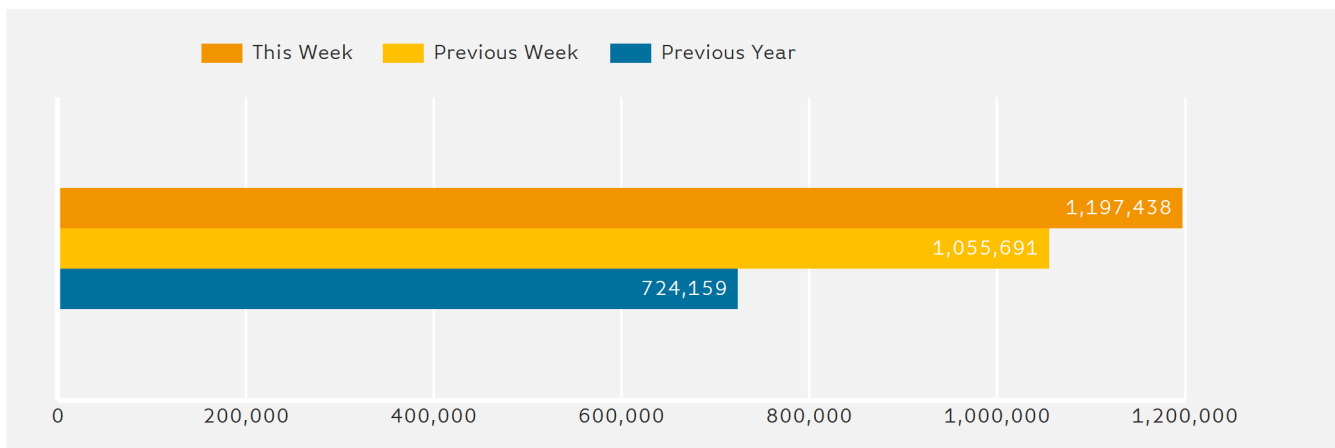
Footfall for the year to date is 5.7% up on the previous year.

Footfall week commencing 30 May 2016 was 1,197,438.

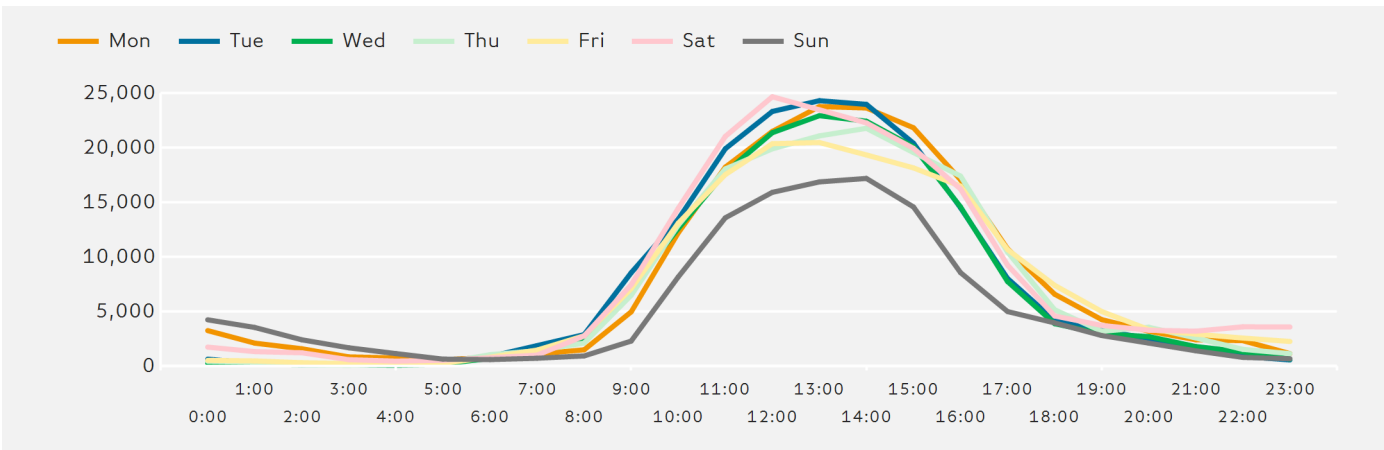
The busiest day in week commencing 30 May 2016 was Saturday with 191,619 visitors.

The peak hour of the week was 12:00 on Saturday with footfall of 24,682

**Footfall Totals by Week**



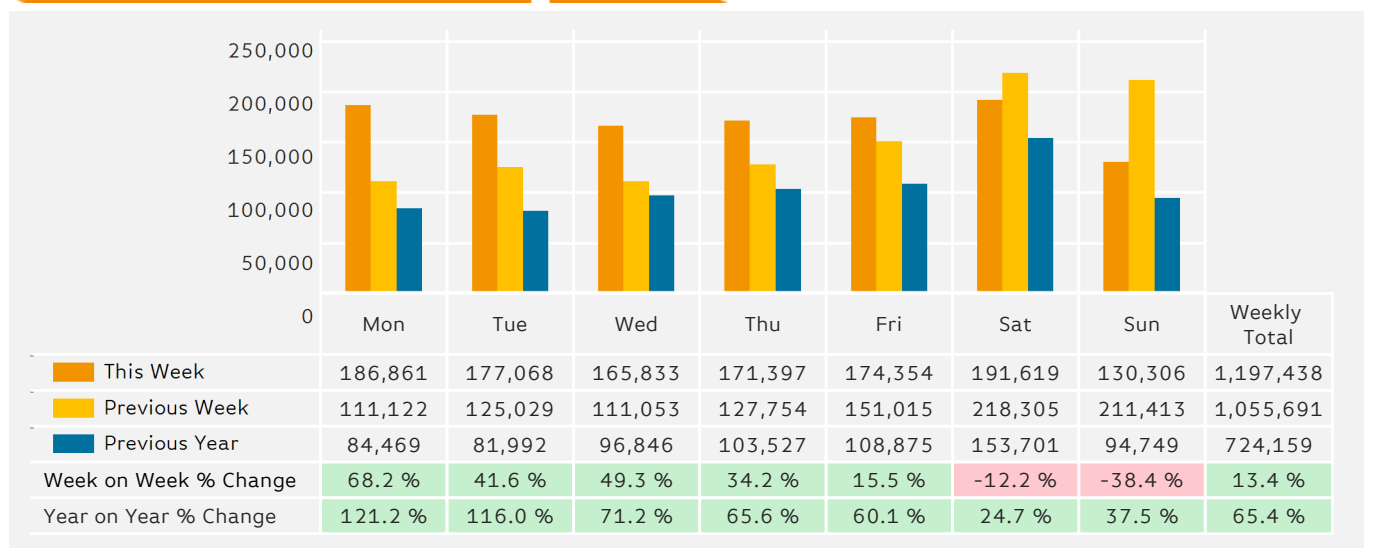
### Footfall by Hour



### Weather

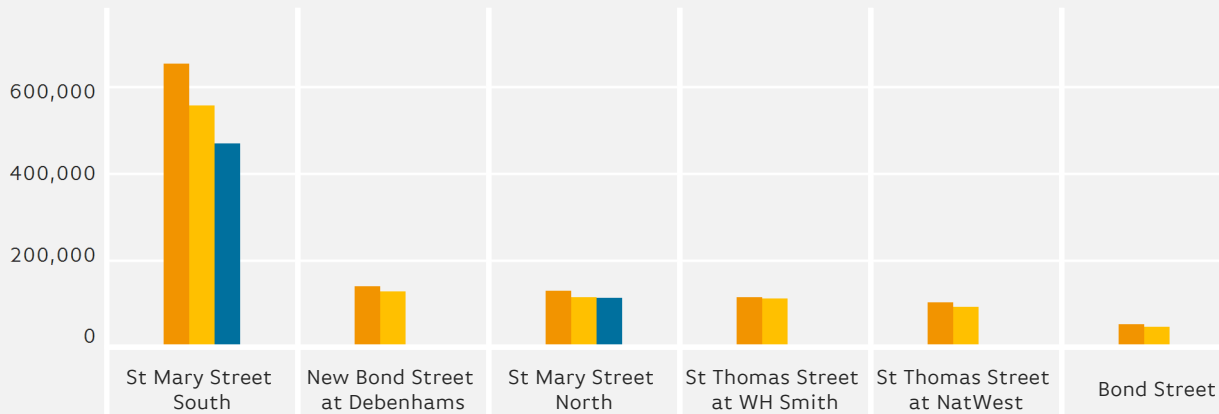
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	20	19	17	17	18	17	20
Previous Week	16	18	13	17	17	18	21
Previous Year	14	18	17	20	20	17	19

### Footfall by Day



### Footfall Totals

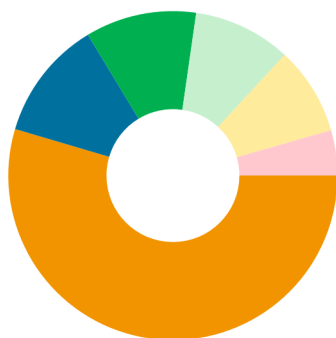
■ This Week
 ■ Previous Week
 ■ Previous Year



	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	653,427	141,133	130,613	115,166	103,861	53,238
Previous Week	557,280	128,506	116,352	112,132	93,945	47,476
Previous Year	470,520		113,465			
Week on Week % Change	17.3 %	9.8 %	12.3 %	2.7 %	10.6 %	12.1 %
Year on Year % Change	38.9 %		15.1 %			

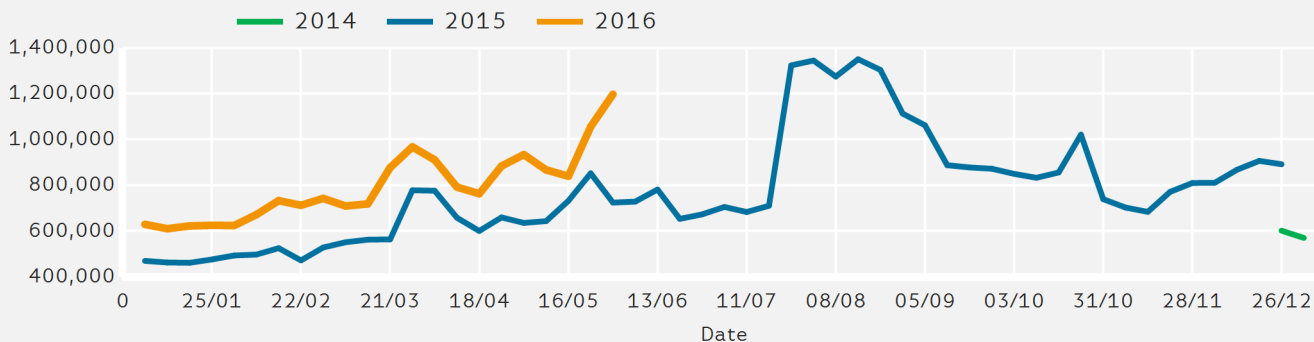
### Footfall Totals

Counting By Location - Main Locations Only



- St Mary Street South, 54.6 %
- New Bond Street at Debenhams, 11.8 %
- St Mary Street North, 10.9 %
- St Thomas Street at WH Smith, 9.6 %
- St Thomas Street at NatWest, 8.7 %
- Bond Street, 4.4 %

### 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.