



**Weymouth BID**

Week 25, 2016

20/06/2016 to 26/06/2016



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	▲ 4.9 %		▼ -4.4 %		▲ 2.1 %	▼ -8.8 %
South West	▼ -0.8 %	▼ -1.9 %	▼ -7.1 %	▼ -2.9 %	▲ 1.1 %	▼ -3.2 %
High Street Index(Coastal Town)	▼ -3.1 %	▼ -2.3 %	▼ -6.8 %	▼ -5.5 %	▲ 4.3 %	▼ -1.5 %
UK	▼ -2.3 %	▼ -1.5 %	▼ -6.0 %	▼ -1.3 %	▲ 1.0 %	▲ 2.3 %

**Headlines**

The change in footfall for Weymouth BID over the last 52 weeks is 6.1% up on the previous year.

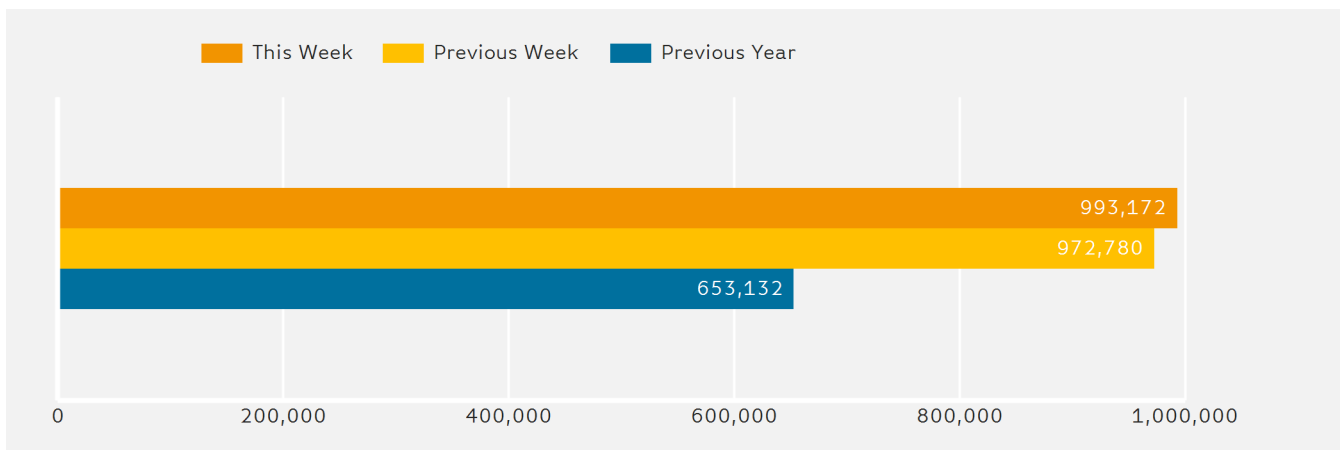
Footfall for the year to date is 4.9% up on the previous year.

Footfall week commencing 20 June 2016 was 993,172.

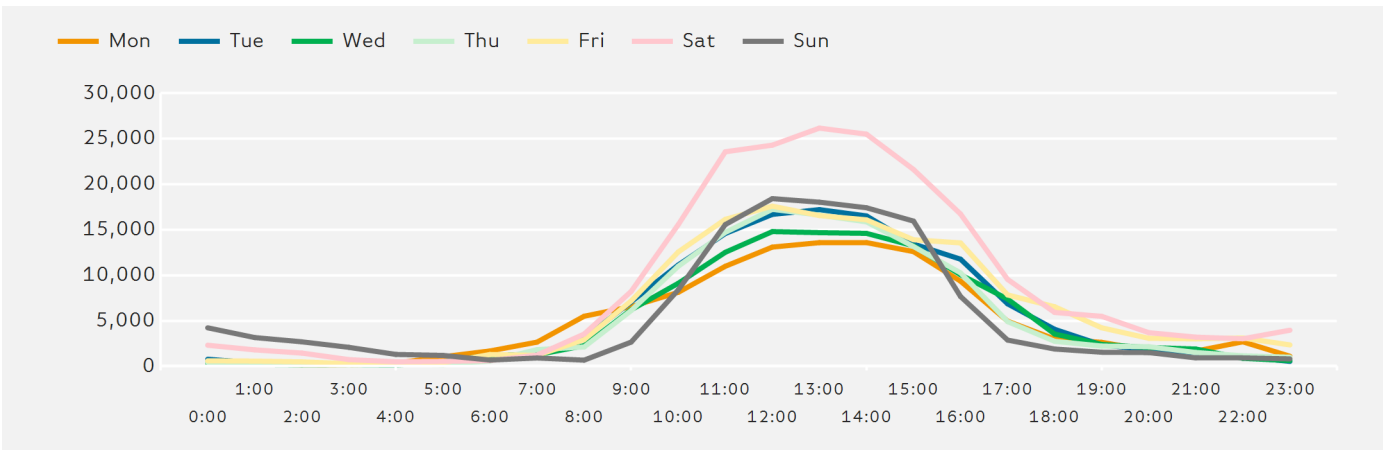
The busiest day in week commencing 20 June 2016 was Saturday with 209,419 visitors.

The peak hour of the week was 13:00 on Saturday with footfall of 26,173

**Footfall Totals by Week**



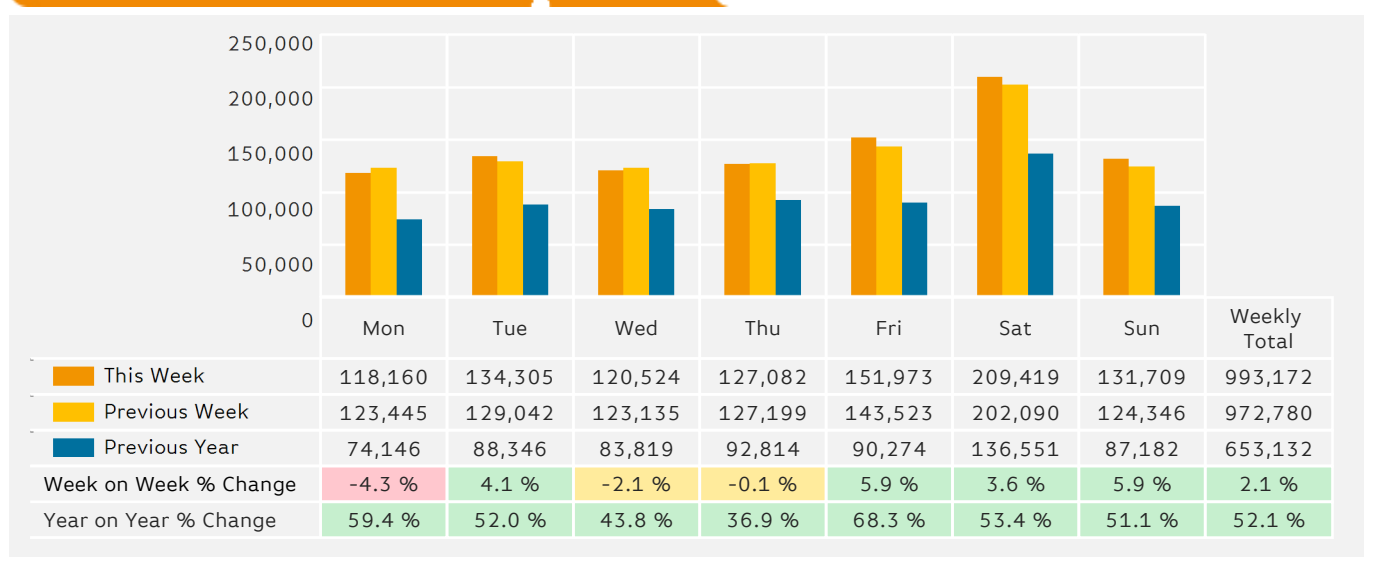
### Footfall by Hour



### Weather

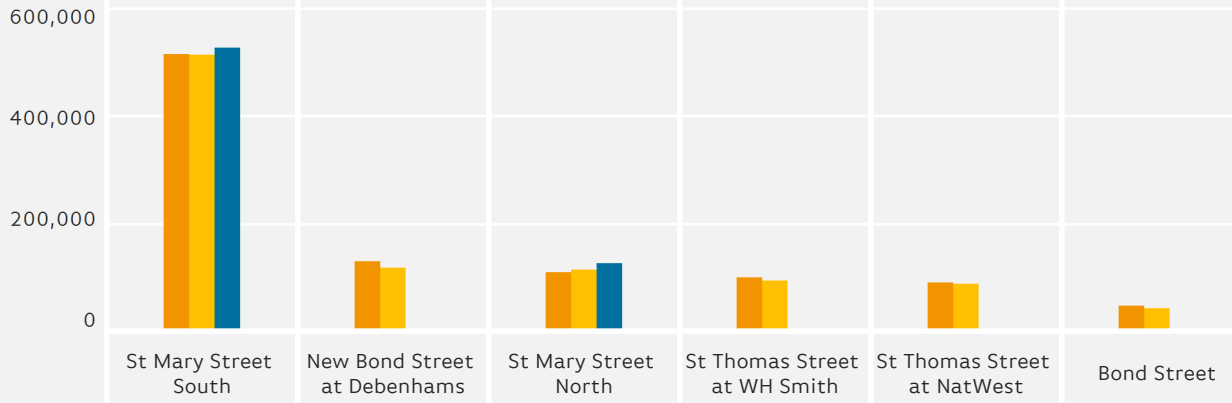
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	18	18	18	19	19	18	18
Previous Week	17	17	16	17	18	19	16
Previous Year	17	21	20	22	20	21	20

### Footfall by Day



### Footfall Totals

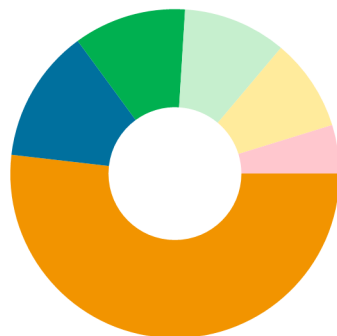
■ This Week
 ■ Previous Week
 ■ Previous Year



	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	514,759	130,209	109,688	100,830	90,291	47,395
Previous Week	513,799	118,016	114,767	94,928	88,642	42,628
Previous Year	526,812		126,320			
Week on Week % Change	0.2 %	10.3 %	-4.4 %	6.2 %	1.9 %	11.2 %
Year on Year % Change	-2.3 %		-13.2 %			

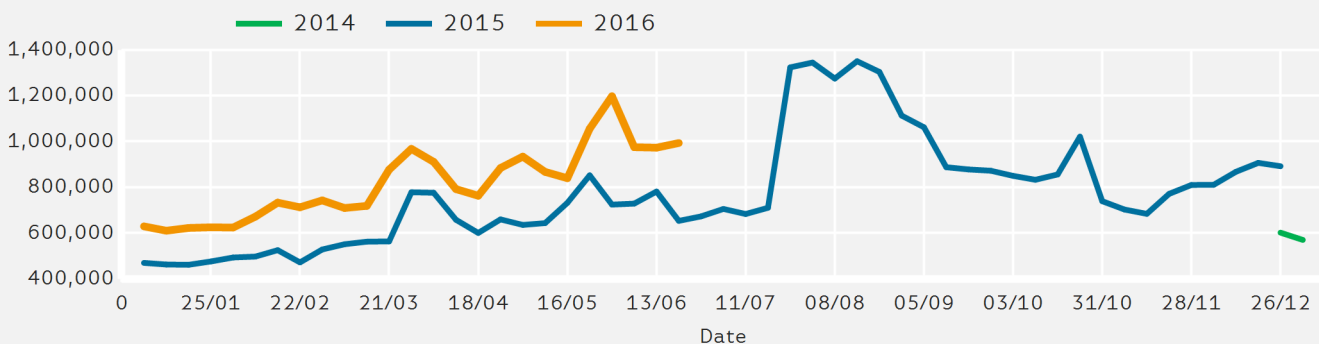
### Footfall Totals

Counting By Location - Main Locations Only



- St Mary Street South, 51.8 %
- New Bond Street at Debenhams, 13.1 %
- St Mary Street North, 11.0 %
- St Thomas Street at WH Smith, 10.2 %
- St Thomas Street at NatWest, 9.1 %
- Bond Street, 4.8 %

### 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.