



Weymouth BID

Week 26, 2016

27/06/2016 to 03/07/2016



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	▲ 4.4 %		▼ -4.9 %		▲ 0.1 %	▲ 3.0 %
South West	▼ -1.0 %	▼ -1.9 %	▼ -5.1 %	▼ -2.9 %	▲ 4.7 %	▲ 4.9 %
High Street Index(Coastal Town)	▼ -3.4 %	▼ -2.3 %	▼ -8.6 %	▼ -1.2 %	▲ 3.4 %	▲ 6.7 %
UK	▼ -2.4 %	▼ -1.5 %	▼ -3.6 %	▼ -1.6 %	▲ 3.8 %	▲ 2.3 %

Headlines

The change in footfall for Weymouth BID over the last 52 weeks is 5.6% up on the previous year.

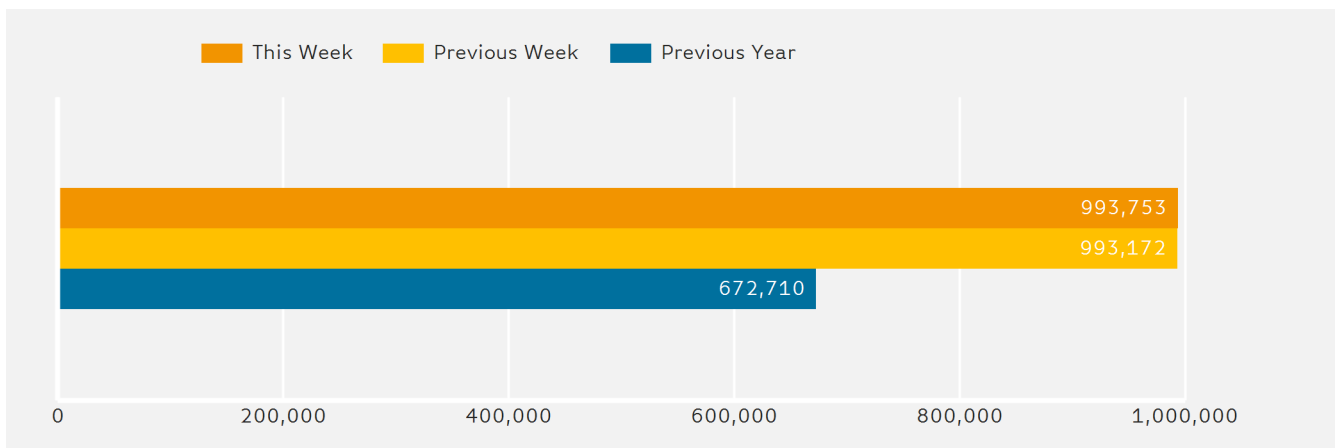
Footfall for the year to date is 4.4% up on the previous year.

Footfall week commencing 27 June 2016 was 993,753.

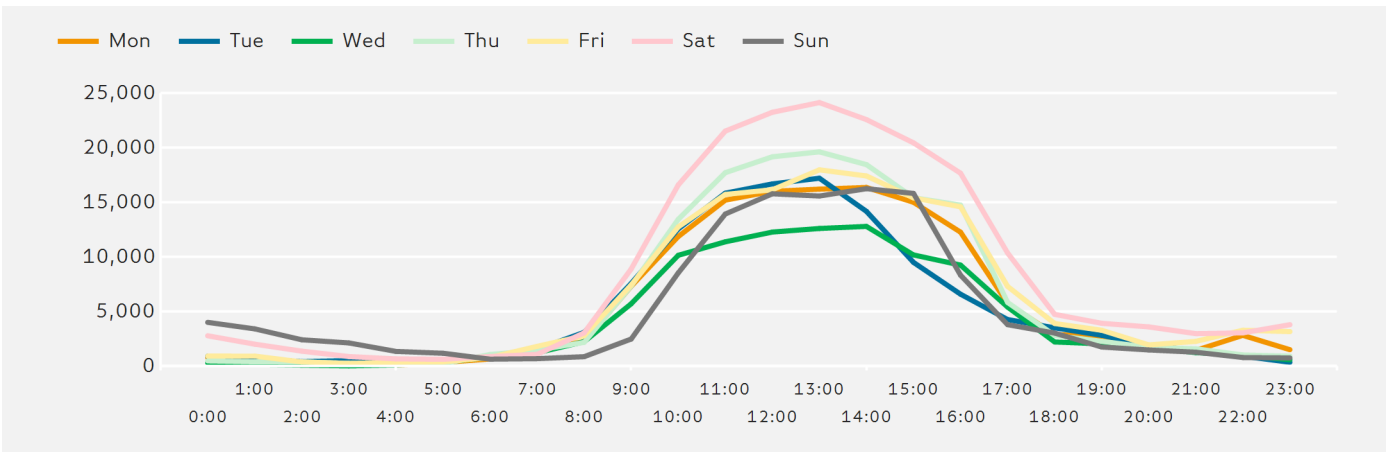
The busiest day in week commencing 27 June 2016 was Saturday with 201,295 visitors.

The peak hour of the week was 13:00 on Saturday with footfall of 24,147

Footfall Totals by Week



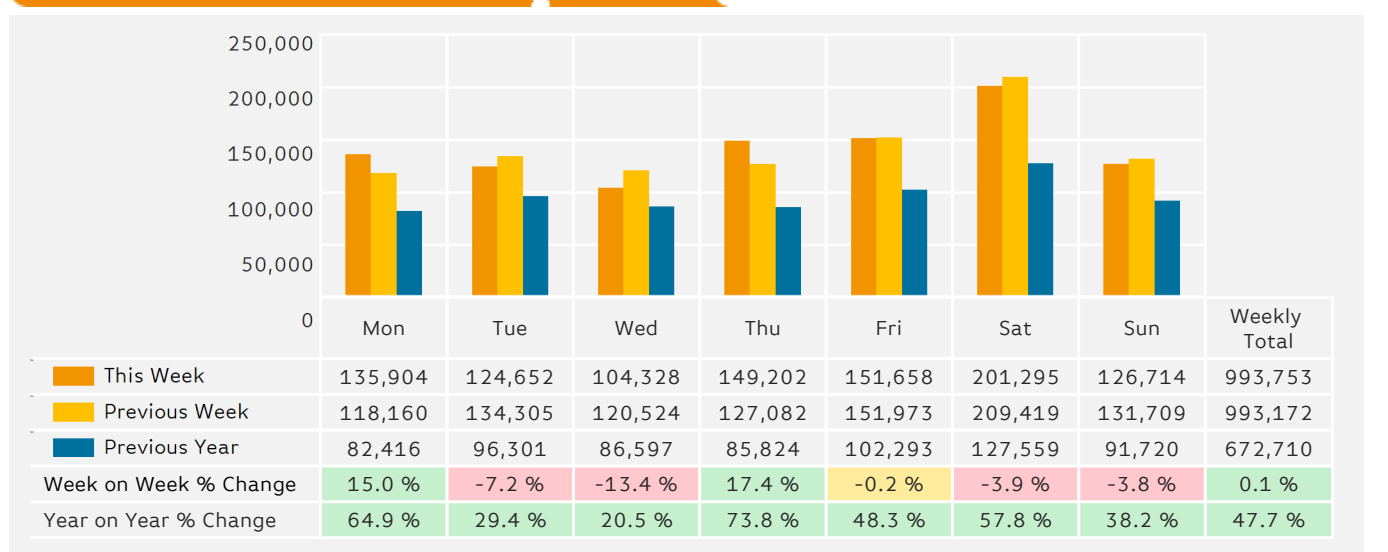
Footfall by Hour



Weather

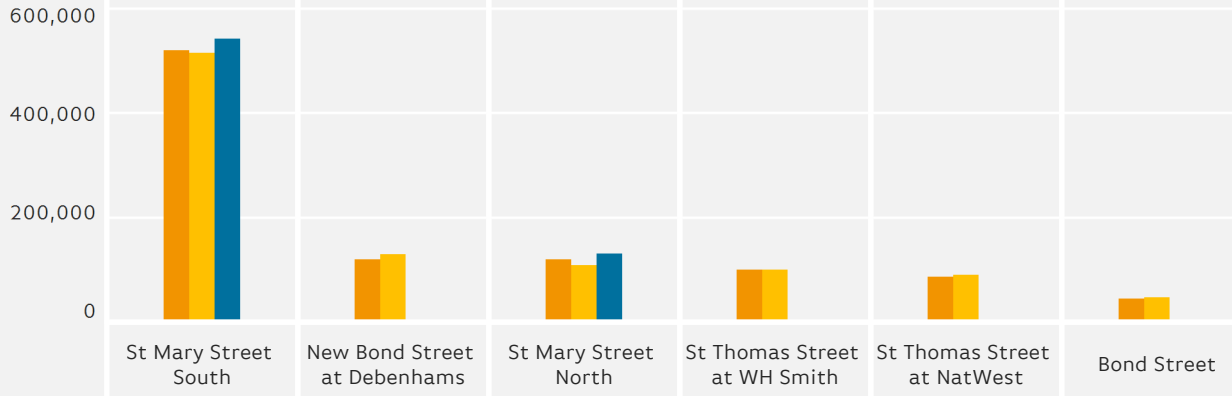
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	18	16	16	18	17	17	18
Previous Week	18	18	18	19	19	18	18
Previous Year	22	28	29	19	26	23	21

Footfall by Day



Footfall Totals

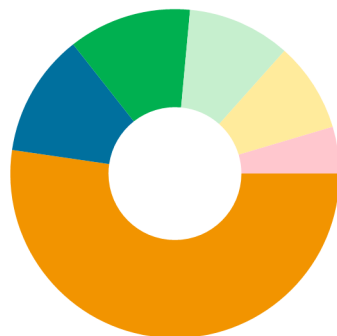
■ This Week
 ■ Previous Week
 ■ Previous Year



	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	519,736	120,164	120,003	100,555	87,625	45,670
Previous Week	514,759	130,209	109,688	100,830	90,291	47,395
Previous Year	541,521		131,189			
Week on Week % Change	1.0 %	-7.7 %	9.4 %	-0.3 %	-3.0 %	-3.6 %
Year on Year % Change	-4.0 %		-8.5 %			

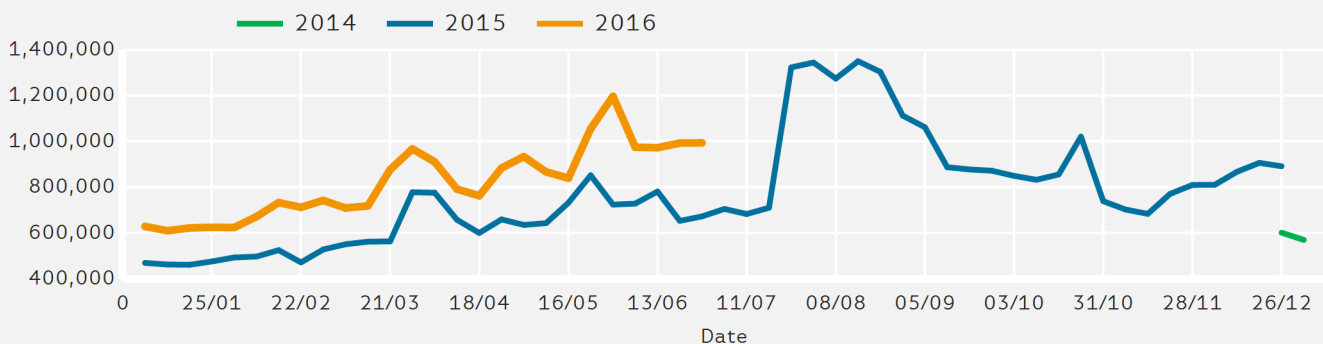
Footfall Totals

Counting By Location - Main Locations Only



- St Mary Street South, 52.3 %
- New Bond Street at Debenhams, 12.1 %
- St Mary Street North, 12.1 %
- St Thomas Street at WH Smith, 10.1 %
- St Thomas Street at NatWest, 8.8 %
- Bond Street, 4.6 %

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.