



**Weymouth BID**

Week 27, 2016

04/07/2016 to 10/07/2016



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	▲ 4.0 %		▼ -2.0 %		▲ 9.1 %	▲ 4.8 %
South West	▼ -1.1 %	▼ -2.0 %	▼ -2.7 %	▼ -3.3 %	▲ 3.9 %	▼ -1.1 %
High Street Index(Coastal Town)	▼ -3.4 %	▼ -2.4 %	▼ -4.4 %	▼ -5.3 %	▲ 4.6 %	▼ -2.7 %
UK	▼ -2.3 %	▼ -1.5 %	▼ -0.9 %	▼ -1.7 %	▲ 2.7 %	▼ -1.4 %

**Headlines**

The change in footfall for Weymouth BID over the last 52 weeks is 5.2% up on the previous year.

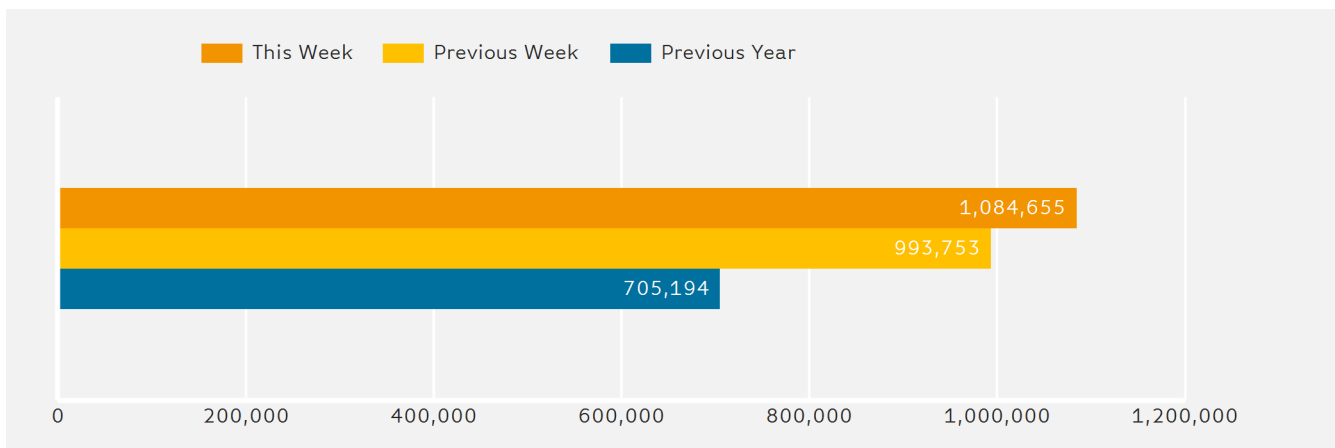
Footfall for the year to date is 4% up on the previous year.

Footfall week commencing 4 July 2016 was 1,084,655.

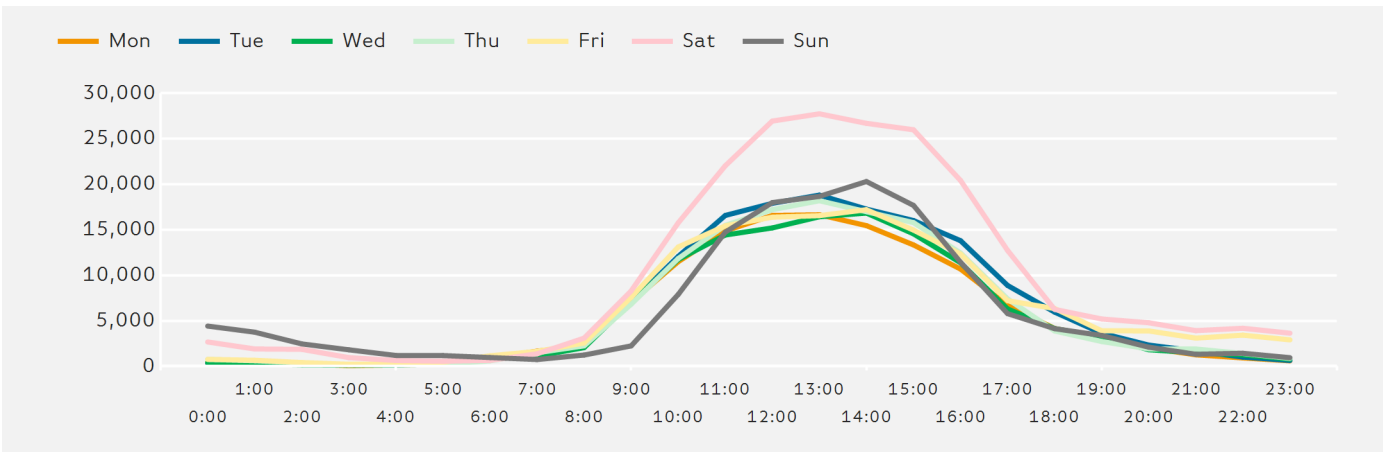
The busiest day in week commencing 4 July 2016 was Saturday with 228,393 visitors.

The peak hour of the week was 13:00 on Saturday with footfall of 27,742

**Footfall Totals by Week**



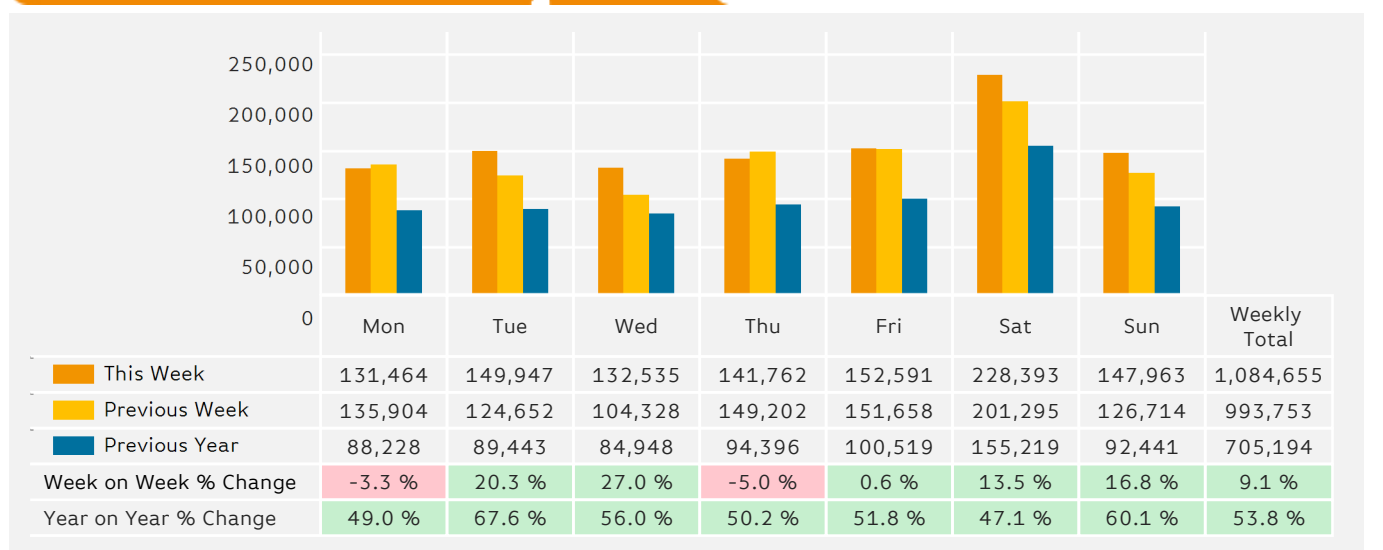
### Footfall by Hour



### Weather

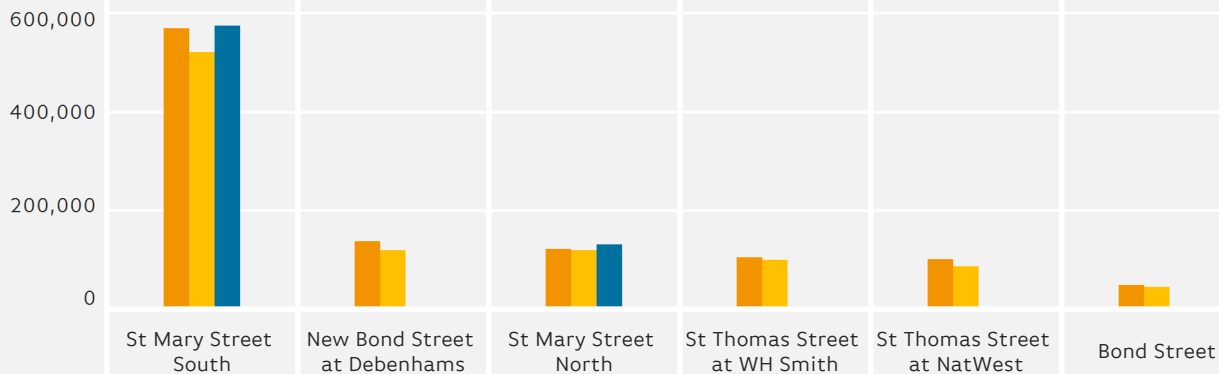
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	18	18	18	17	20	18	18
Previous Week	18	16	16	18	17	17	18
Previous Year	19	21	19	21	23	20	19

### Footfall by Day



### Footfall Totals

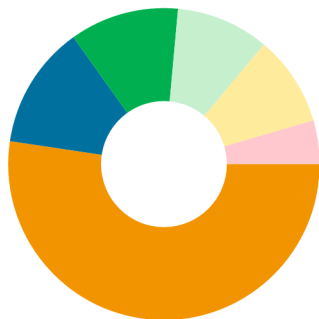
■ This Week
 ■ Previous Week
 ■ Previous Year



	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	567,876	138,400	122,896	104,775	101,669	49,039
Previous Week	519,736	120,164	120,003	100,555	87,625	45,670
Previous Year	573,447		131,747			
Week on Week % Change	9.3 %	15.2 %	2.4 %	4.2 %	16.0 %	7.4 %
Year on Year % Change	-1.0 %		-6.7 %			

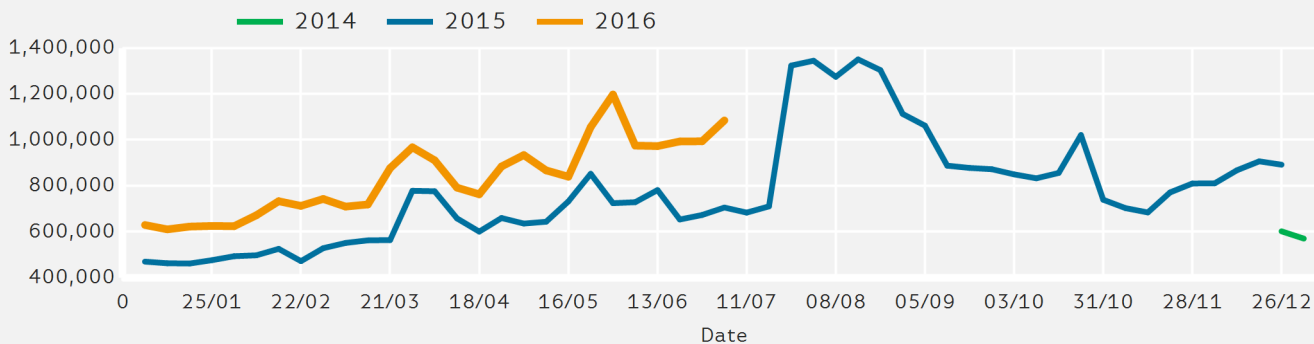
### Footfall Totals

Counting By Location - Main Locations Only



- St Mary Street South, 52.4 %
- New Bond Street at Debenhams, 12.8 %
- St Mary Street North, 11.3 %
- St Thomas Street at WH Smith, 9.7 %
- 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.