



**Weymouth BID**

Week 51, 2016

19/12/2016 to 25/12/2016



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                    | ▲ 3.0 %               | ▲ 15.3 % | ▲ 0.6 %               | ▲ 15.3 % | ▲ 11.3 %              | ▲ 5.7 %   |
| South West                      | ▼ -0.5 %              | ▼ -2.4 % | ▲ 3.7 %               | ▼ -2.1 % | ▼ -6.6 %              | ▼ -9.1 %  |
| High Street Index(Coastal Town) | ▼ -2.4 %              | ▼ -2.0 % | ▼ -1.5 %              | ▼ -0.1 % | ▲ 0.9 %               | ▼ -12.0 % |
| UK                              | ▼ -1.2 %              | ▼ -1.9 % | ▲ 5.7 %               | ▼ -2.3 % | ▼ -7.5 %              | ▼ -14.9 % |

**Headlines**

The change in footfall for Weymouth BID over the last 52 weeks is 3.2% up on the previous year.

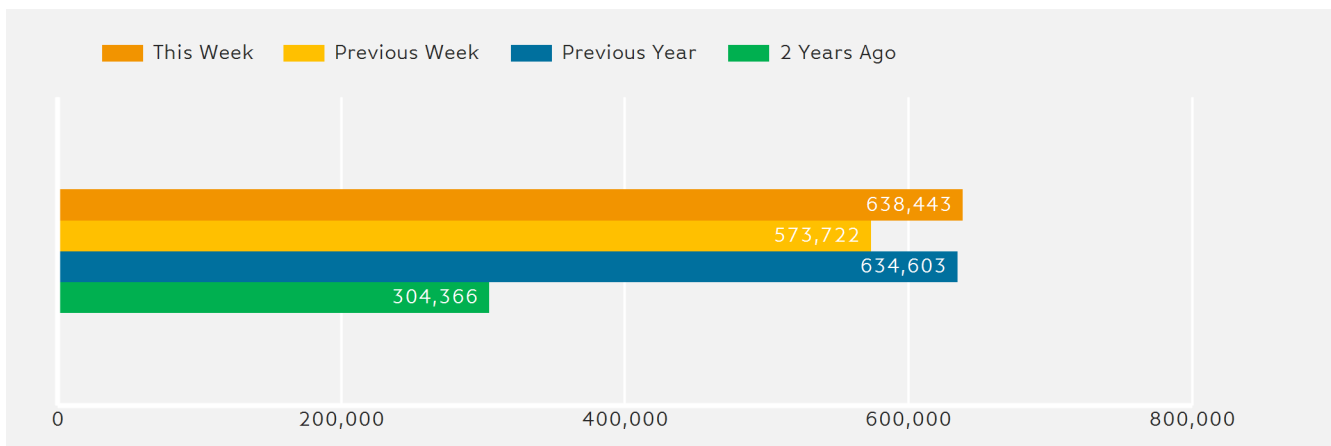
Footfall for the year to date is 3% up on the previous year.

The number of visitors counted for week commencing 19 December 2016 was 638,443.

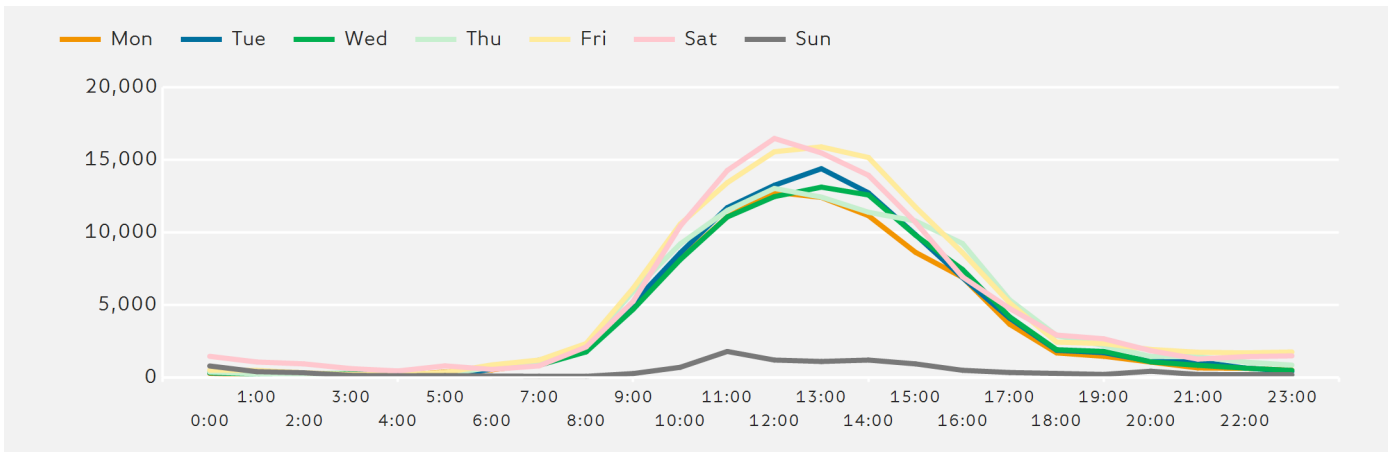
The busiest day in week commencing 19 December 2016 was Friday with 120,535 visitors.

The peak hour of the week was 12:00 on Saturday with footfall of 16,460

**Footfall Totals by Week**



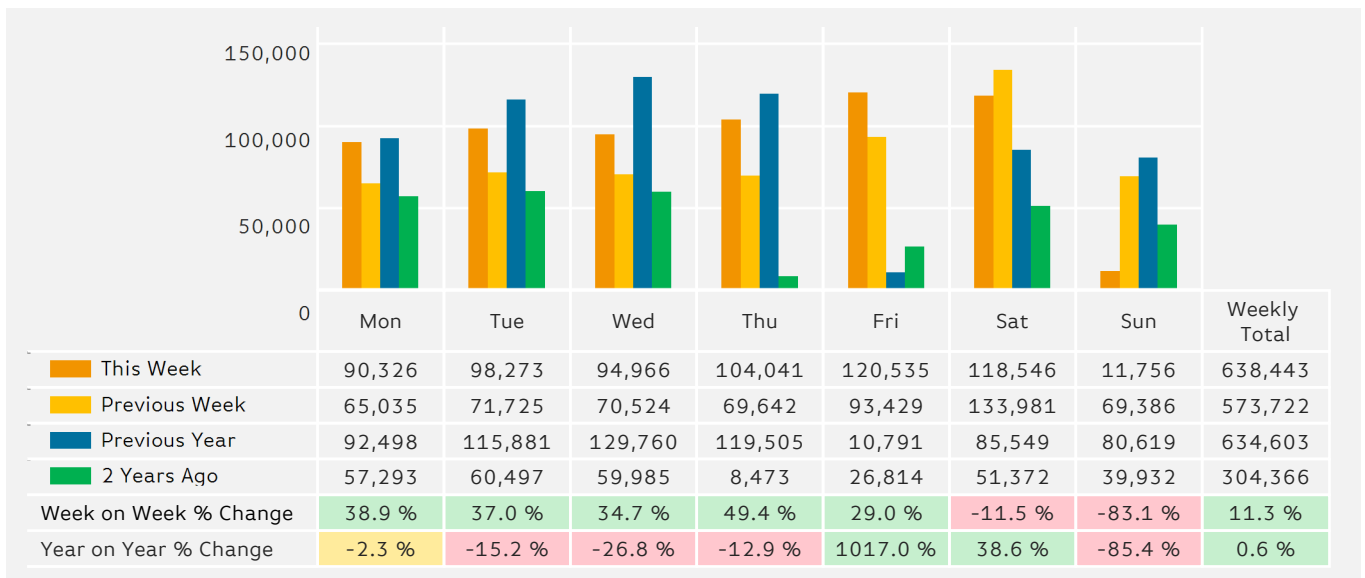
### Footfall by Hour



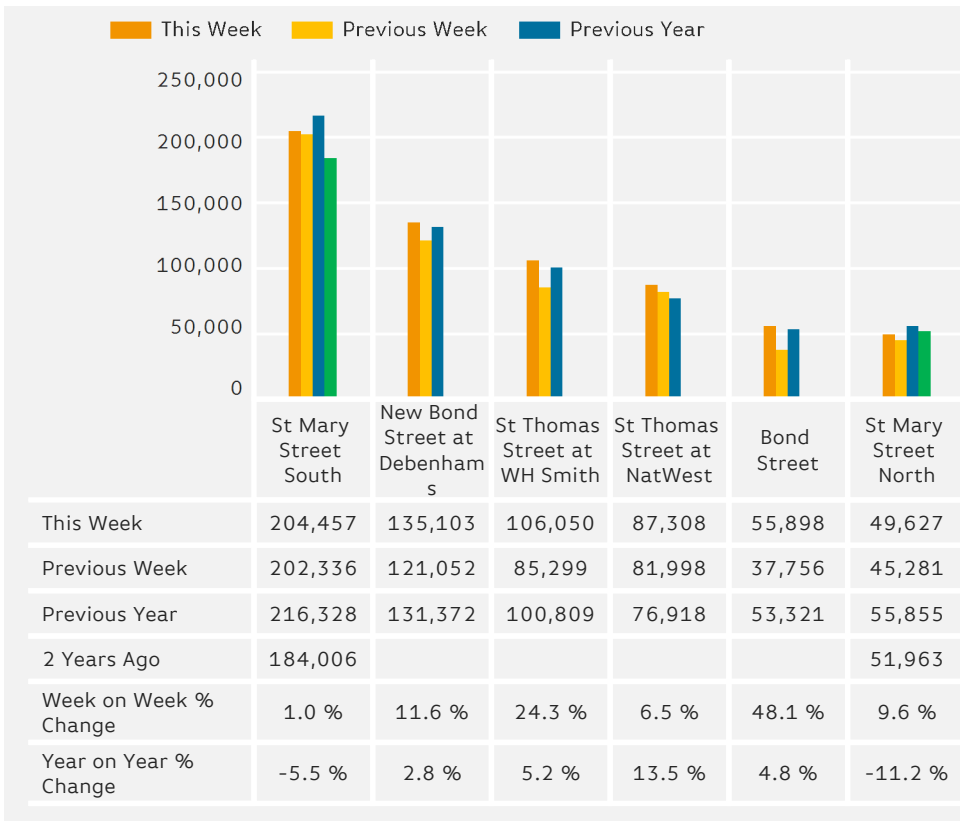
### Weather

|               | Mon | Tue | Wed | Thu | Fri | Sat | Sun |
|---------------|-----|-----|-----|-----|-----|-----|-----|
| This Week     | 7   | 9   | 11  | 10  | 12  | 0   | 0   |
| Previous Week | 13  | 14  | 12  | 12  | 12  | 10  | 7   |
| Previous Year | 14  | 14  | 12  | 12  | 14  | 14  | 15  |

### Footfall by Day



### Footfall Totals



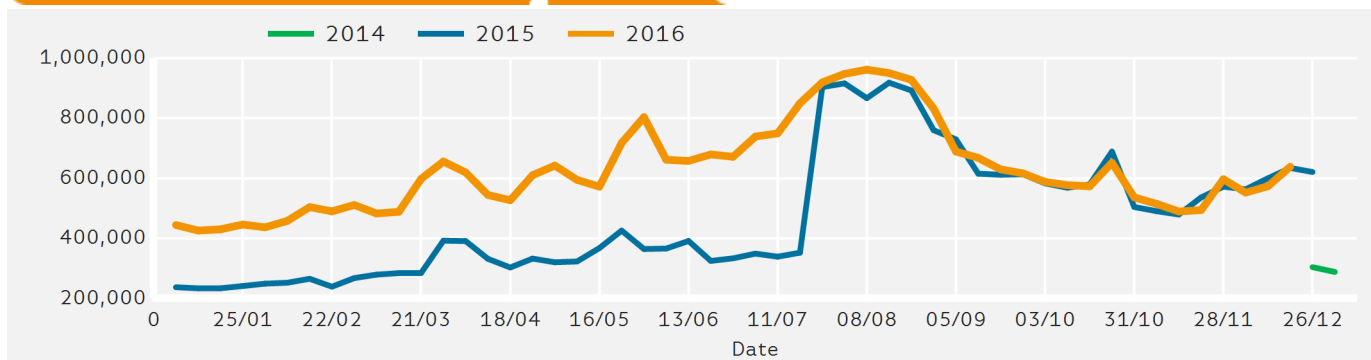
### Footfall Totals

Counting By Location - Main Locations Only



- St Mary Street South, 32.0 %
- New Bond Street at Debenhams, 21.2 %
- St Thomas Street at WH Smith, 16.6 %
- St Thomas Street at NatWest, 13.7 %
- Bond Street, 8.8 %
- St Mary Street North, 7.8 %

### 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.