



### Weston Super Mare

July 2016

04/07/2016 to 31/07/2016



REGION - South West

Monday to Sunday

COUNT TYPE: Footfall Counts

## Monthly Footfall

Benchmark calculations (Year on Year and Month on Month) have been calculated using like for like data sets (only those counters available in both comparison periods) to ensure statistical accuracy

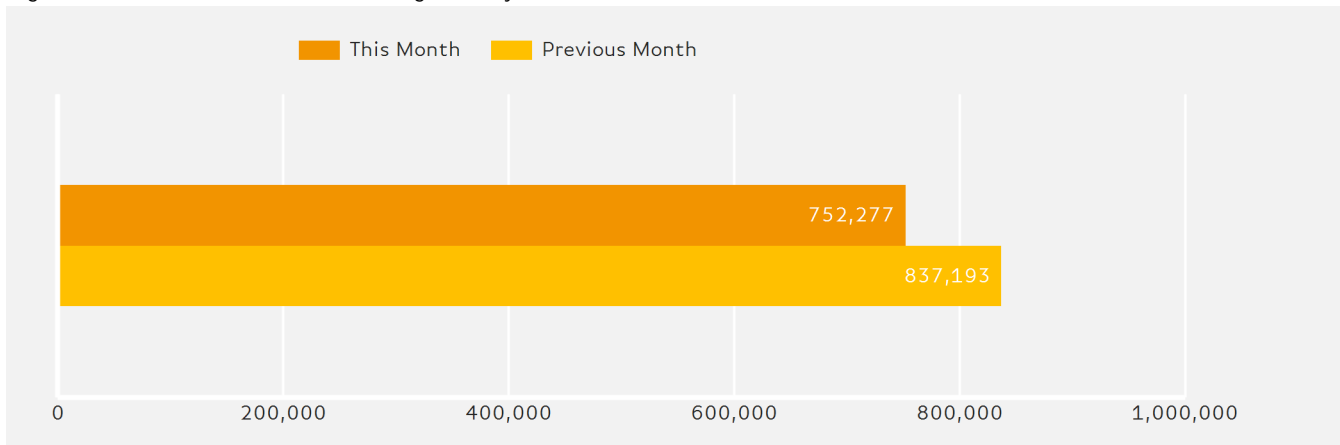
|                                 | Year to Date % Change |          | Year on Year % Change |          | Month on Month % Change |         |
|---------------------------------|-----------------------|----------|-----------------------|----------|-------------------------|---------|
|                                 | 2016                  | 2015     | 2016                  | 2015     | 2016                    | 2015    |
| Weston Super Mare               |                       |          |                       |          | ▲ 12.3 %                |         |
| South West                      | ▼ -0.9 %              | ▼ -2.2 % | ▼ -0.6 %              | ▼ -3.7 % | ▲ 10.8 %                | ▲ 7.6 % |
| High Street Index(Coastal Town) | ▼ -3.2 %              | ▼ -2.7 % | ▼ -1.8 %              | ▼ -5.8 % | ▲ 14.9 %                | ▲ 8.4 % |
| UK                              | ▼ -2.1 %              | ▼ -1.6 % | ▲ 0.0 %               | ▼ -2.2 % | ▲ 7.9 %                 | ▲ 3.3 % |

## Headlines

- The number of visitors counted for month commencing 4 July 2016 was 752,277.
- The busiest day in month commencing 4 July 2016 was Sunday 31 July with 48,848 visitors.
- The peak hour of the month was 13:00 on Sunday with footfall of 6,178

## Footfall Totals by Month

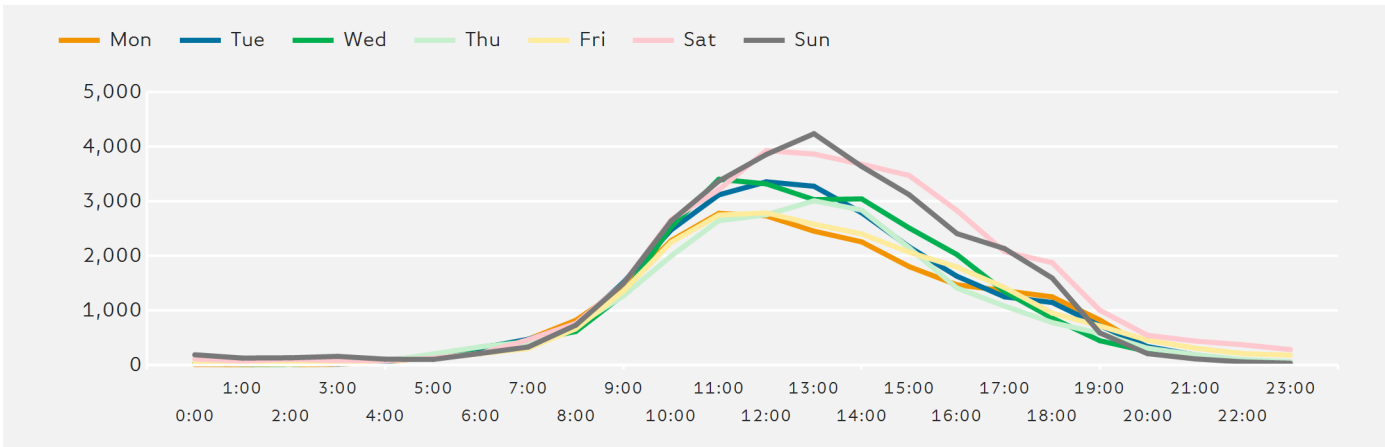
Figures shown below are calculated using monthly totals.



Springboard follows the BRC calendar consisting of complete weeks (Sun- Sat or Mon-Sun) to ensure that the same day is comparable each week. Each month is compiled from a set of full weeks which results in a calendar of a 4 week month, 4 week month, 5 week month pattern.

### Footfall by Hour

The figures shown below are calculated using a weekly average



### Weather



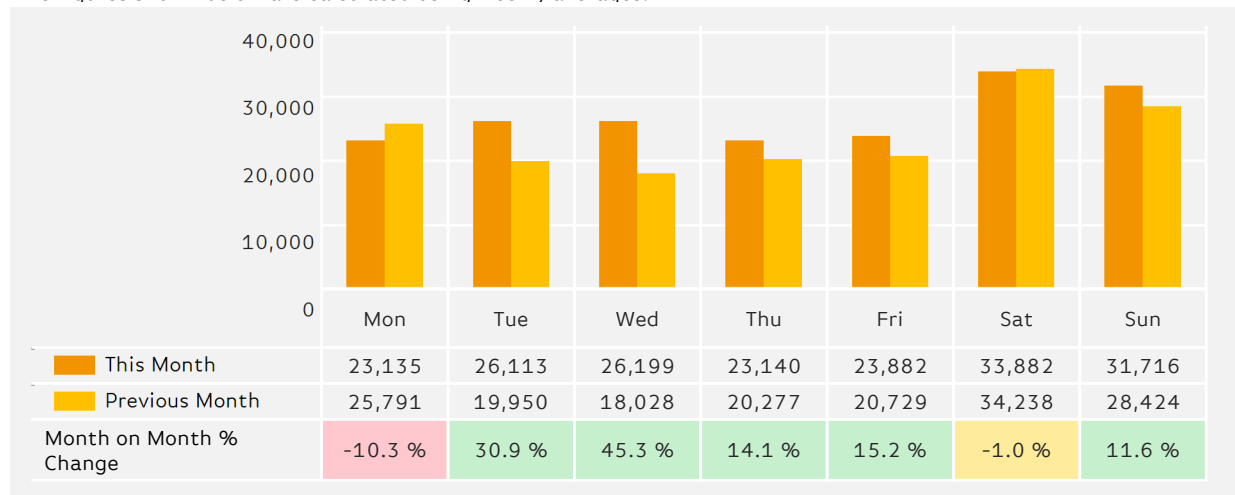
|                                     |    |   |    |   |
|-------------------------------------|----|---|----|---|
| Number of days this month           | 10 | 4 | 12 | 2 |
| Number of days same month last year | 18 | 6 | 4  |   |

### Average Temperature

| Average Temperatures | Maximum Temperature | Minimum Temperature |
|----------------------|---------------------|---------------------|
| 2016                 | 20.6                | 13.6                |
| 2015                 | 18.0                | 11.3                |

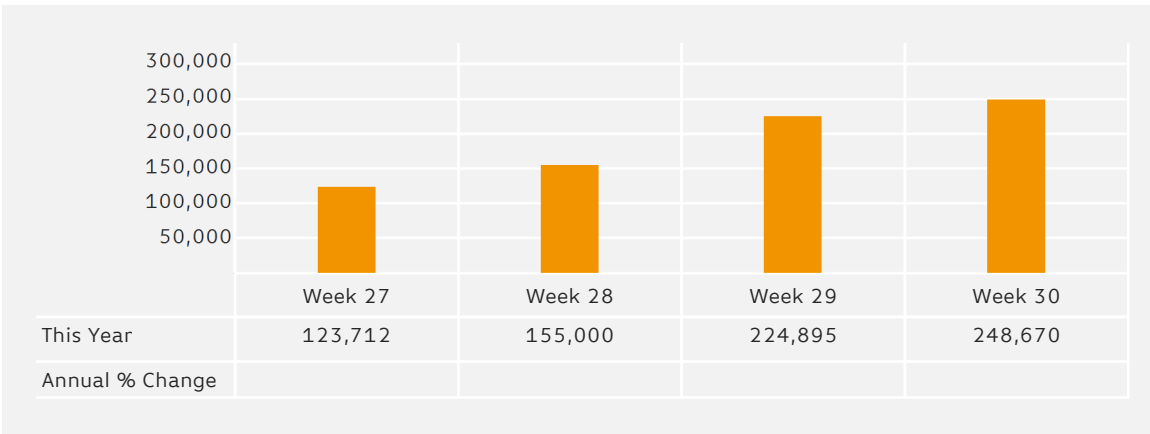
### Footfall by Day

The figures shown below are calculated using weekly averages.



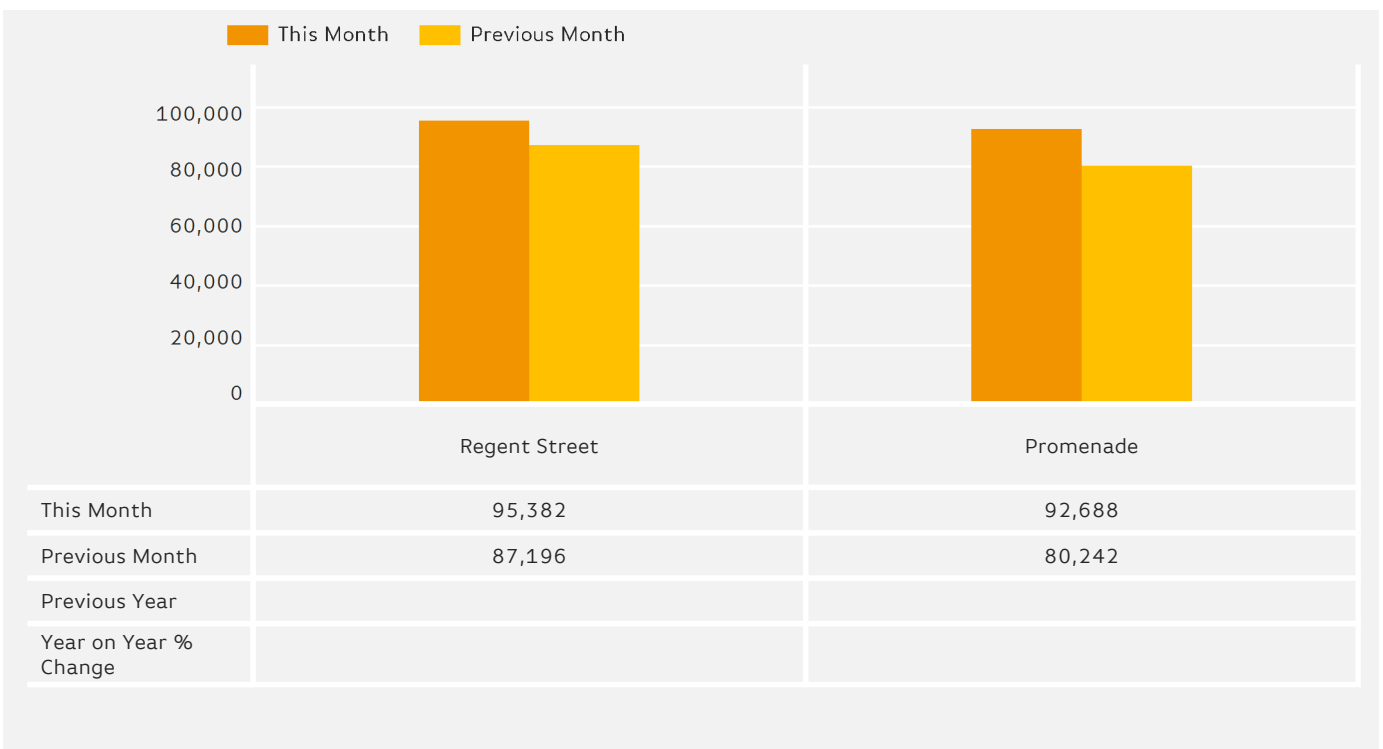
### Footfall by Week of Month

The figures shown below are calculated using weekly totals.



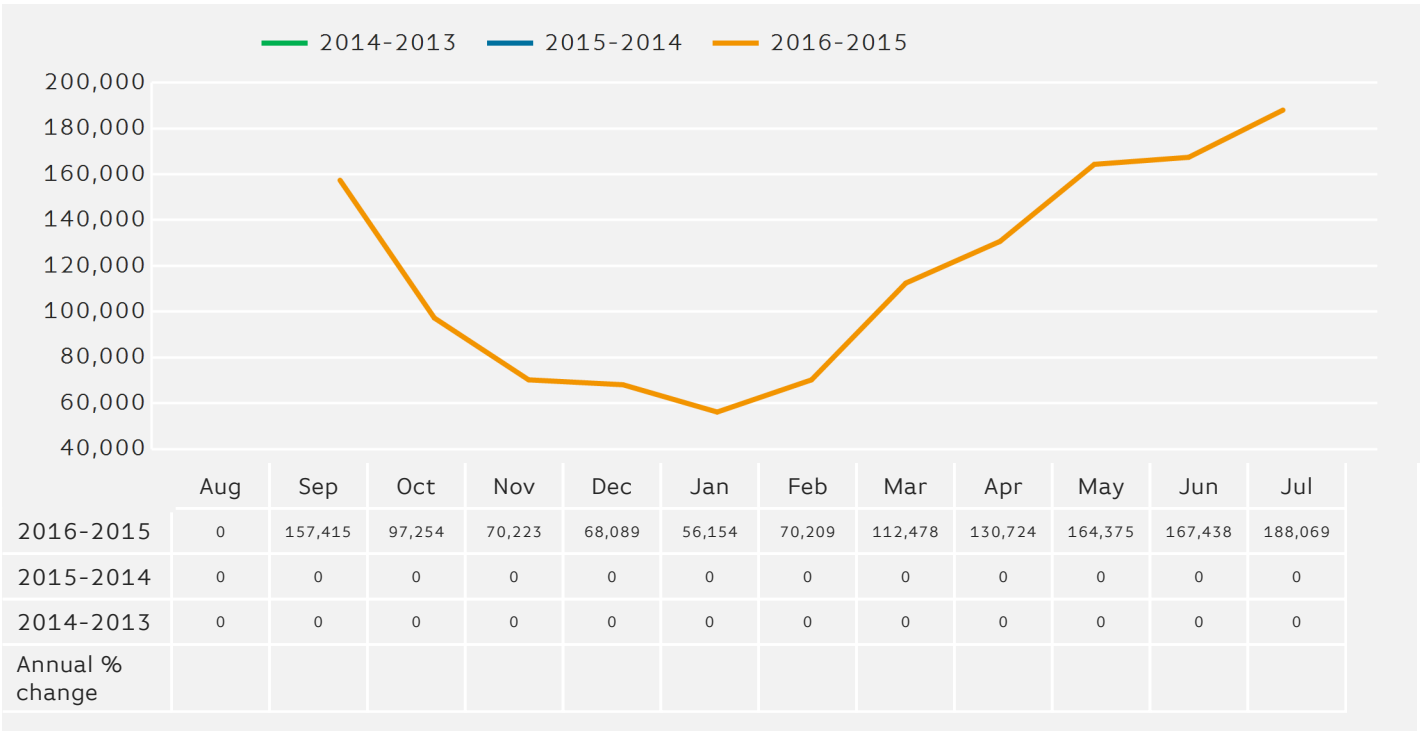
### Footfall Totals

The figures shown below are calculated using weekly averages.



**Footfall - Rolling 12 Months**

The figures shown below are calculated using weekly averages.



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.