



**Weston Super Mare**

August 2016

01/08/2016 to 28/08/2016



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               |                       |          |                       |          | ▲ 25.4 %                |          |
| South West                      | ▼ -0.6 %              | ▼ -2.3 % | ▲ 2.0 %               | ▼ -3.1 % | ▲ 6.9 %                 | ▲ 2.9 %  |
| High Street Index(Coastal Town) | ▼ -3.2 %              | ▼ -2.7 % | ▼ -3.1 %              | ▼ -2.4 % | ▲ 3.3 %                 | ▲ 4.7 %  |
| UK                              | ▼ -1.7 %              | ▼ -1.6 % | ▲ 0.9 %               | ▼ -2.3 % | ▲ 0.1 %                 | ▼ -0.6 % |

**Headlines**

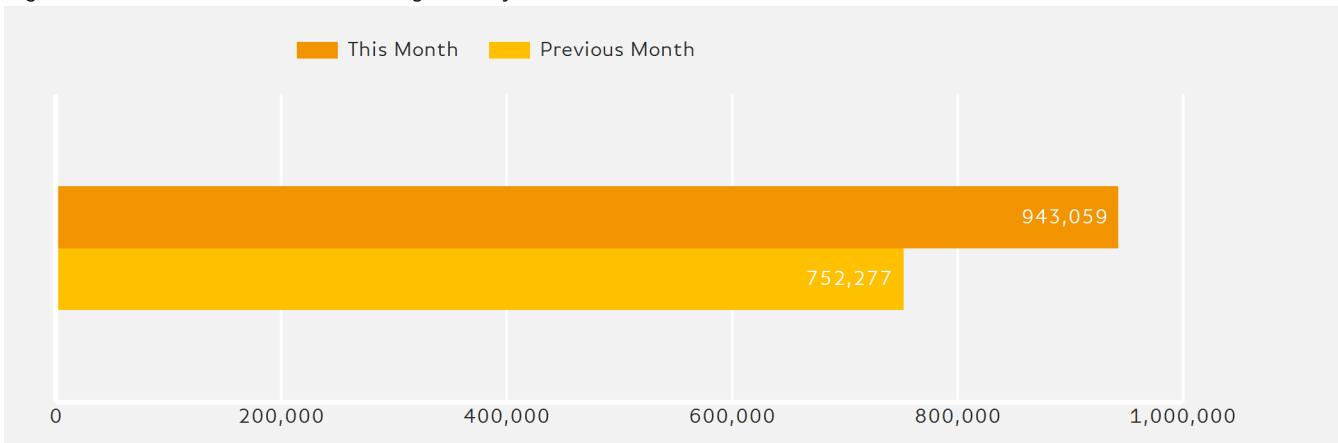
The number of visitors counted for month commencing 1 August 2016 was 943,059.

The busiest day in month commencing 1 August 2016 was Saturday 6 August with 51,683 visitors.

The peak hour of the month was 14:00 on Saturday with footfall of 6,407

**Footfall Totals by Month**

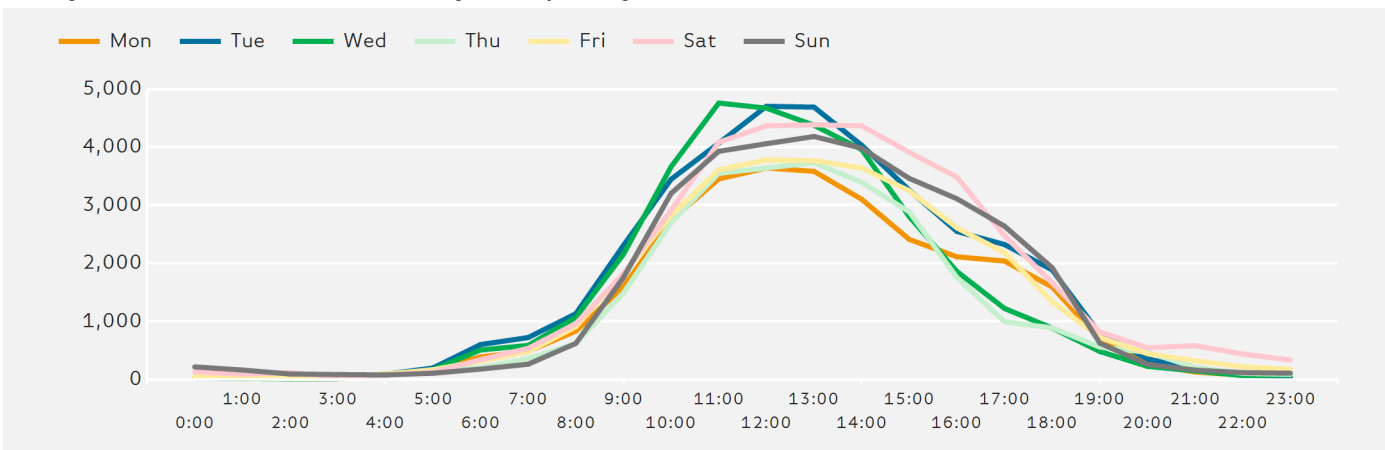
Figures shown below are calculated using monthly totals.



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



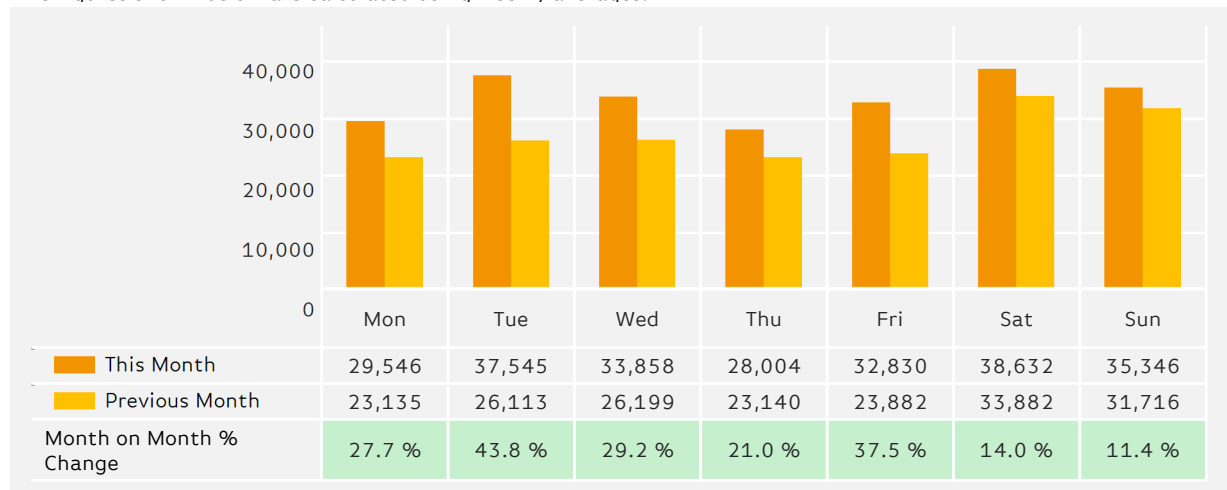
|                                     |    |   |    |
|-------------------------------------|----|---|----|
| Number of days this month           | 14 | 2 | 12 |
| Number of days same month last year | 16 | 7 | 5  |

### Average Temperature

| Average Temperatures | Maximum Temperature | Minimum Temperature |
|----------------------|---------------------|---------------------|
| 2016                 | 20.5                | 13.8                |
| 2015                 | 18.7                | 11.9                |

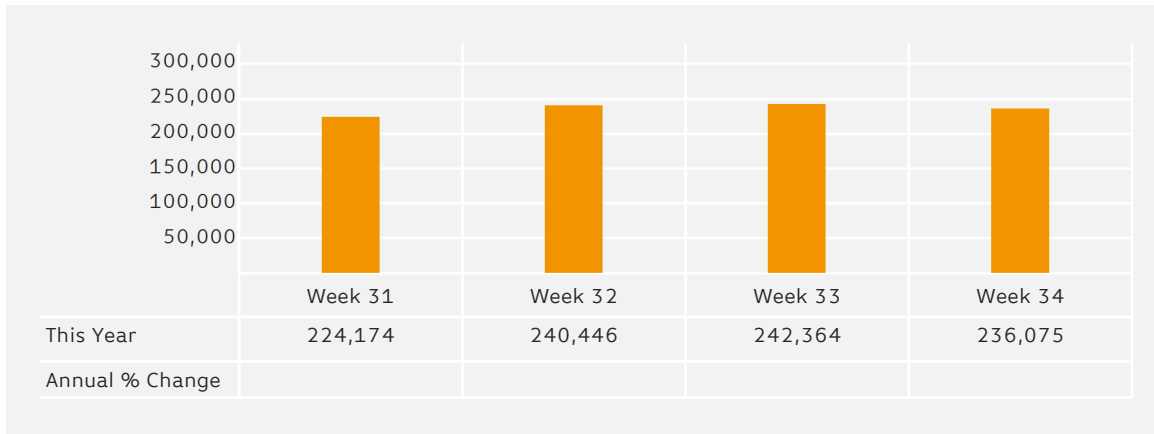
### Footfall by Day

The figures shown below are calculated using weekly averages.



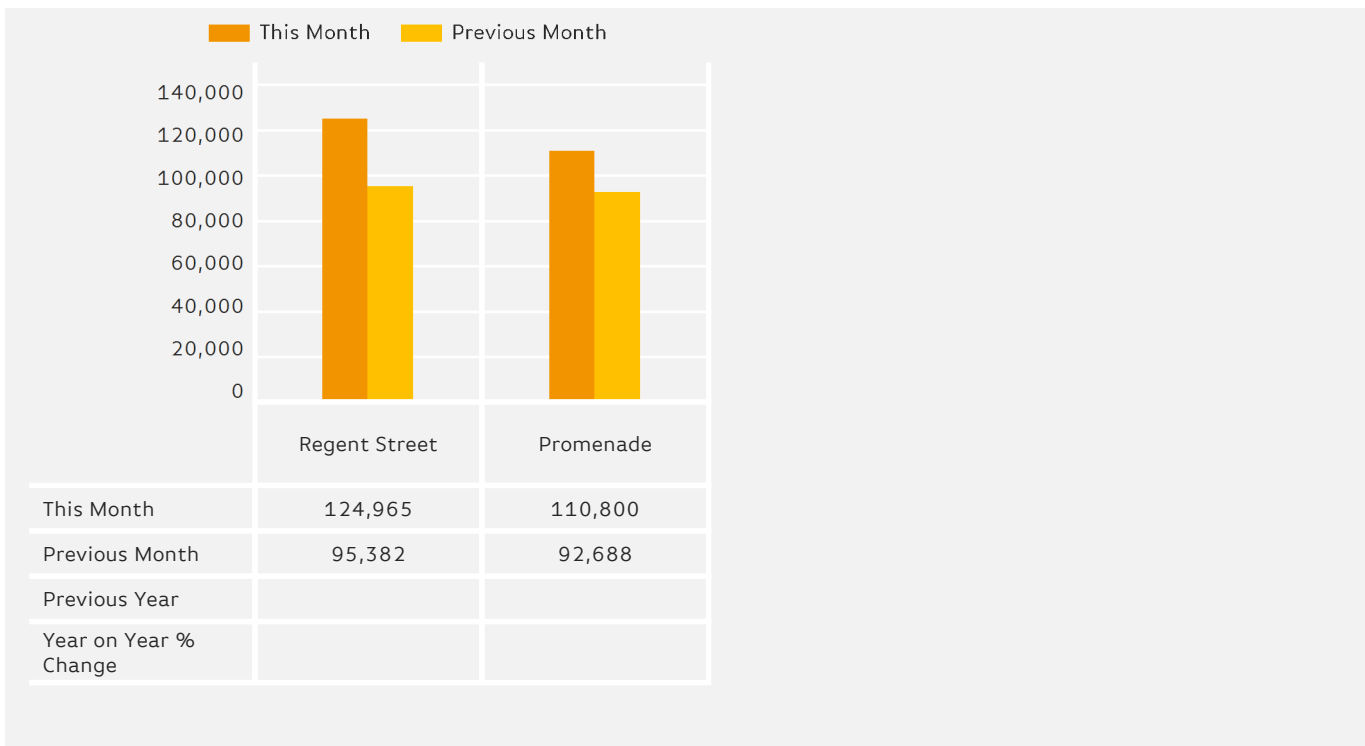
### Footfall by Week of Month

The figures shown below are calculated using weekly totals.



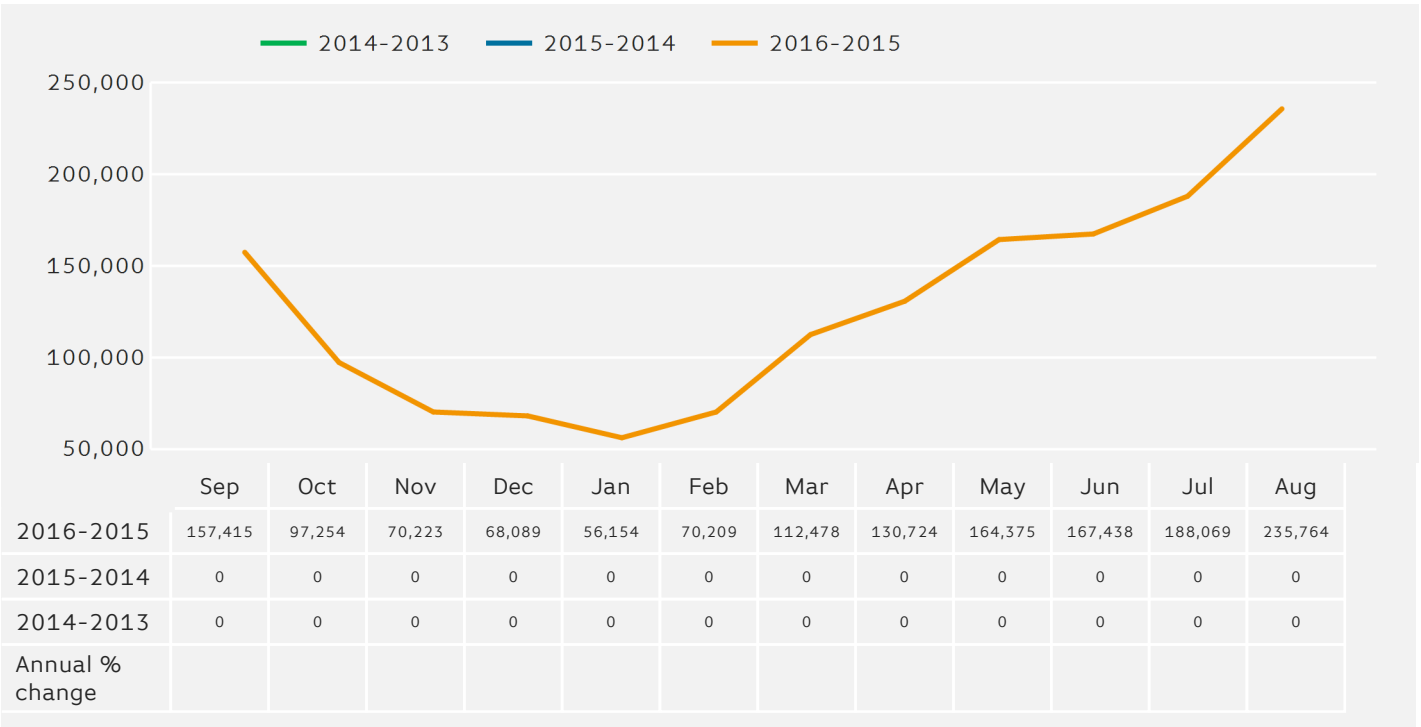
### Footfall Totals

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.