



Weston Super Mare

December 2017

27/11/2017 to 31/12/2017



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	
	2017	2016	2017	2016	2017	2016
Weston Super Mare	▼ -2.6 %	▼ -7.3 %	▼ -10.2 %	▲ 2.8 %	▼ -8.3 %	▲ 4.0 %
South West	▼ -2.3 %	▼ -0.4 %	▼ -6.0 %	▼ -0.5 %	▲ 12.7 %	▲ 8.1 %
High Street Index(Coastal Town)	▼ -3.3 %	▼ -2.3 %	▼ -6.6 %	▲ 0.3 %	▲ 4.8 %	▲ 9.9 %
UK	▼ -1.1 %	▼ -1.1 %	▼ -3.8 %	▲ 0.9 %	▲ 2.7 %	▲ 6.7 %

Headlines

Footfall for the year to date is 2.6% down on the previous year.

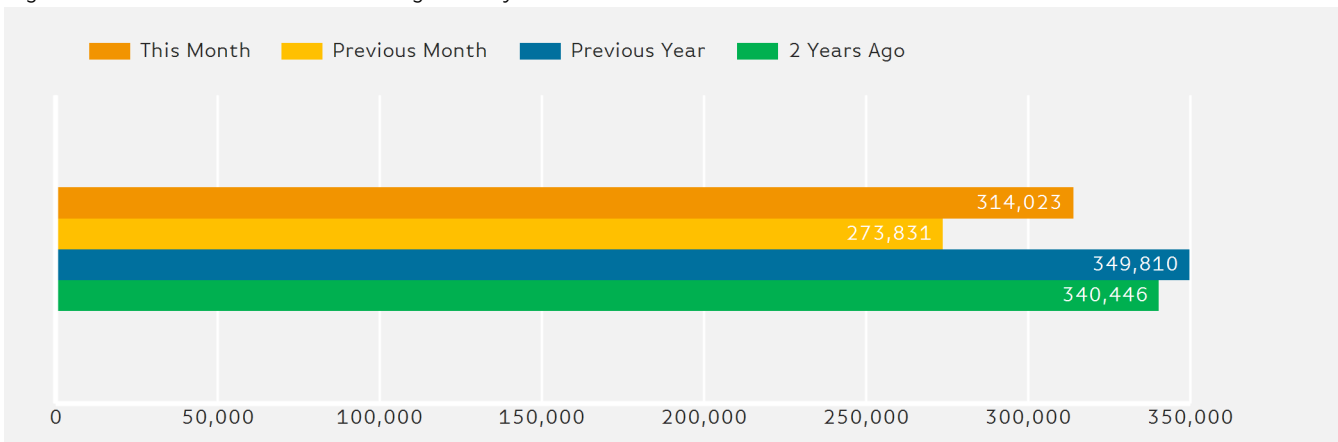
The number of visitors counted for month commencing 27 November 2017 was 314,023.

The busiest day in month commencing 27 November 2017 was Thursday 28 December with 18,955 visitors.

The peak hour of the month was 12:00 on Thursday with footfall of 3,029

Footfall by Month

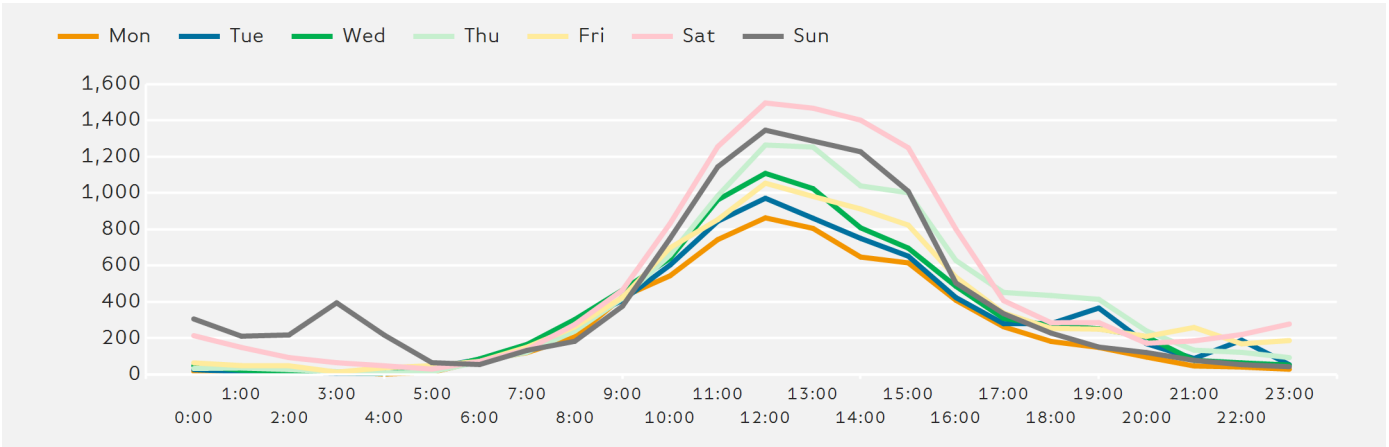
Figures shown below are calculated using monthly totals.



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



FOG

Number of days this month

10

7

15

3

Number of days same month last year

15

16

2

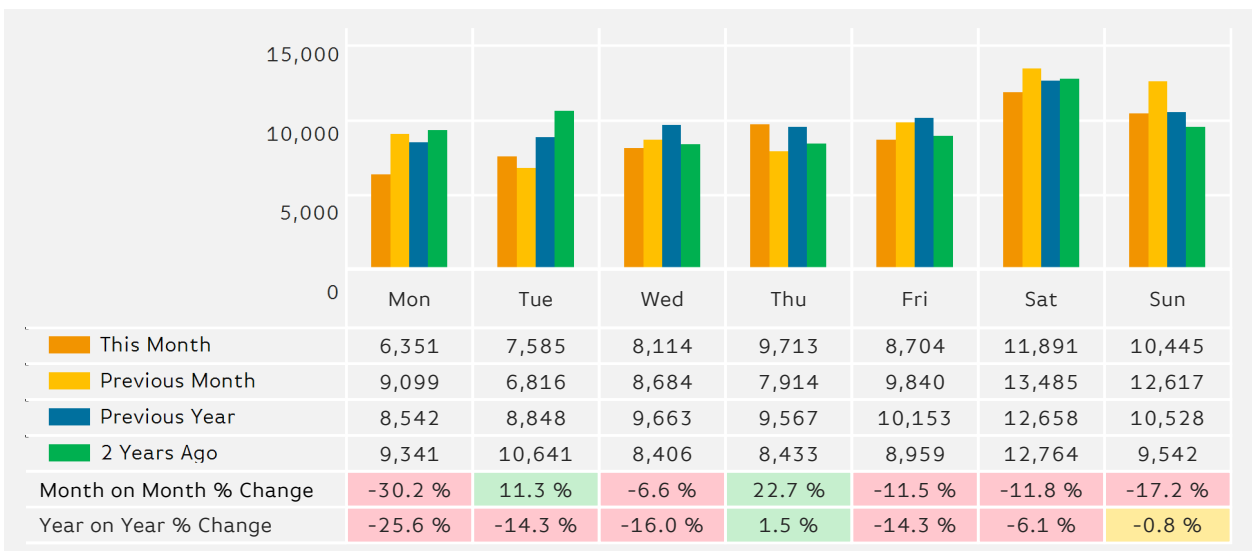
2

Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2017	8.4	4.7
2016	8.6	3.8

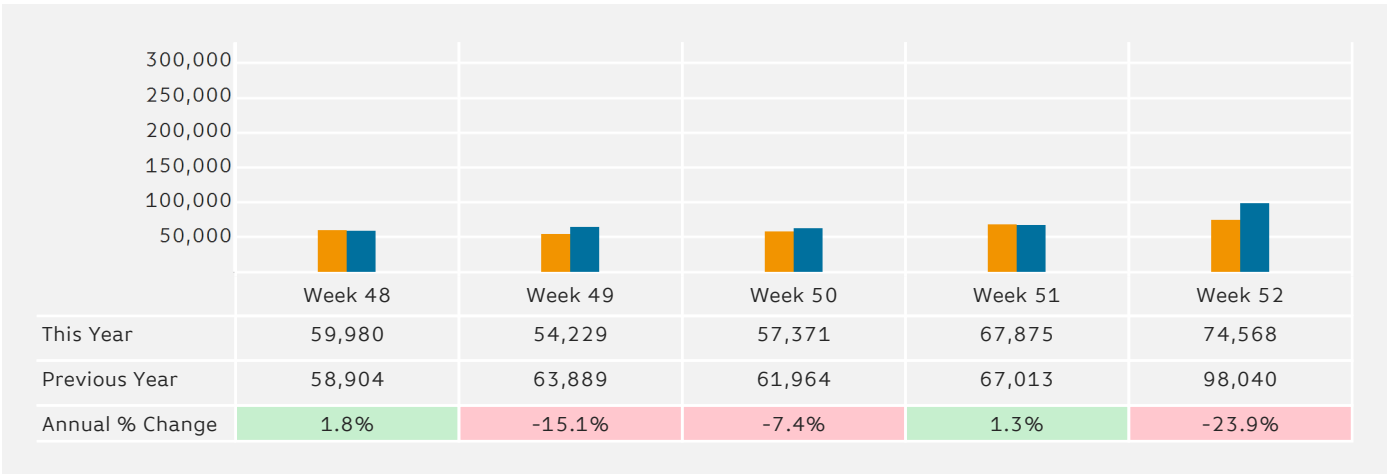
Footfall by Day

The figures shown below are calculated using weekly averages.



Footfall by Week of Month

The figures shown below are calculated using weekly totals.



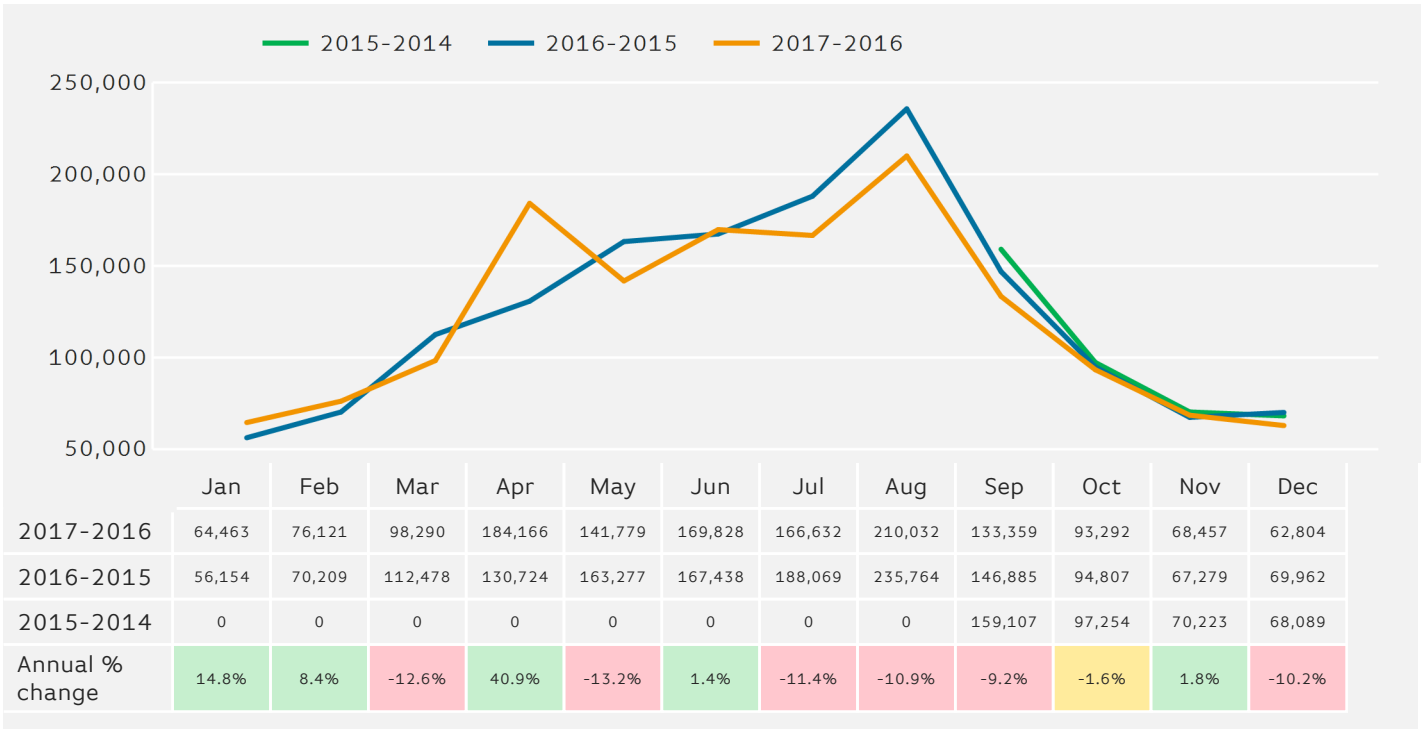
Footfall by Location

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.