



**Weston Super Mare**

January 2018

01/01/2018 to 28/01/2018



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 |           |
|---------------------------------|-----------------------|----------|-----------------------|----------|-------------------------|-----------|
|                                 | 2018                  | 2017     | 2018                  | 2017     | 2018                    | 2017      |
| Weston Super Mare               | ▼ -17.0 %             | ▲ 14.8 % | ▼ -17.0 %             | ▲ 14.8 % | ▼ -14.8 %               | ▼ -7.9 %  |
| South West                      | ▼ -4.8 %              | ▼ -0.8 % | ▼ -4.8 %              | ▼ -0.8 % | ▼ -30.2 %               | ▼ -28.9 % |
| High Street Index(Coastal Town) | ▼ -5.3 %              | ▼ -2.4 % | ▼ -5.3 %              | ▼ -2.4 % | ▼ -25.2 %               | ▼ -26.2 % |
| UK                              | ▼ -3.1 %              | ▼ -0.4 % | ▼ -3.1 %              | ▼ -0.4 % | ▼ -20.2 %               | ▼ -20.0 % |

**Headlines**

Footfall for the year to date is 17% down on the previous year.

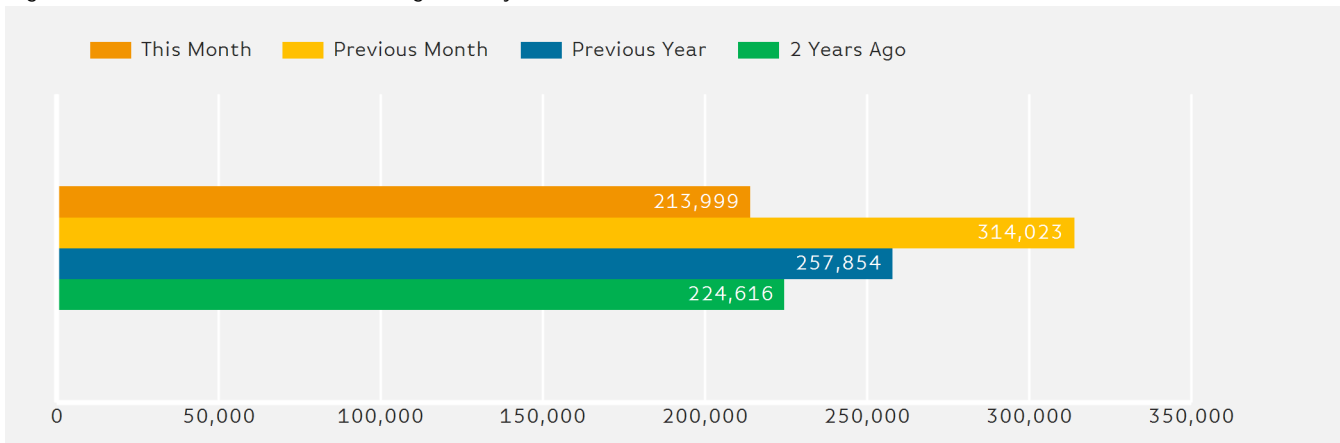
The number of visitors counted for month commencing 1 January 2018 was 213,999.

The busiest day in month commencing 1 January 2018 was Monday 1 January with 15,721 visitors.

The peak hour of the month was 13:00 on Sunday with footfall of 2,585

**Footfall by Month**

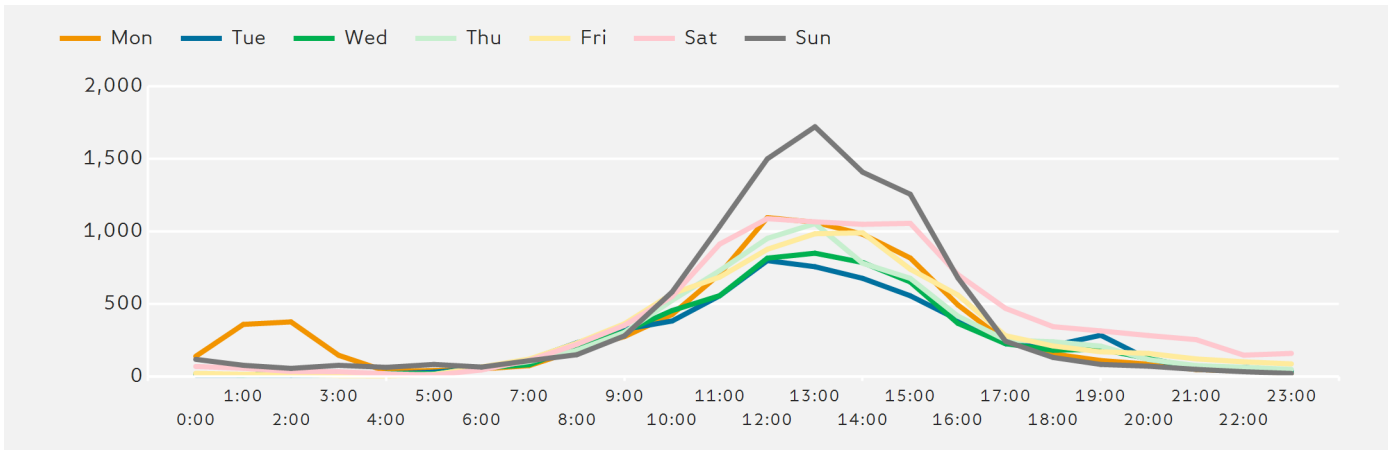
Figures shown below are calculated using monthly totals.



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**

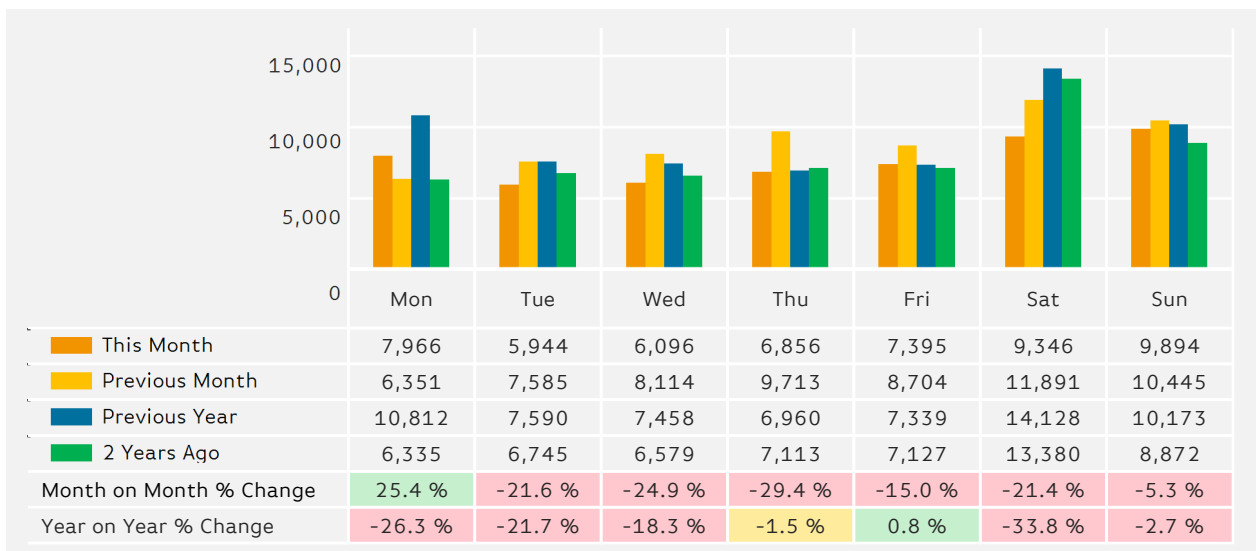
|                                     |    |   |    |   |
|-------------------------------------|----|---|----|---|
| Number of days this month           | 6  | 2 | 20 |   |
| Number of days same month last year | 14 | 9 | 4  | 1 |

### Average Temperature

| Average Temperatures | Maximum Temperature | Minimum Temperature |
|----------------------|---------------------|---------------------|
| 2018                 | 8.3                 | 4.2                 |
| 2017                 | 6.4                 | 1.4                 |

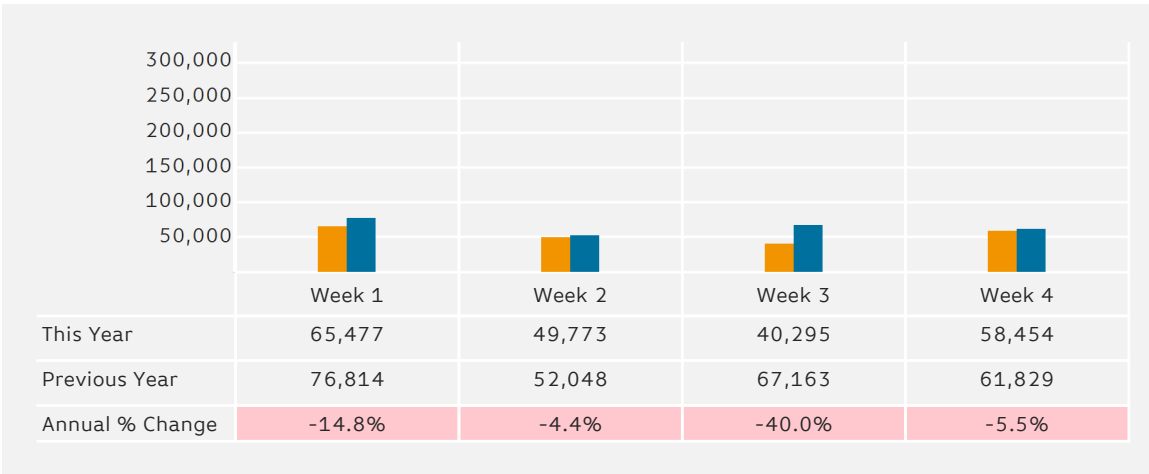
### Footfall by Day

The figures shown below are calculated using weekly averages.



### Footfall by Week of Month

The figures shown below are calculated using weekly totals.



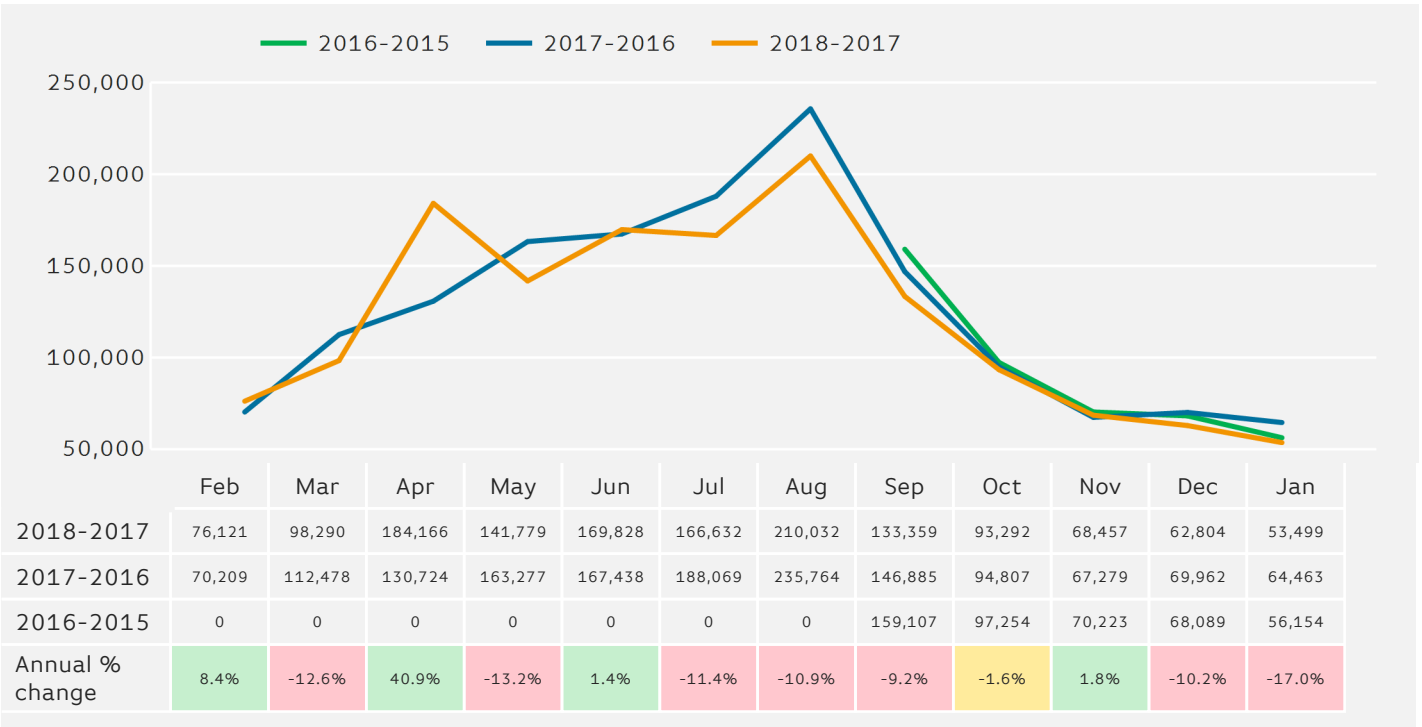
### Footfall by Location

The figures shown below are calculated using weekly averages.



**Footfall - Rolling 12 Months**

The figures shown below are calculated using weekly averages.



**Notes**

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2018 to January, 2018 Vs January, 2017 to January, 2017

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. January, 2018 Vs January, 2017

Month on Month % Change is the % change in footfall for this Month from the previous Month. 1 2018 Vs December 2017