



### Weston Super Mare

March 2017

27/02/2017 to 02/04/2017



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	▼ -1.3 %		▼ -12.6 %		▲ 29.1 %	▲ 60.2 %
South West	▼ -2.1 %	▲ 0.9 %	▼ -3.9 %	▲ 0.8 %	▲ 8.1 %	▲ 5.6 %
High Street Index(Coastal Town)	▼ -3.8 %	▼ -2.4 %	▼ -4.4 %	▼ -3.2 %	▲ 11.3 %	▲ 5.8 %
UK	▲ 0.7 %	▼ -2.2 %	▲ 2.2 %	▼ -3.7 %	▲ 6.1 %	▲ 0.3 %

#### Headlines

Footfall for the year to date is 1.3% down on the previous year.

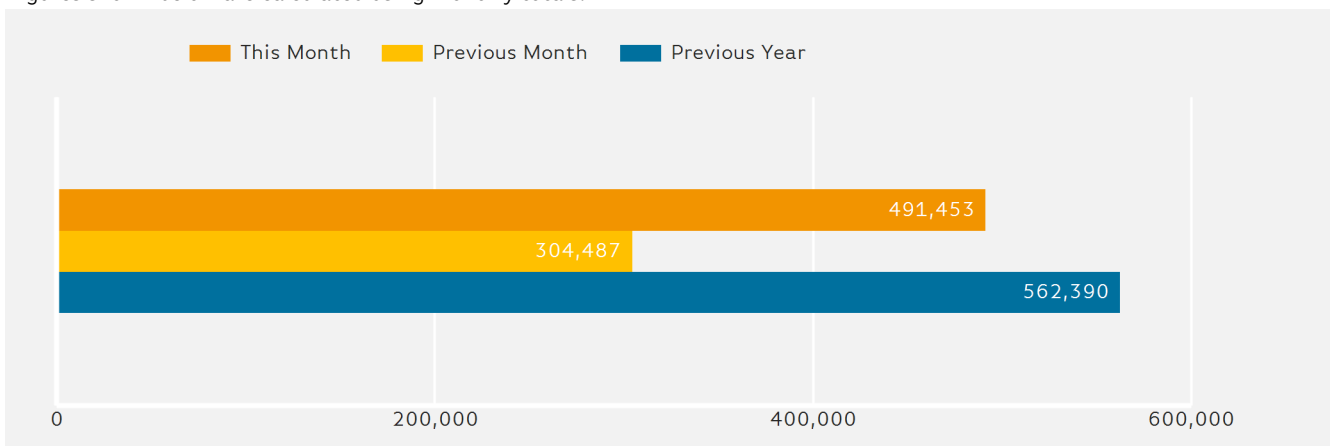
The number of visitors counted for month commencing 27 February 2017 was 491,453.

The busiest day in month commencing 27 February 2017 was Sunday 2 April with 43,685 visitors.

The peak hour of the month was 15:00 on Sunday with footfall of 6,283

#### Footfall Totals by Month

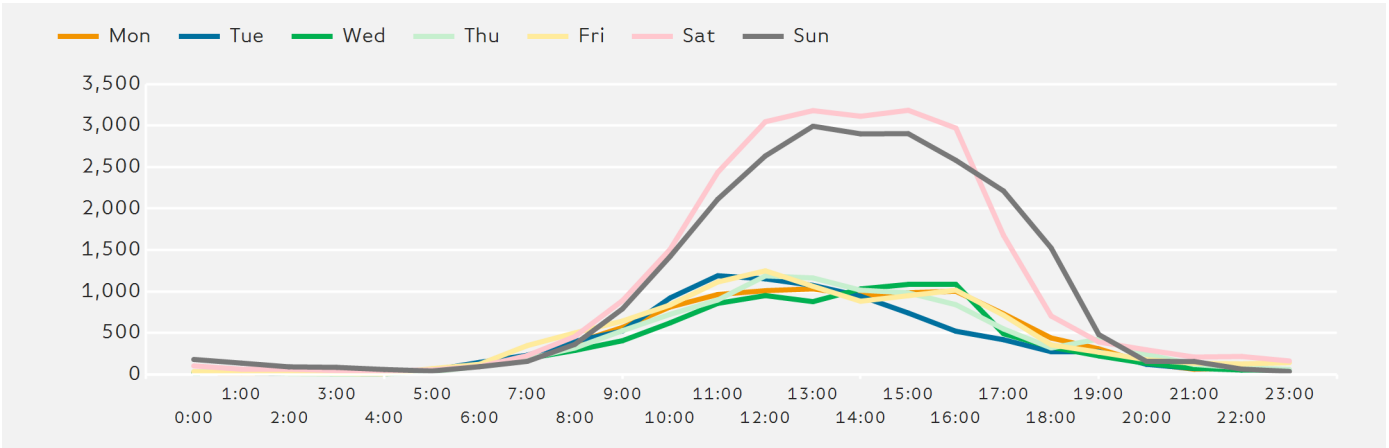
Figures shown below are calculated using monthly totals.



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



**FOG**

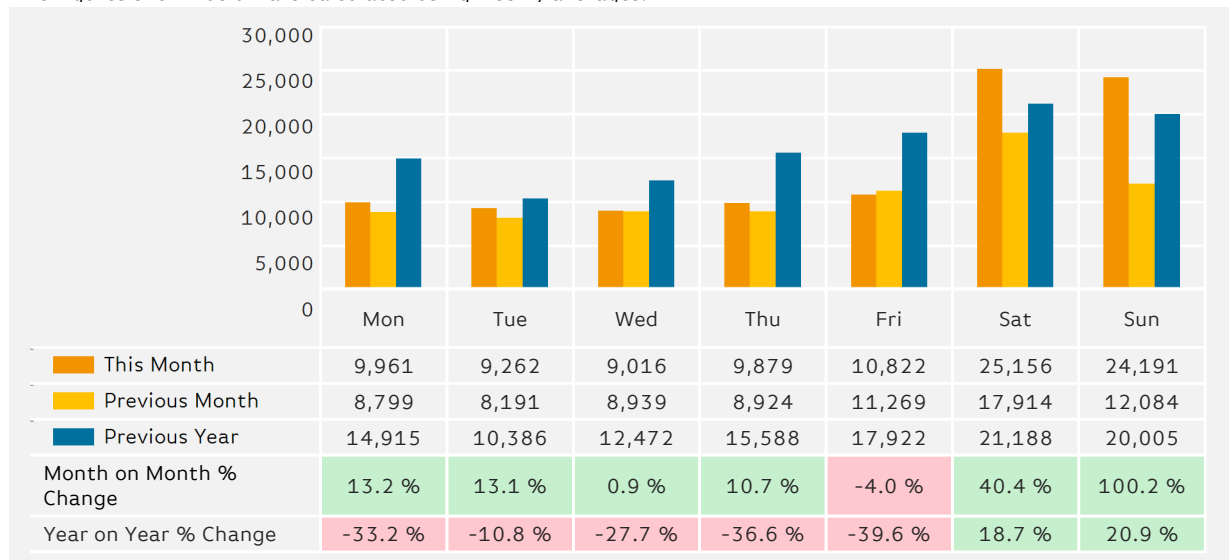
Number of days this month	8	17	9	1
Number of days same month last year	10	23	2	

### Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2017	11.0	5.4
2016	8.6	2.4

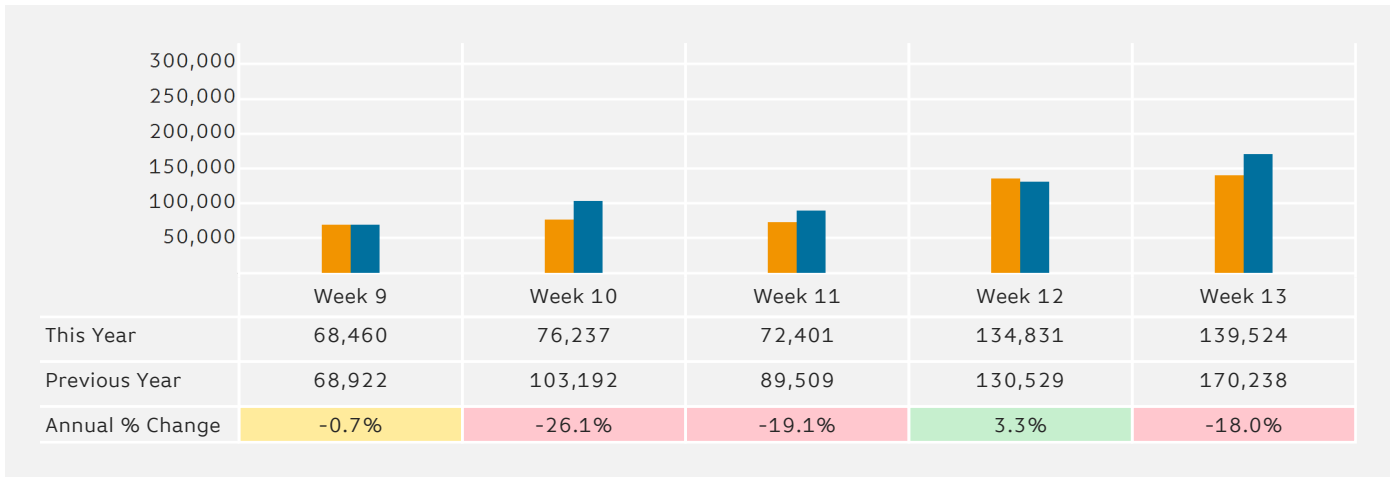
### Footfall by Day

The figures shown below are calculated using weekly averages.



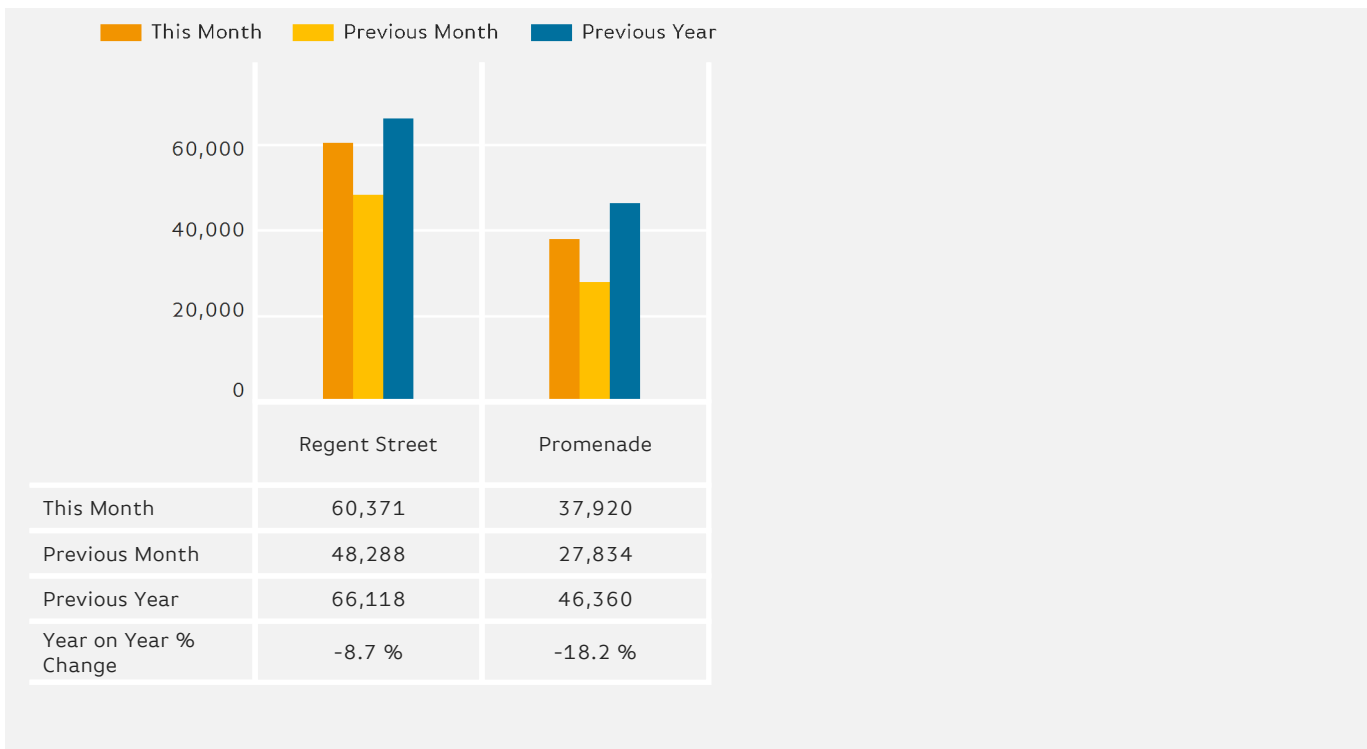
### Footfall by Week of Month

The figures shown below are calculated using weekly totals.



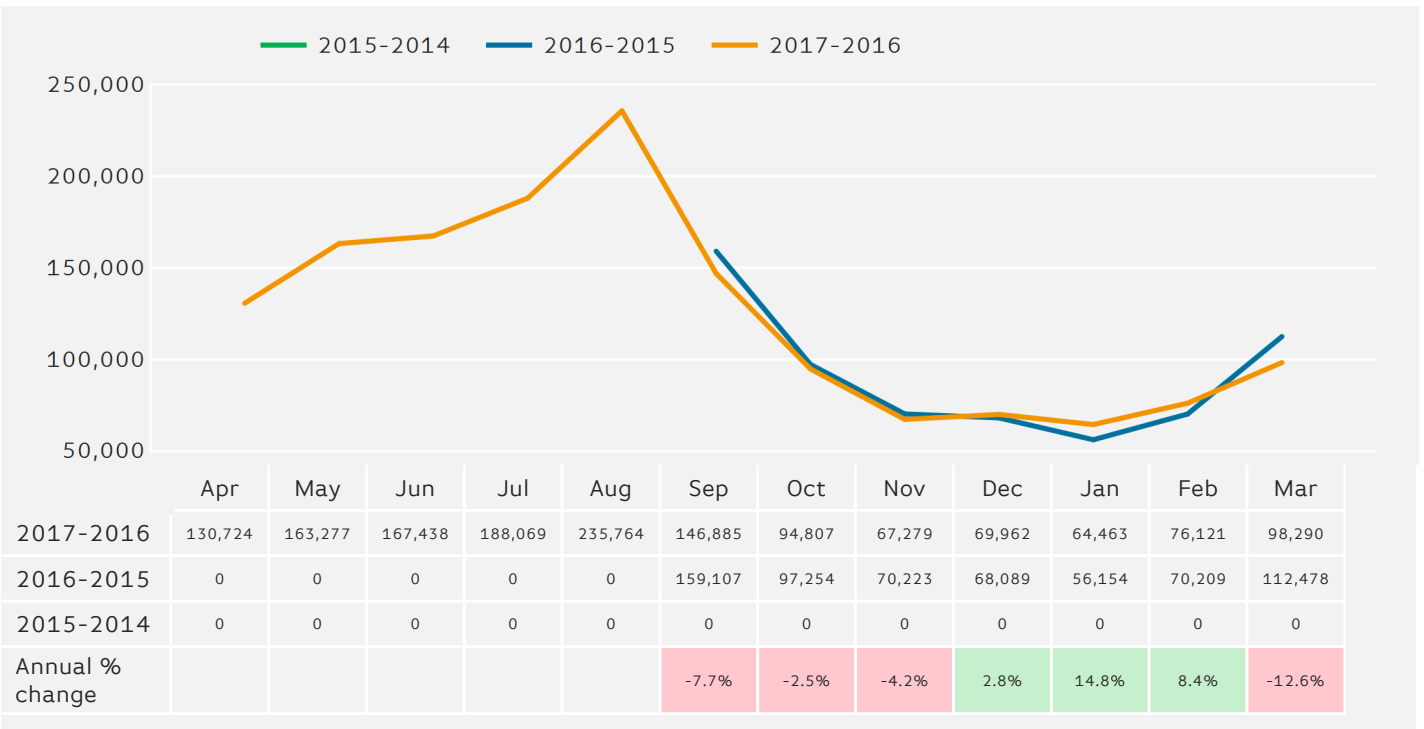
### Footfall Totals

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.