



Weston Super Mare

April 2017

03/04/2017 to 30/04/2017



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	▲ 12.6 %		▲ 40.9 %		▲ 87.4 %	▲ 16.2 %
South West	▼ -1.3 %	▼ -0.6 %	▲ 6.5 %	▼ -5.4 %	▲ 11.1 %	▲ 4.2 %
High Street Index(Coastal Town)	▼ -2.7 %	▼ -3.4 %	▲ 4.5 %	▼ -6.8 %	▲ 14.7 %	▲ 5.6 %
UK	▲ 0.3 %	▼ -2.8 %	▲ 1.8 %	▼ -4.9 %	▲ 4.0 %	▲ 5.3 %

Headlines

Footfall for the year to date is 12.6% up on the previous year.

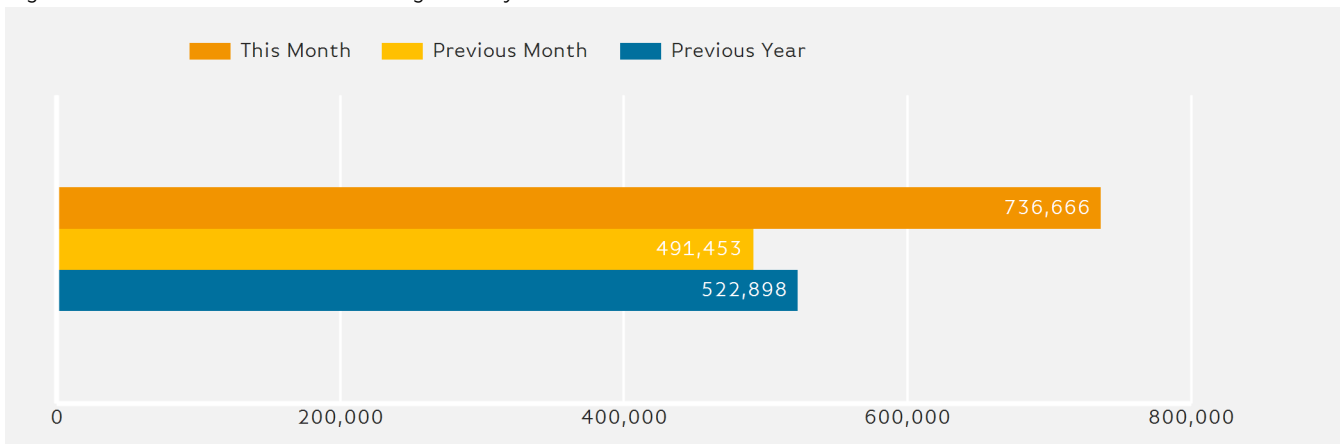
The number of visitors counted for month commencing 3 April 2017 was 736,666.

The busiest day in month commencing 3 April 2017 was Saturday 8 April with 58,872 visitors.

The peak hour of the month was 13:00 on Sunday with footfall of 7,584

Footfall Totals by Month

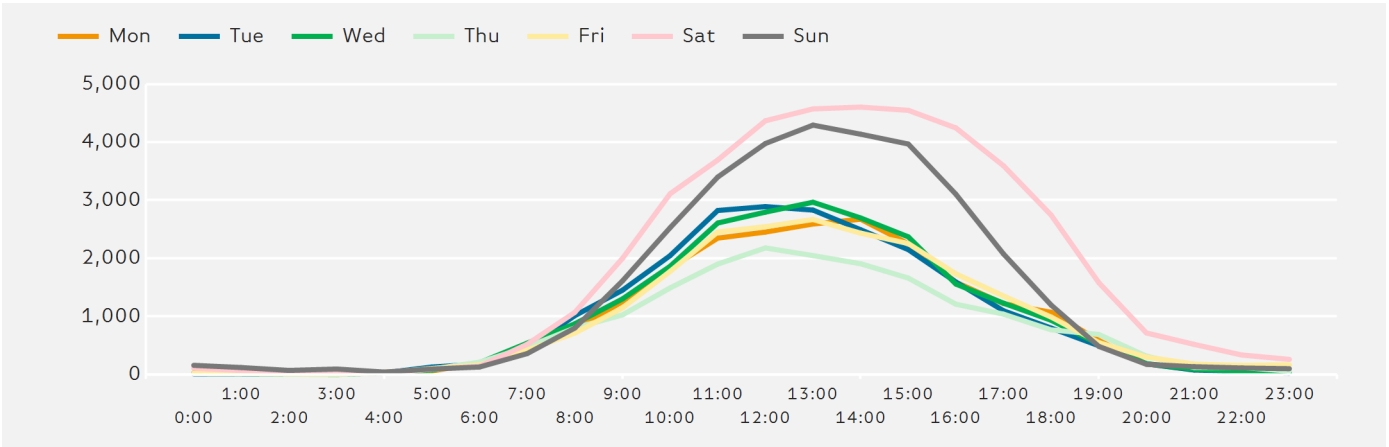
Figures shown below are calculated using monthly totals.



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



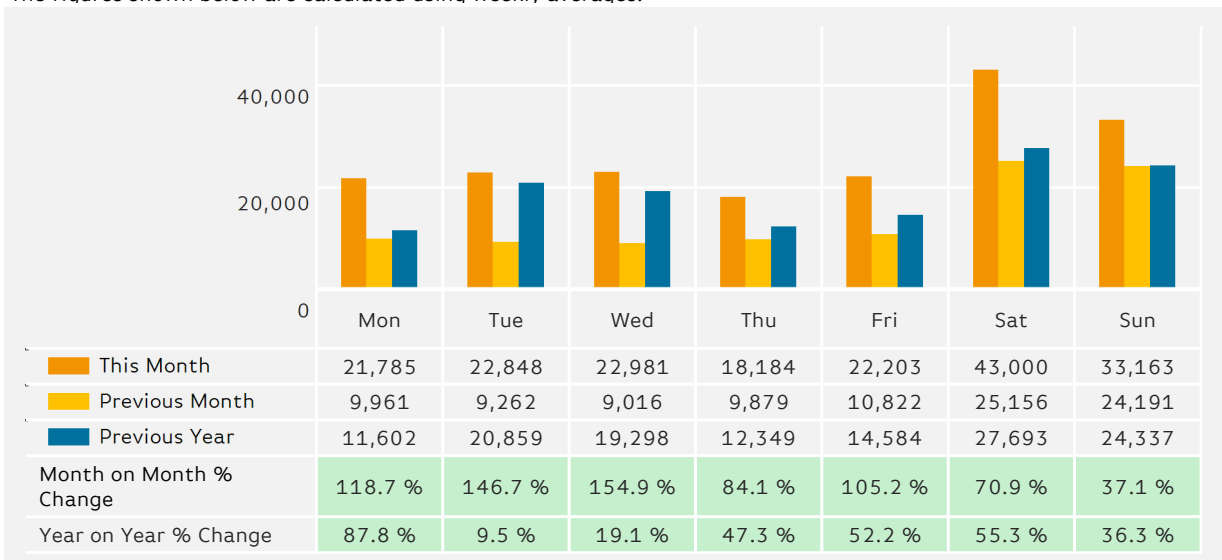
Number of days this month	14	14	
Number of days same month last year	14	12	2

Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2017	12.9	5.1
2016	11.1	3.9

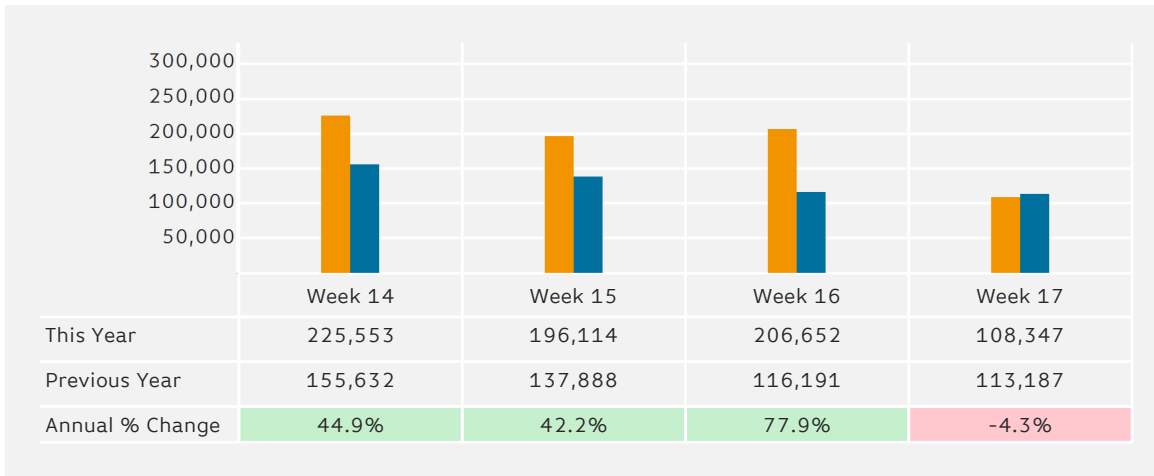
Footfall by Day

The figures shown below are calculated using weekly averages.



Footfall by Week of Month

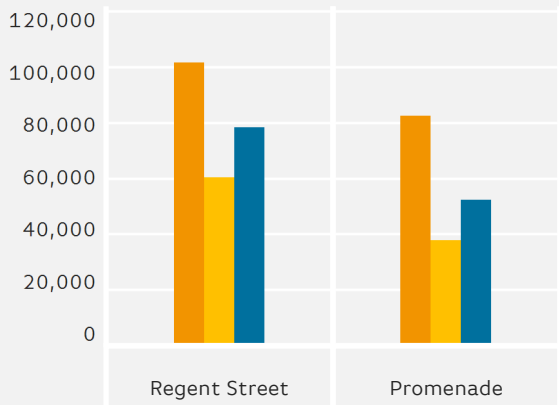
The figures shown below are calculated using weekly totals.



Footfall Totals

The figures shown below are calculated using weekly averages.

■ This Month
 ■ Previous Month
 ■ Previous Year

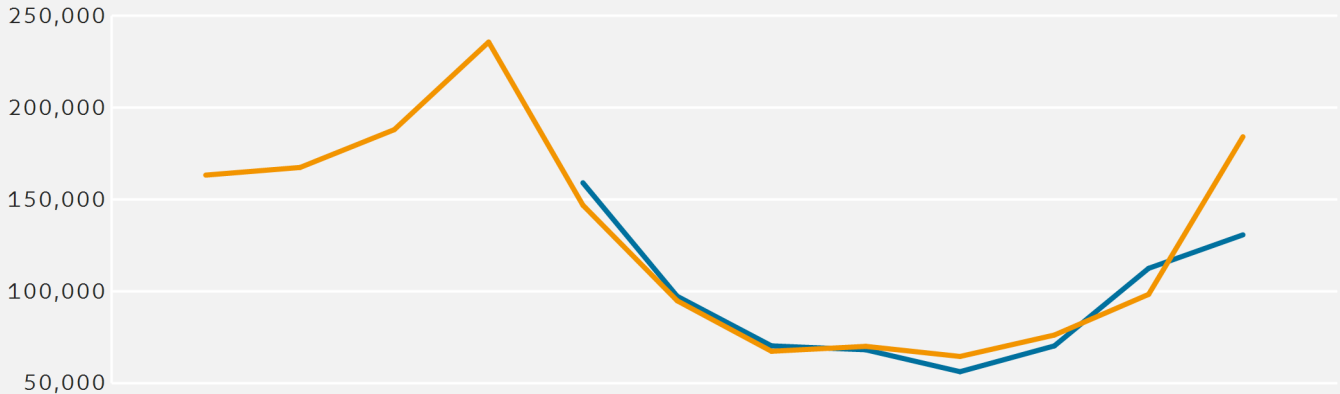


	Regent Street	Promenade
This Month	101,622	82,544
Previous Month	60,371	37,920
Previous Year	78,401	52,324
Year on Year % Change	29.6 %	57.8 %

Footfall - Rolling 12 Months

The figures shown below are calculated using weekly averages.

— 2015-2014
 — 2016-2015
 — 2017-2016



	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
2017-2016	163,277	167,438	188,069	235,764	146,885	94,807	67,279	69,962	64,463	76,121	98,290	184,166
2016-2015	0	0	0	0	159,107	97,254	70,223	68,089	56,154	70,209	112,478	130,724
2015-2014	0	0	0	0	0	0	0	0	0	0	0	0
Annual % change					-7.7%	-2.5%	-4.2%	2.8%	14.8%	8.4%	-12.6%	40.9%

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.