



Weston Super Mare

April 2018

02/04/2018 to 29/04/2018



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

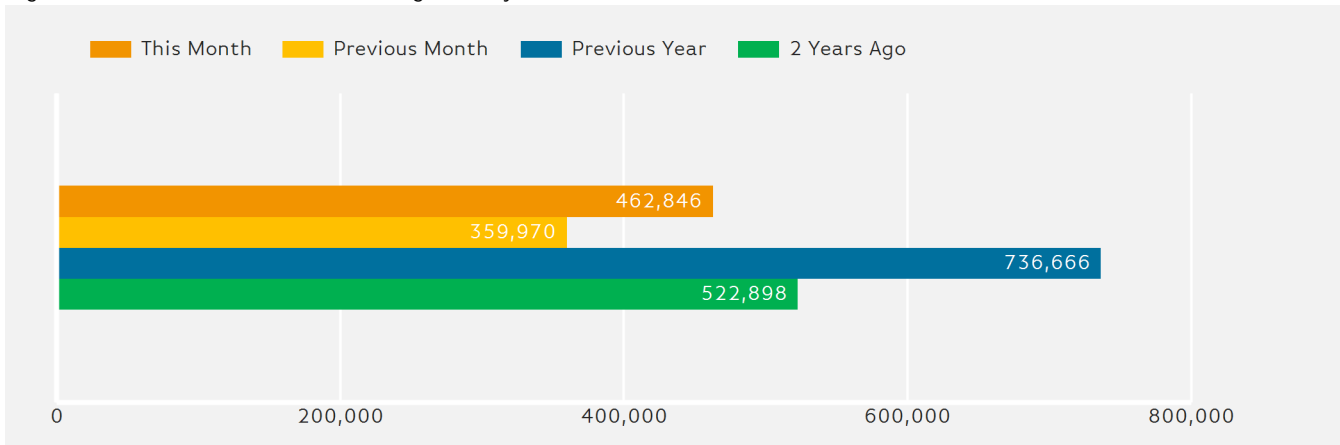
	Year to Date % Change		Year on Year % Change		Month on Month % Change	
	2018	2017	2018	2017	2018	2017
Weston Super Mare	▼ -25.7 %	▲ 12.6 %	▼ -37.2 %	▲ 40.9 %	▲ 60.7 %	▲ 87.4 %
South West	▼ -4.4 %	▼ -1.3 %	▼ -4.9 %	▲ 6.5 %	▲ 9.5 %	▲ 11.1 %
High Street Index(Coastal Town)	▼ -6.2 %	▼ -2.7 %	▼ -9.1 %	▲ 4.5 %	▲ 11.8 %	▲ 14.7 %
UK	▼ -4.9 %	▲ 0.3 %	▼ -4.0 %	▲ 1.8 %	▲ 10.4 %	▲ 4.0 %

Headlines

- Footfall for the year to date is 25.7% down on the previous year.
- The number of visitors counted for month commencing 2 April 2018 was 462,846.
- The busiest day in month commencing 2 April 2018 was Thursday 5 April with 28,829 visitors.
- The peak hour of the month was 13:00 on Thursday 5 April 2018 with footfall of 3,943

Footfall by Month

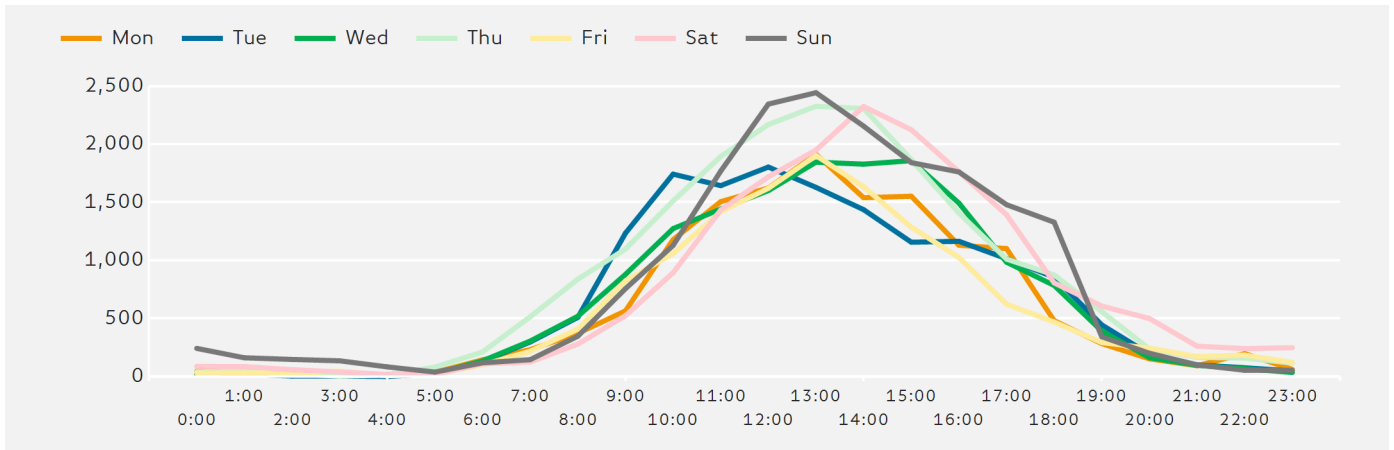
Figures shown below are calculated using monthly totals.



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

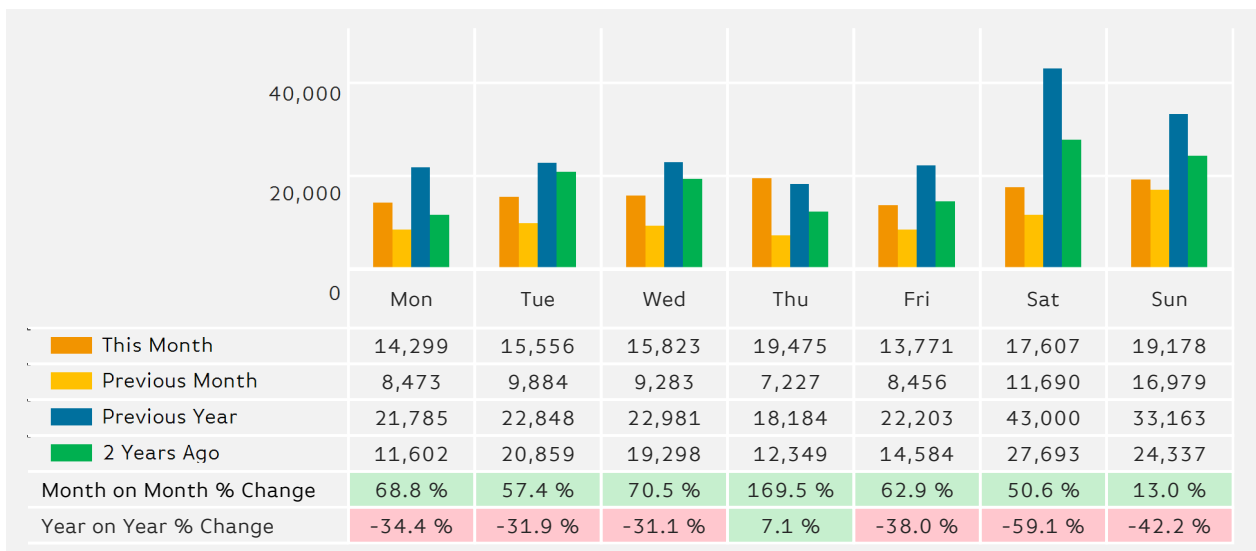
Number of days this month	6	3	18	1
Number of days same month last year	14	14		

Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2018	12.6	7.3
2017	12.9	5.1

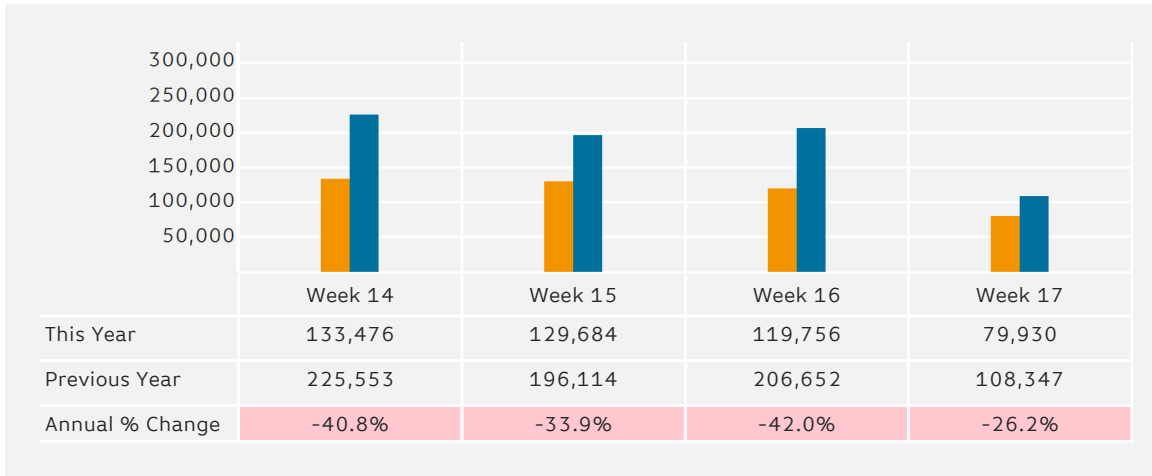
Footfall by Day

The figures shown below are calculated using weekly averages.



Footfall by Week of Month

The figures shown below are calculated using weekly totals.



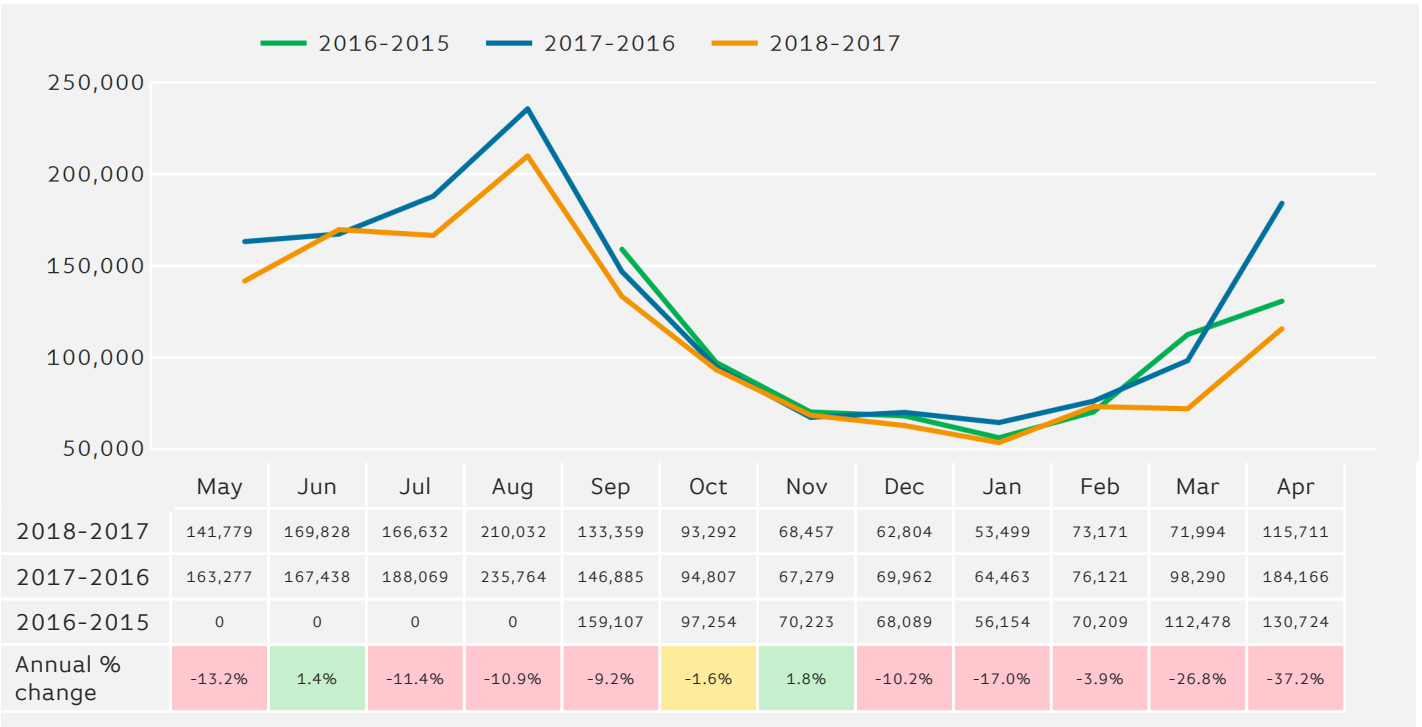
Footfall by Location

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 April, 2018 Vs January, 2017 to April, 2017

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 4 2018 Vs 3 2018