



## Weston Super Mare

May 2017

01/05/2017 to 28/05/2017



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	▲ 5.1 %		▼ -13.2 %		▼ -23.0 %	▲ 24.9 %
South West	▲ 1.0 %	▼ -0.5 %	▼ -2.8 %	▼ -0.3 %	▼ -3.9 %	▲ 5.0 %
High Street Index(Coastal Town)	▼ -0.9 %	▼ -2.9 %	▼ -2.9 %	▼ -0.7 %	▼ -2.3 %	▲ 7.0 %
UK	▲ 0.5 %	▼ -2.0 %	▼ -2.1 %	▲ 1.5 %	▼ -1.0 %	▲ 3.1 %

### Headlines

Footfall for the year to date is 5.1% up on the previous year.

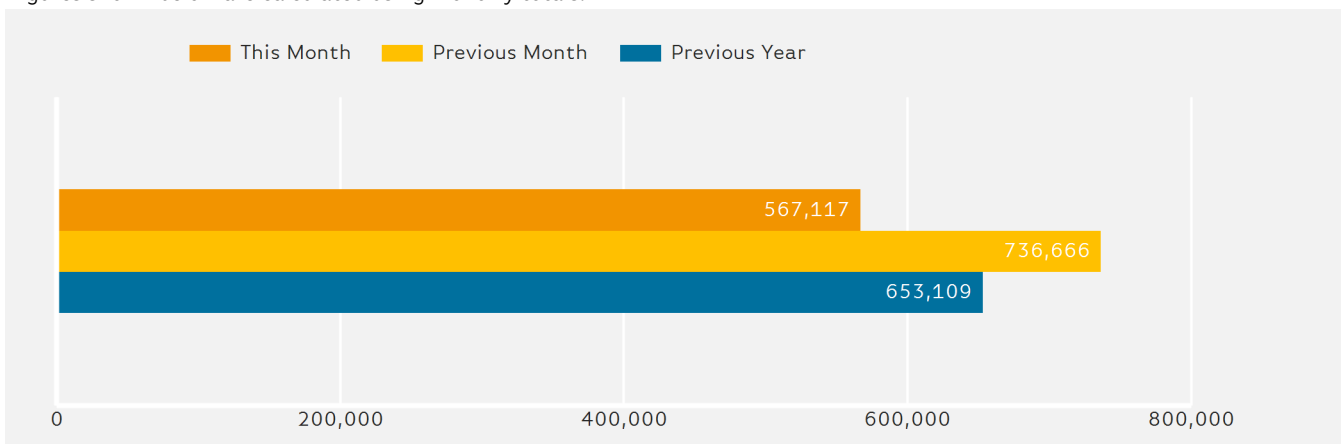
The number of visitors counted for month commencing 1 May 2017 was 567,117.

The busiest day in month commencing 1 May 2017 was Saturday 27 May with 39,346 visitors.

The peak hour of the month was 15:00 on Saturday with footfall of 5,077

### Footfall Totals by Month

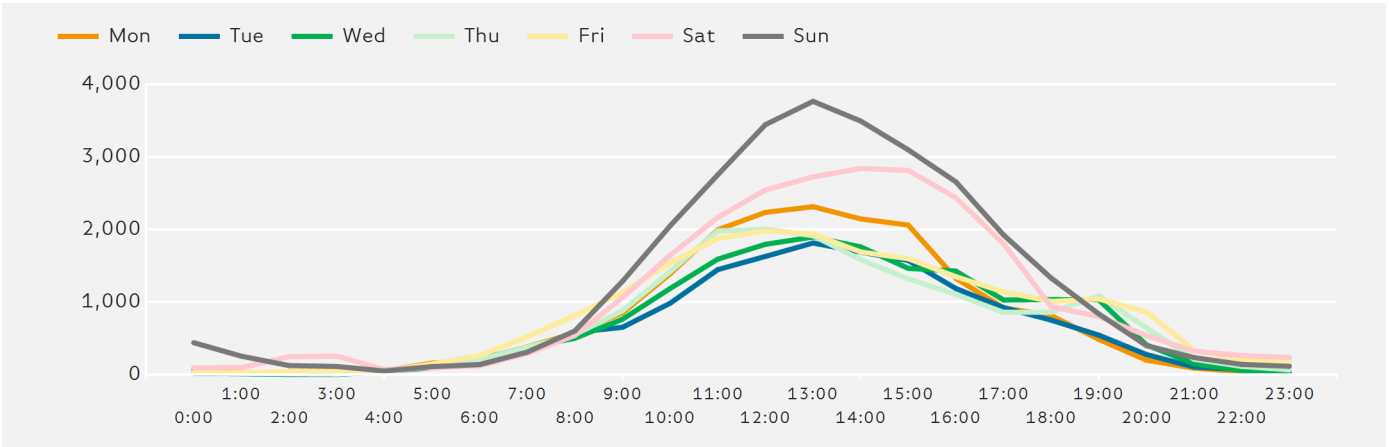
Figures shown below are calculated using monthly totals.



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



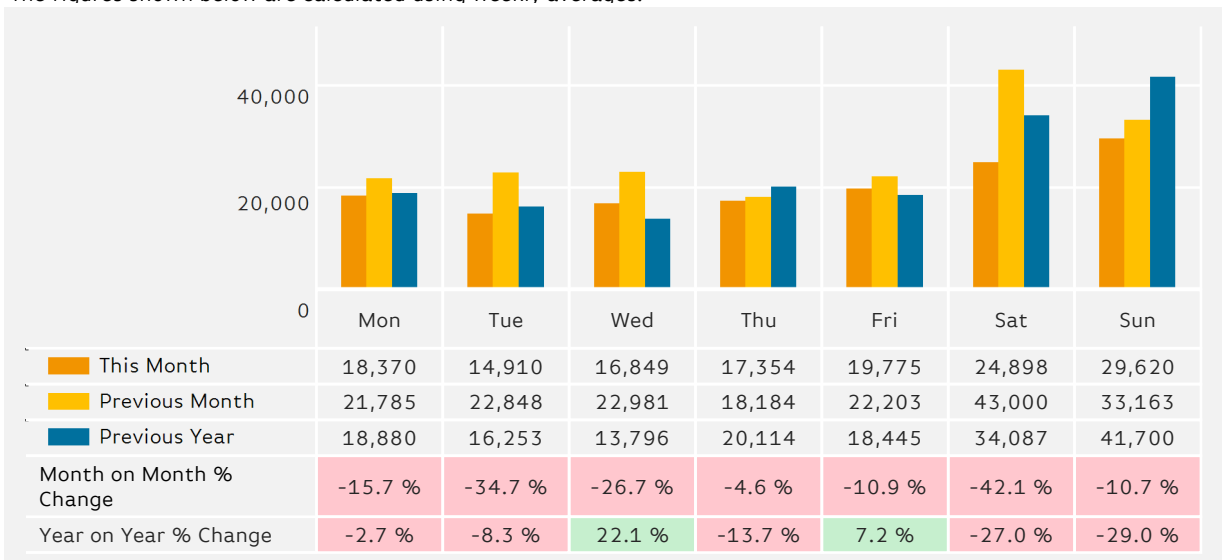
Number of days this month	14	8	6
Number of days same month last year	14	13	1

### Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2017	16.6	8.9
2016	16.2	8.1

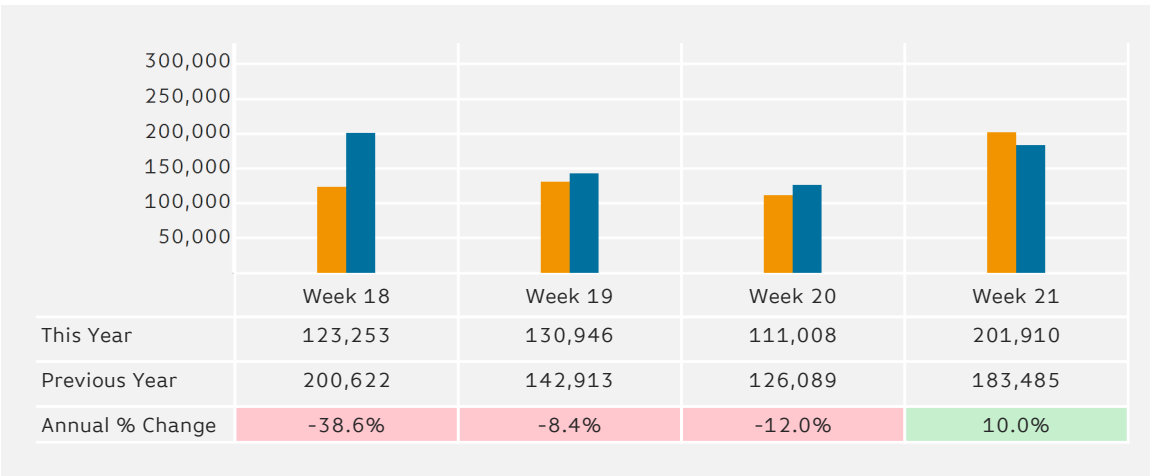
### Footfall by Day

The figures shown below are calculated using weekly averages.



### Footfall by Week of Month

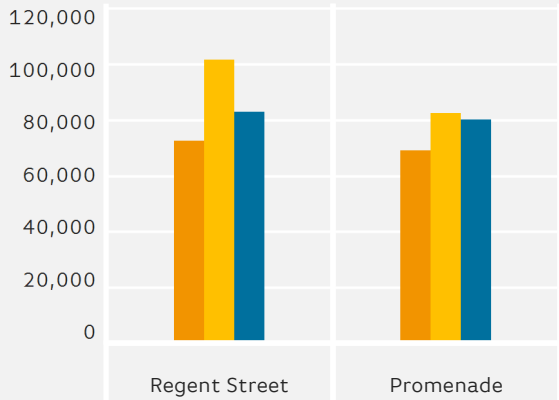
The figures shown below are calculated using weekly totals.



### Footfall Totals

The figures shown below are calculated using weekly averages.

■ This Month   
 ■ Previous Month   
 ■ Previous Year

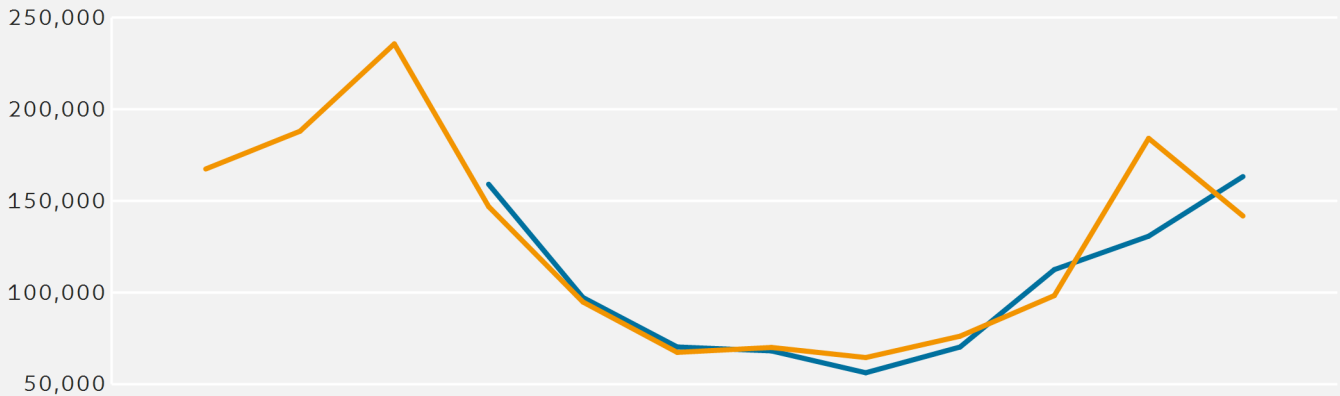


	Regent Street	Promenade
This Month	72,644	69,136
Previous Month	101,622	82,544
Previous Year	83,025	80,252
Year on Year % Change	-12.5 %	-13.9 %

### Footfall - Rolling 12 Months

The figures shown below are calculated using weekly averages.

— 2015-2014   
 — 2016-2015   
 — 2017-2016



	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
2017-2016	167,438	188,069	235,764	146,885	94,807	67,279	69,962	64,463	76,121	98,290	184,166	141,779
2016-2015	0	0	0	159,107	97,254	70,223	68,089	56,154	70,209	112,478	130,724	163,277
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%	-13.2%

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.