



### Weston Super Mare

July 2018

02/07/2018 to 29/07/2018



REGION - South West

Monday to Sunday

COUNT TYPE: Footfall Counts

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	▼ -10.7 %	▲ 1.0 %	▲ 9.8 %	▼ -11.4 %	▲ 7.6 %	▼ -1.9 %
South West	▼ -2.9 %	▼ -1.2 %	▼ -2.3 %	▼ -2.6 %	▲ 6.2 %	▲ 7.1 %
High Street Index(Coastal Town)	▼ -4.5 %	▼ -2.8 %	▼ -2.1 %	▼ -6.6 %	▲ 5.4 %	▲ 5.2 %
UK	▼ -2.7 %	▼ -0.2 %	▲ 0.1 %	▼ -2.3 %	▲ 3.3 %	▲ 2.6 %

### Headlines

Footfall for the year to date is 10.7% down on the previous year.

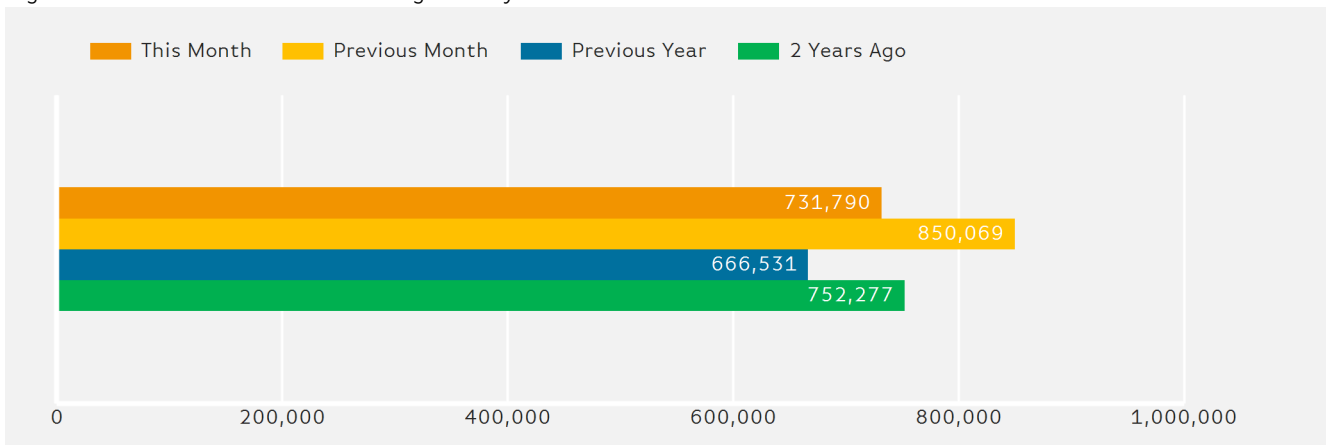
The number of visitors counted for month commencing 2 July 2018 was 731,790.

The busiest day in month commencing 2 July 2018 was Saturday 14 July with 44,851 visitors.

The peak hour of the month was 14:00 on Saturday 14 July 2018 with footfall of 5,457

### Footfall by Month

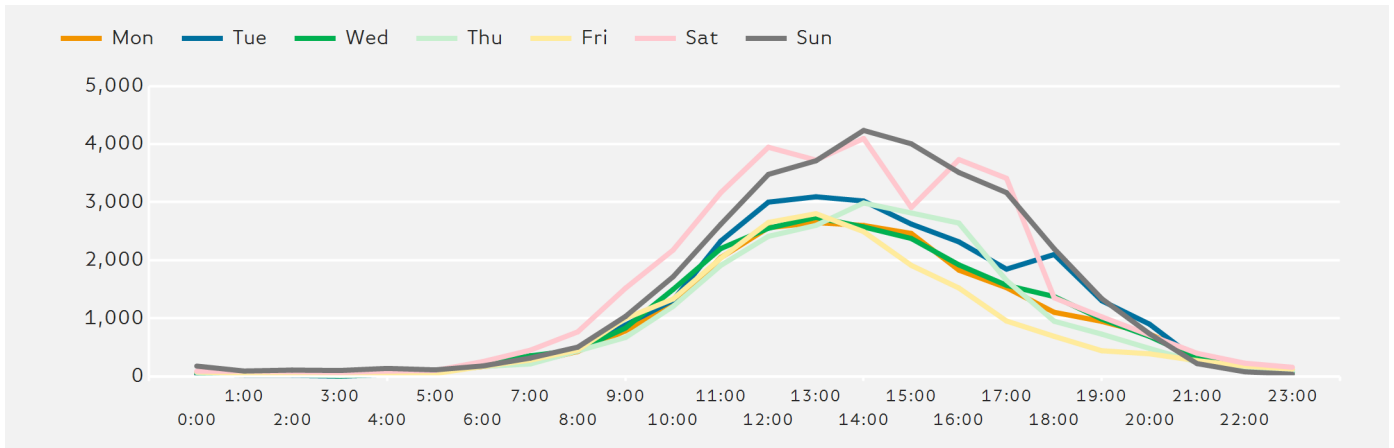
Figures shown below are calculated using monthly totals.



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



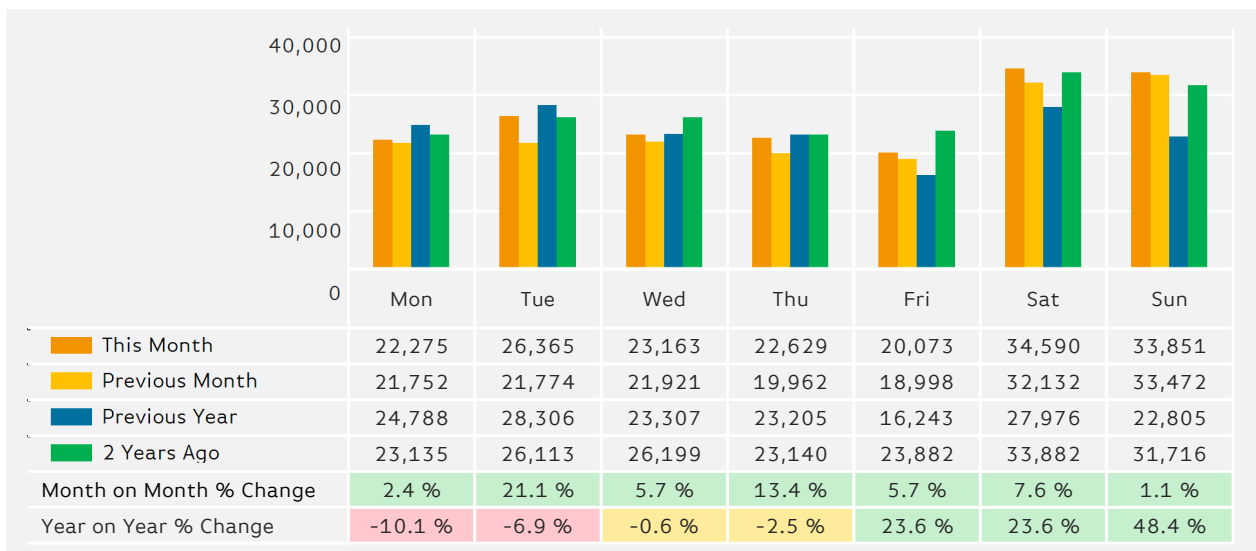
Number of days this month	21	1	6
Number of days same month last year	14	2	12

### Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2018	24.1	15.1
2017	19.9	13.9

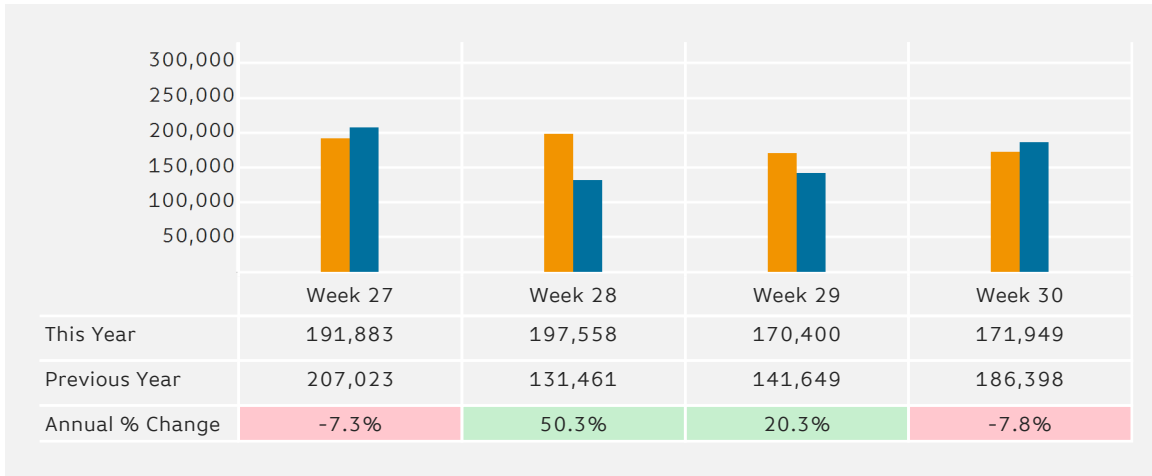
### Footfall by Day

The figures shown below are calculated using weekly averages.



### Footfall by Week of Month

The figures shown below are calculated using weekly totals.



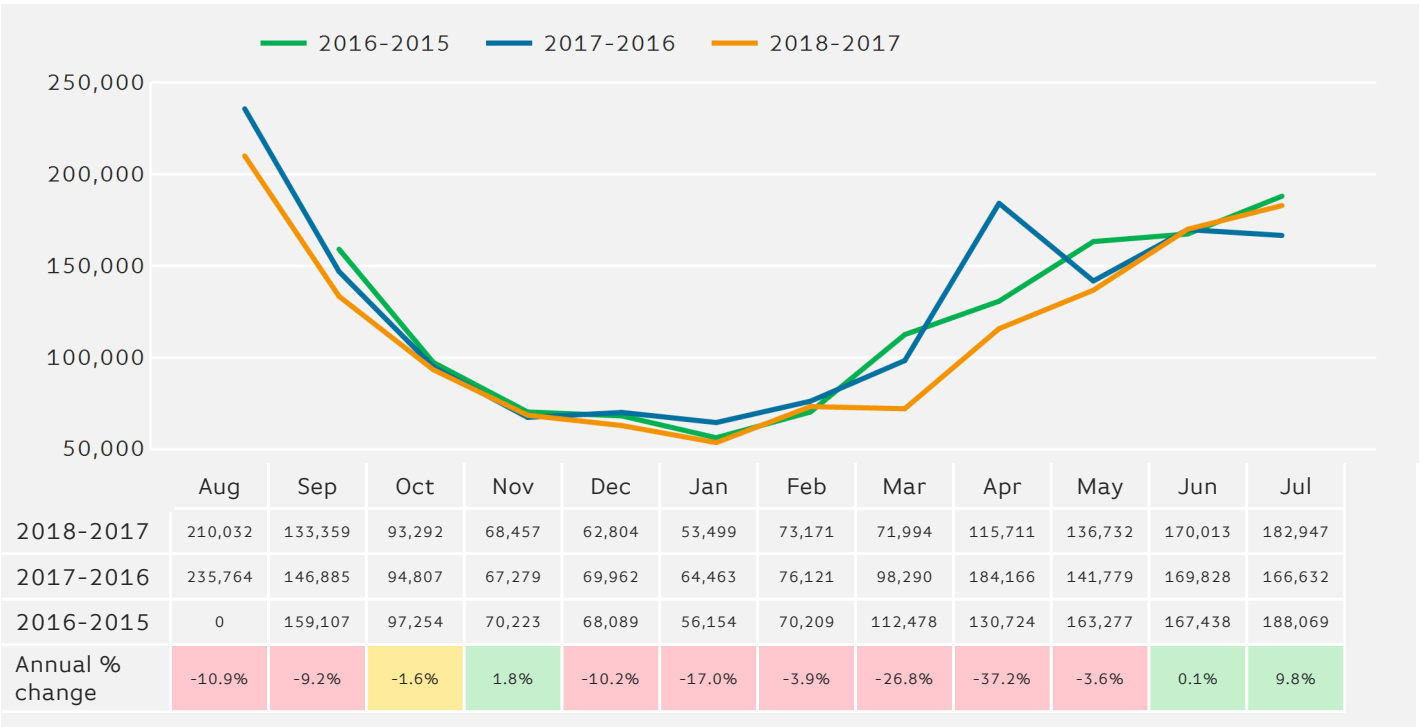
### Footfall by Location

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 July, 2018 Vs January, 2017 to July, 2017

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 7 2018 Vs 6 2018