



**Newbury BID**

May 2017

01/05/2017 to 28/05/2017



REGION - South East

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
Newbury BID	▲ 1.4 %	▼ -2.4 %	▲ 0.4 %	▼ -1.5 %	▲ 1.4 %	▲ 3.4 %
South East	▼ -0.2 %	▼ -3.5 %	▼ -2.4 %	▲ 0.6 %	▲ 0.2 %	▲ 2.1 %
UK	▲ 0.5 %	▼ -2.0 %	▼ -2.1 %	▲ 1.5 %	▼ -1.0 %	▲ 3.1 %

**Headlines**

Footfall for the year to date is 1.4% up on the previous year.

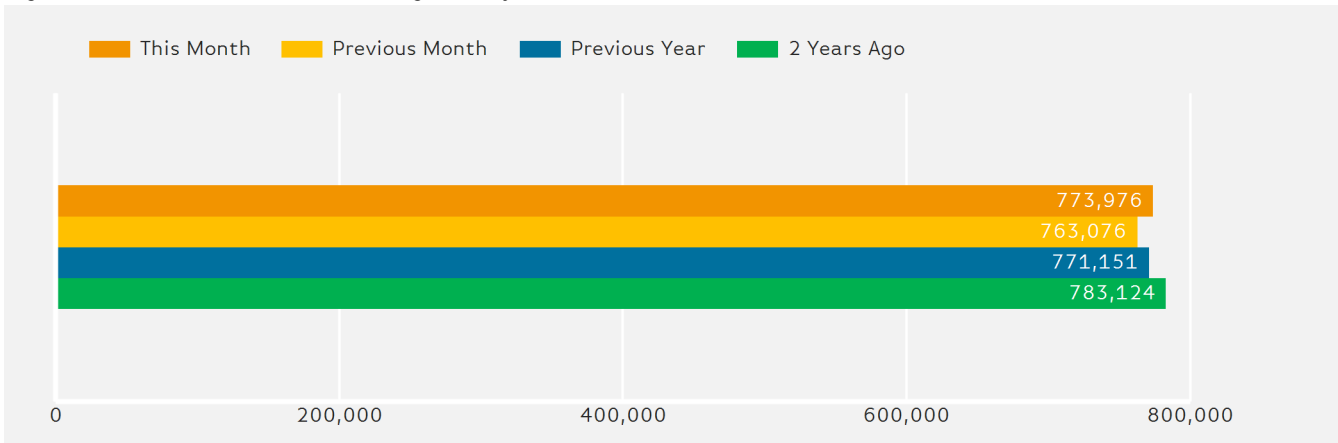
The number of visitors counted for month commencing 1 May 2017 was 773,976.

The busiest day in month commencing 1 May 2017 was Saturday 6 May with 35,805 visitors.

The peak hour of the month was 11:00 on Saturday with footfall of 3,838

**Footfall Totals by Month**

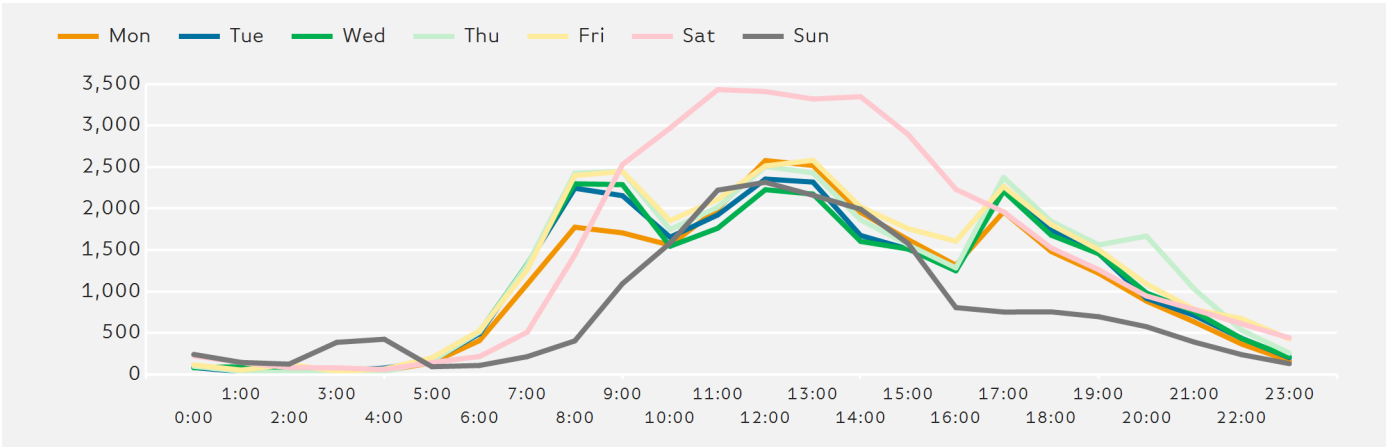
Figures shown below are calculated using monthly totals.



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



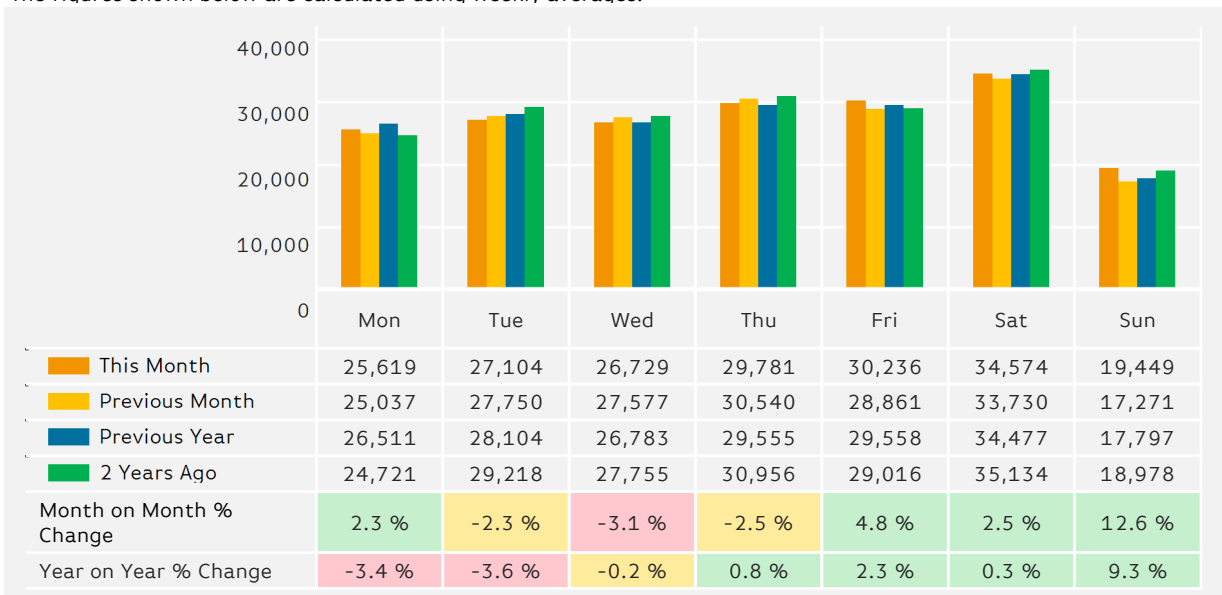
Number of days this month	9	14	5
Number of days same month last year	17	8	3

### Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2017	17.3	8.3
2016	17.6	7.3

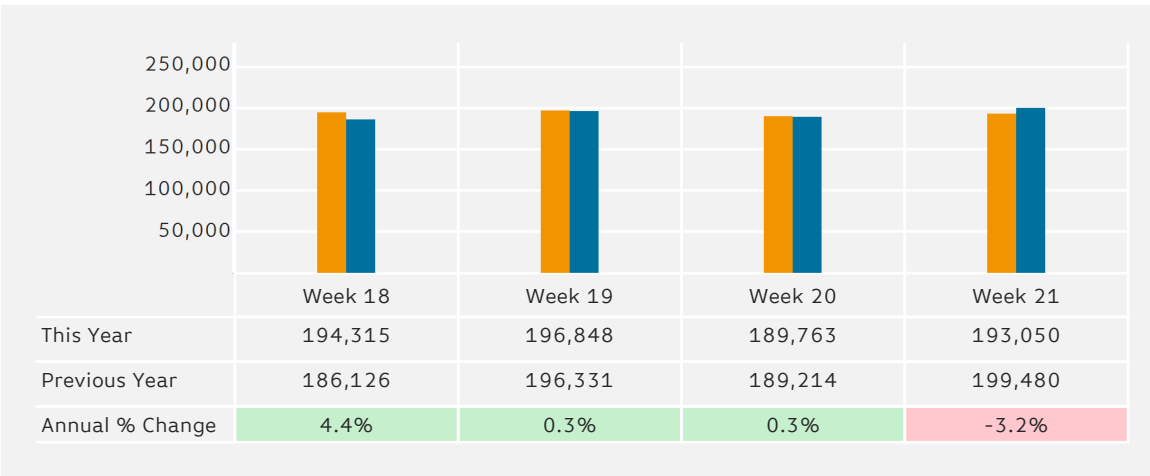
### Footfall by Day

The figures shown below are calculated using weekly averages.



### Footfall by Week of Month

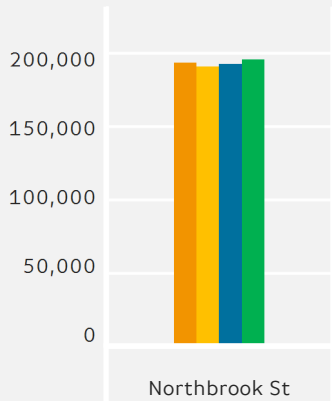
The figures shown below are calculated using weekly totals.



### Footfall Totals

The figures shown below are calculated using weekly averages.

■ This Month   
 ■ Previous Month   
 ■ Previous Year   
 ■ ...

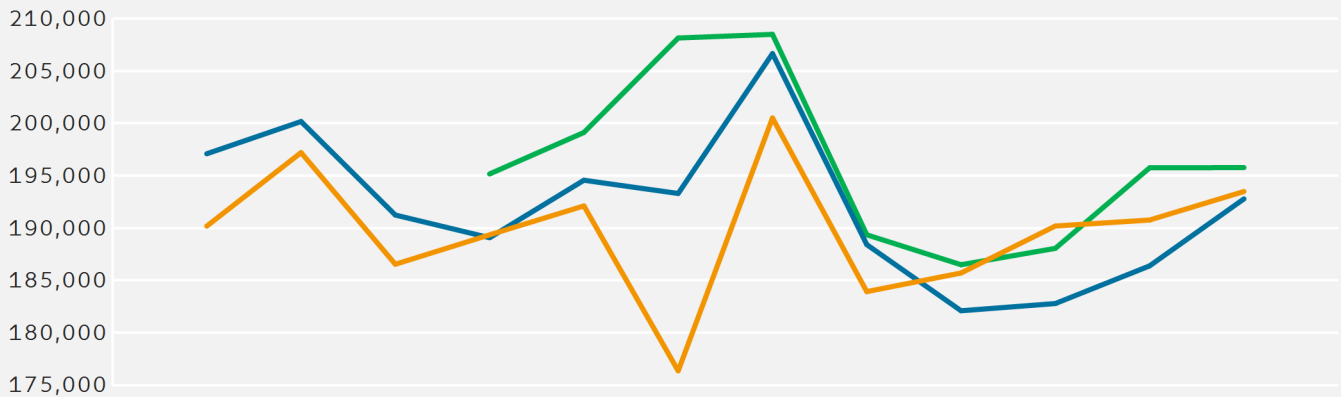


Category	Footfall
This Month	193,494
Previous Month	190,769
Previous Year	192,788
2 Years Ago	195,781
Year on Year % Change	0.4 %

### 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	190,186	197,212	186,541	189,353	192,117	176,354	200,521	183,926	185,708	190,196	190,769	193,494
2016-2015	197,099	200,184	191,244	189,077	194,571	193,307	206,674	188,418	182,096	182,786	186,388	192,787
2015-2014	0	0	0	195,173	199,136	208,166	208,514	189,358	186,497	188,060	195,757	195,781
Annual % change	-3.5%	-1.5%	-2.5%	0.1%	-1.3%	-8.8%	-3.0%	-2.4%	2.0%	4.1%	2.4%	0.4%

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.