

Footfall Report for: Burnham on Sea

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2020	2019	2020	2019	2020	2019
Burnham on Sea	-39.1 %	-6.6 %	-51.9 %	-7.3 %	8.5 %	1.0 %
South West	-42.0 %	-3.1 %	-68.6 %	-2.3 %	12.3 %	16.2 %
High Street Index(Coastal Town)	-37.3 %	-3.0 %	-56.1 %	-2.4 %	6.4 %	9.7 %
High Street Index - BDSU(BDSU - Speciality)	-43.7 %	-2.6 %	-58.7 %	-0.1 %	7.7 %	5.2 %
UK	-44.9 %	-2.1 %	-64.1 %	0.9 %	4.2 %	7.3 %

Benchmark calculations (Year on Year and Week on Week) have been calculated using like for like data sets (only those counters available in both comparison periods) to ensure statistical accuracy

Headlines

The change in footfall for Burnham on Sea over the last 52 weeks is 36.8% down on the previous year.

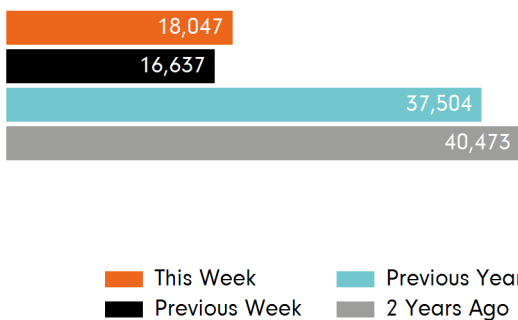
Footfall for the year to date is 39.1% down on the previous year.

The number of visitors counted for week commencing 23 November 2020 was 18,047.

The busiest day in week commencing 23 November 2020 was Friday with 3,116 visitors.

The peak hour of the week was 11:00 on Friday 27 November 2020 with footfall of 525

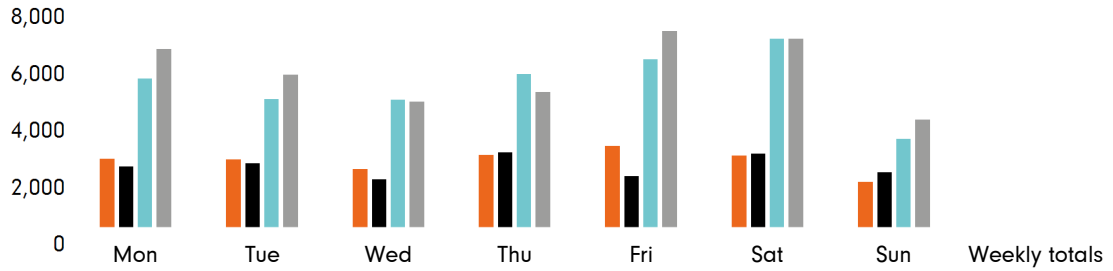
Footfall by week



Weather

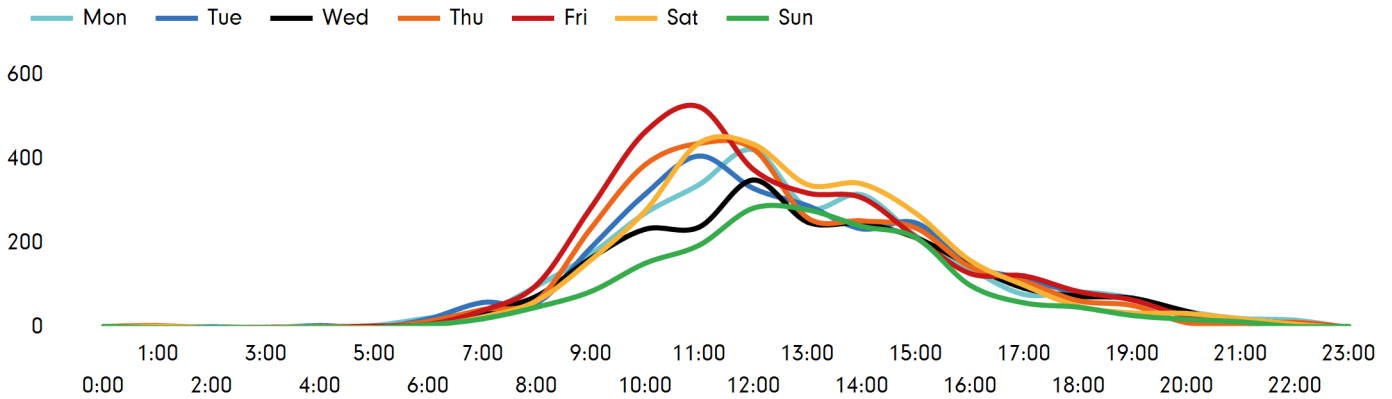
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	12°	13°	10°	9°	6°	12°	8°
Previous week	12°	15°	15°	10°	12°	12°	11°
Previous year	12°	13°	10°	10°	7°	8°	6°

Footfall by day

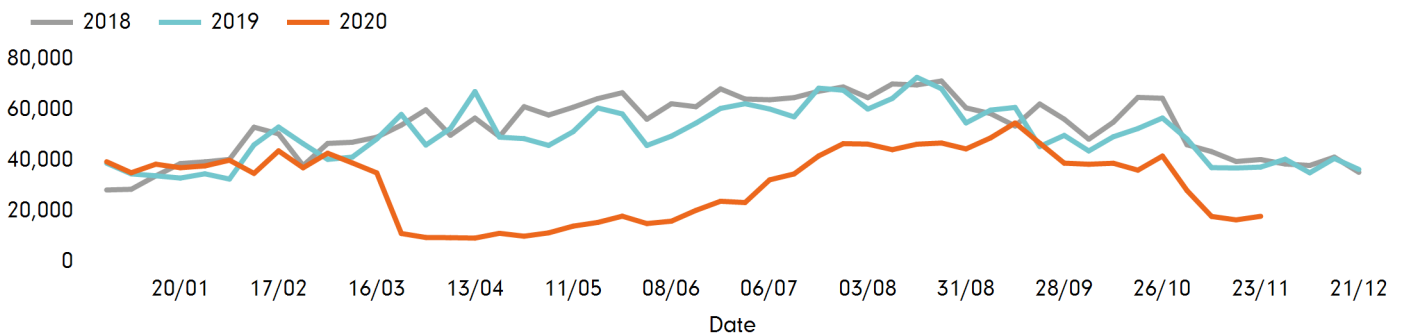


Week on week %	11.7 %	6.2 %	20.3 %	-3.5 %	54.2 %	-2.0 %	-15.8 %	
Year on year %	-52.4 %	-45.3 %	-52.2 %	-51.4 %	-50.2 %	-60.4 %	-46.3 %	
% of week	14.7%	14.6%	12.6%	15.4%	17.3%	15.4%	10.0%	

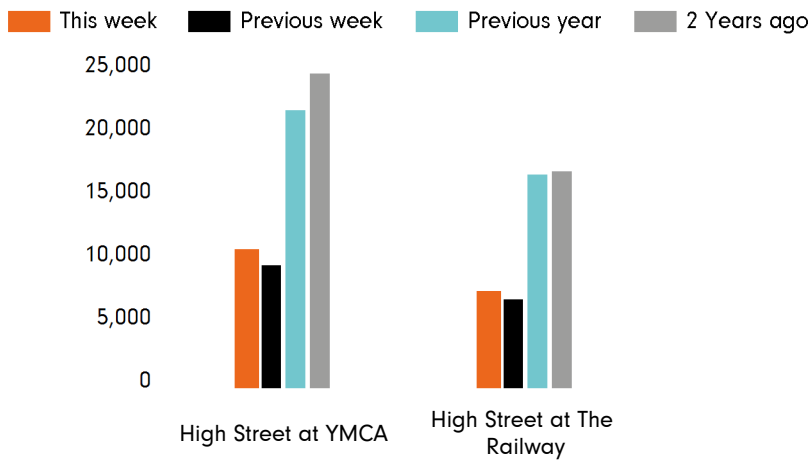
Footfall by hour



Footfall by week



Footfall by location



This Week	10,578	7,469
Previous Week	9,580	7,057
Previous Year	21,138	16,366
2 Years Ago	23,887	16,586
Week on week %	10.4 %	5.8 %
Year on Year %	-50.0 %	-54.4 %

Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week1, 2020 to Week 48 , 2020 Vs Week 1, 2019 to Week 48 , 2019

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week48, 2020 Vs Week 48, 2019

Week on Week % Change is the % change in footfall for this week from the previous week. Week48 2020 Vs Week 47 2020