

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	-39.0 %	-6.5 %	-31.8 %	5.0 %	53.4 %	8.3 %
South West	-42.1 %	-3.1 %	-44.2 %	-3.6 %	82.2 %	1.6 %
High Street Index(Coastal Town)	-37.2 %	-3.1 %	-34.7 %	-7.8 %	47.9 %	-1.1 %
High Street Index - BDSU(BDSU - Speciality)	-43.7 %	-2.6 %	-42.9 %	-3.4 %	42.0 %	0.1 %
UK	-45.0 %	-2.1 %	-47.7 %	-2.1 %	49.8 %	1.3 %

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 37.4% down on the previous year.

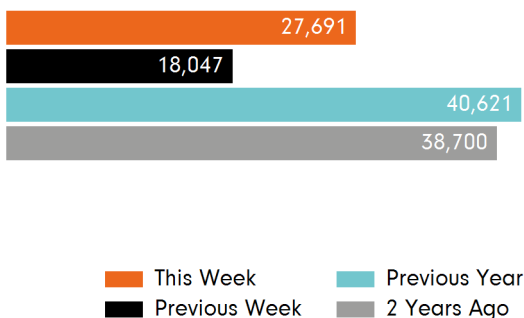
Footfall for the year to date is 39% down on the previous year.

The number of visitors counted for week commencing 30 November 2020 was 27,691.

The busiest day in week commencing 30 November 2020 was Saturday with 5,231 visitors.

The peak hour of the week was 11:00 on Friday 4 December 2020 with footfall of 858

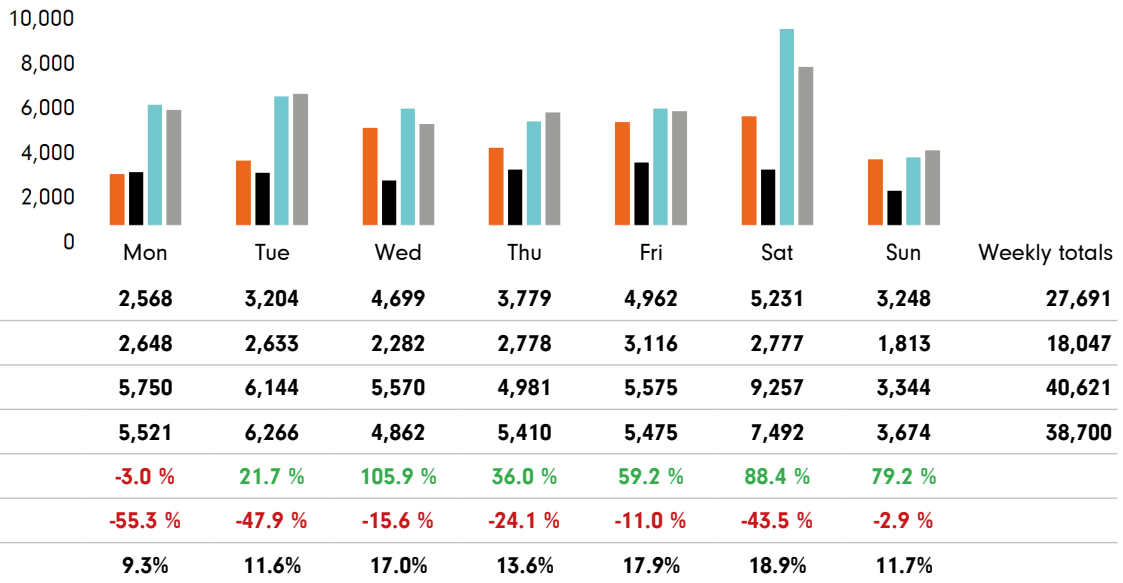
Footfall by week



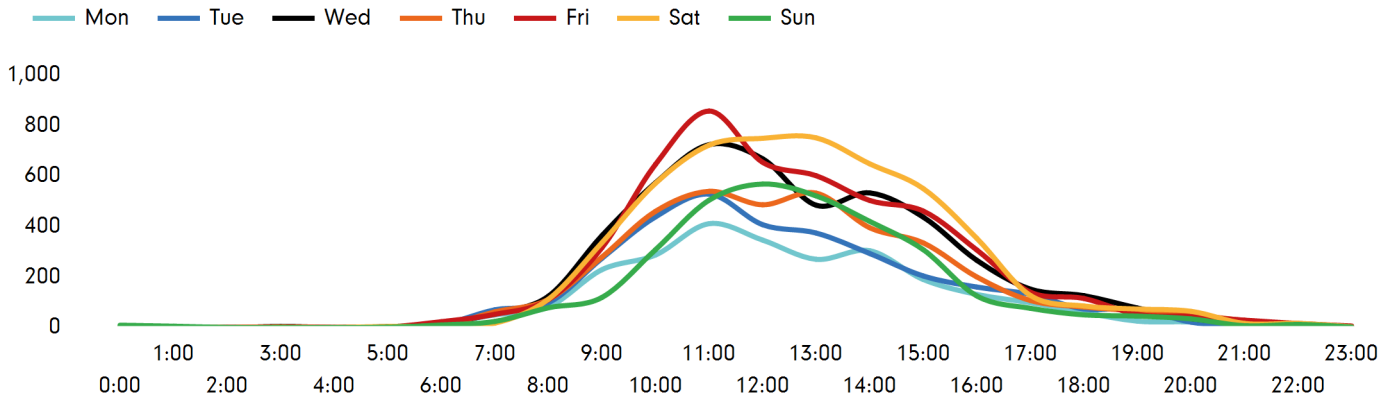
Weather

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

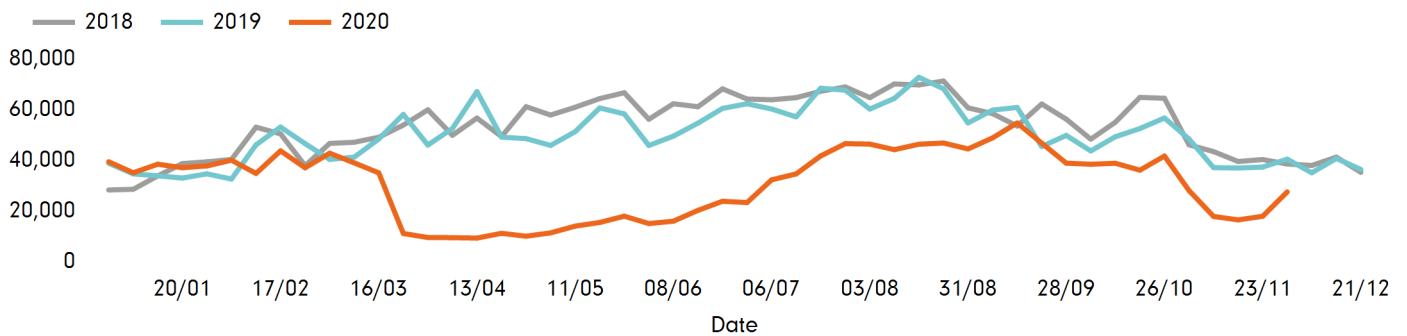
Footfall by day



Footfall by hour

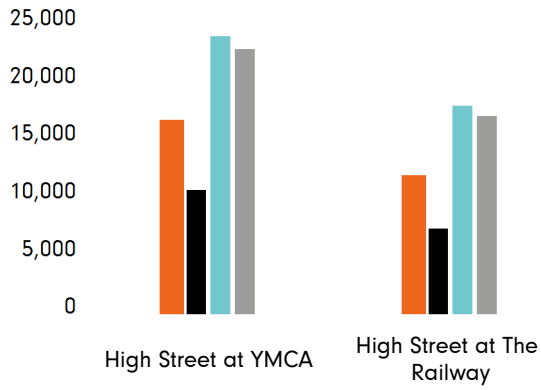


Footfall by week



Footfall by location

■ This week
 ■ Previous week
 ■ Previous year
 ■ 2 Years ago



This Week	16,114	11,577
Previous Week	10,578	7,469
Previous Year	23,126	17,495
2 Years Ago	22,067	16,633
Week on week %	52.3 %	55.0 %
Year on Year %	-30.3 %	-33.8 %

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 49 , 2020 Vs Week 1, 2019 to Week 49 , 2019

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week49, 2020 Vs Week 49, 2019

Week on Week % Change is the % change in footfall for this week from the previous week. Week49 2020 Vs Week 48 2020