

# Footfall Report for: Burnham on Sea

## Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2021	2020	2021	2020	2021	2020
Burnham on Sea	2.5%	-45.2%	196.2%	-67.6%	-18.0%	6.2%
South West	3.3%	-45.2%	240.3%	-73.1%	-12.9%	-2.3%
High Street Index(Coastal Town)	6.7%	-41.5%	165.4%	-63.3%	-14.0%	-2.8%
High Street Index - BDSU(BDSU - Speciality)	-6.7%	-43.0%	177.0%	-66.9%	-9.6%	3.0%
UK	-10.9%	-44.3%	186.4%	-72.9%	-6.8%	5.0%

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

The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2021 versus 2019 in order to provide a comparison to the last normal trading year. This comparison is provided on the final pages of this report.

## Headlines

The total number of visitors to Burnham on Sea for the last 52 weeks is 1,596,134 which is 24.1% down on the previous year.

The total number of visitors for the year to date is 589,385 which is 2.5% up on the previous year.

The total number of visitors to Burnham on Sea in week commencing 7 June 2021 was 47,736.

The busiest day in week commencing 7 June 2021 was Saturday with 9,230 visitors.






















The peak hour of the week was 11:00 on Saturday 12 June 2021 with footfall of 1,336.

## Footfall by week



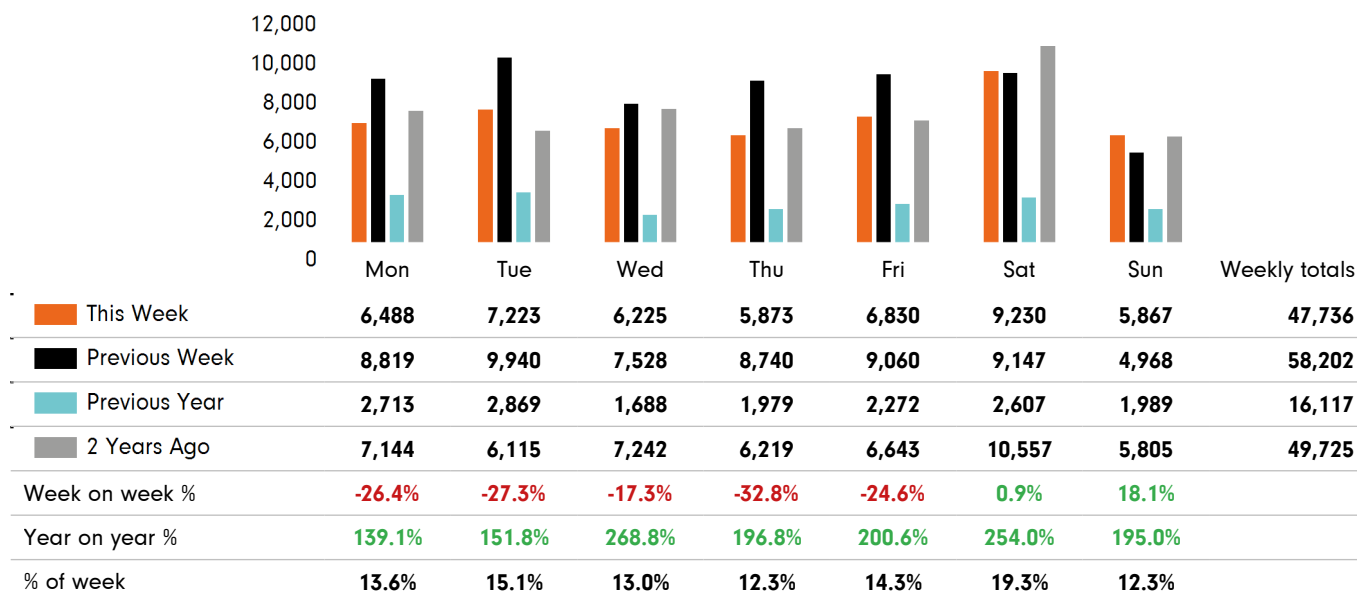
■ This Week
 ■ Previous Year
 ■ Previous Week
 ■ 2 Years Ago

## Weather

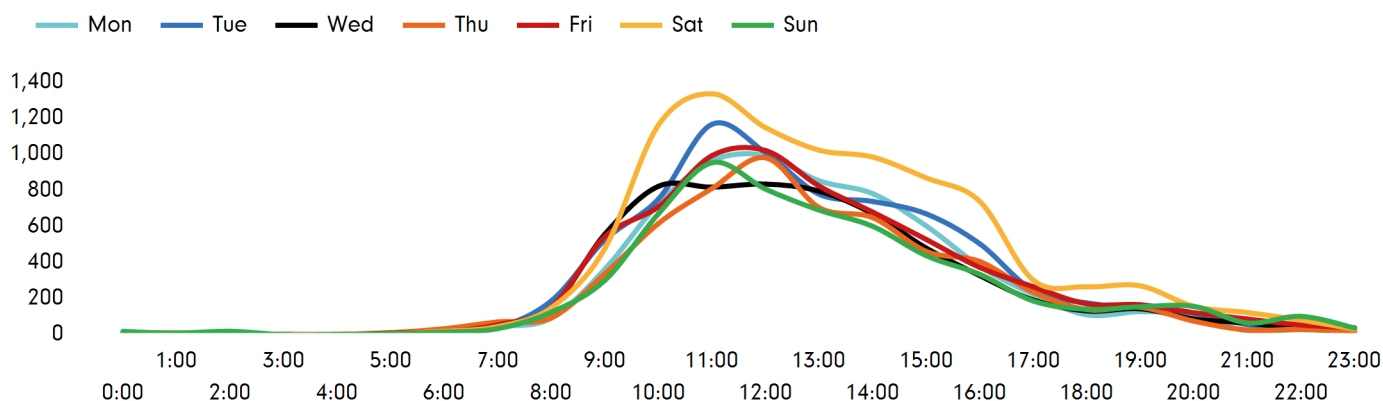
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	 17°	 20°	 20°	 21°	 19°	 20°	 25°
Previous week	 23°	 23°	 23°	 16°	 17°	 20°	 18°
Previous year	 18°	 18°	 15°	 18°	 21°	 20°	 20°

# SPRINGBOARD.

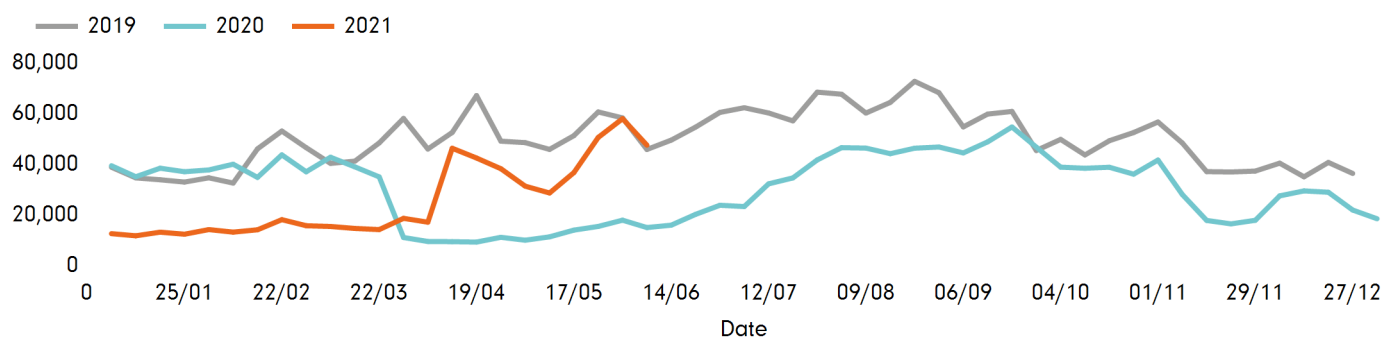
## Footfall by day



## Footfall by hour

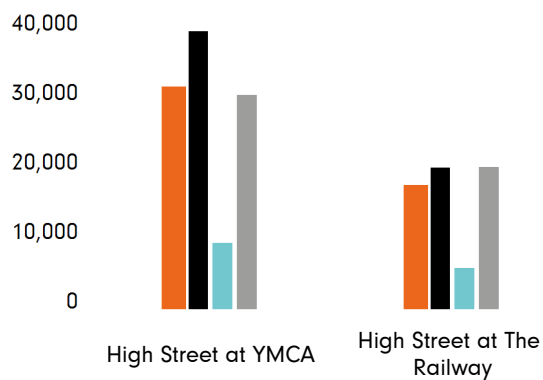


## Footfall by week



## Footfall by location

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



This Week	30,532	17,204
Previous Week	38,314	19,888
Previous Year	9,755	6,362
2 Years Ago	29,707	20,018
Week on week %	-20.3 %	-13.5 %
Year on Year %	213.0 %	170.4 %

## Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week 1, 2021 to Week 23, 2021 Vs Week 1, 2020 to Week 23, 2020

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 23, 2021 Vs Week 23, 2020

Week on Week % Change is the % change in footfall for this week from the previous week. Week 23 2021 Vs Week 22 2021

**2021 versus 2019 comparison follows on subsequent pages**

## 2019 Comparison for:

## Burnham on Sea

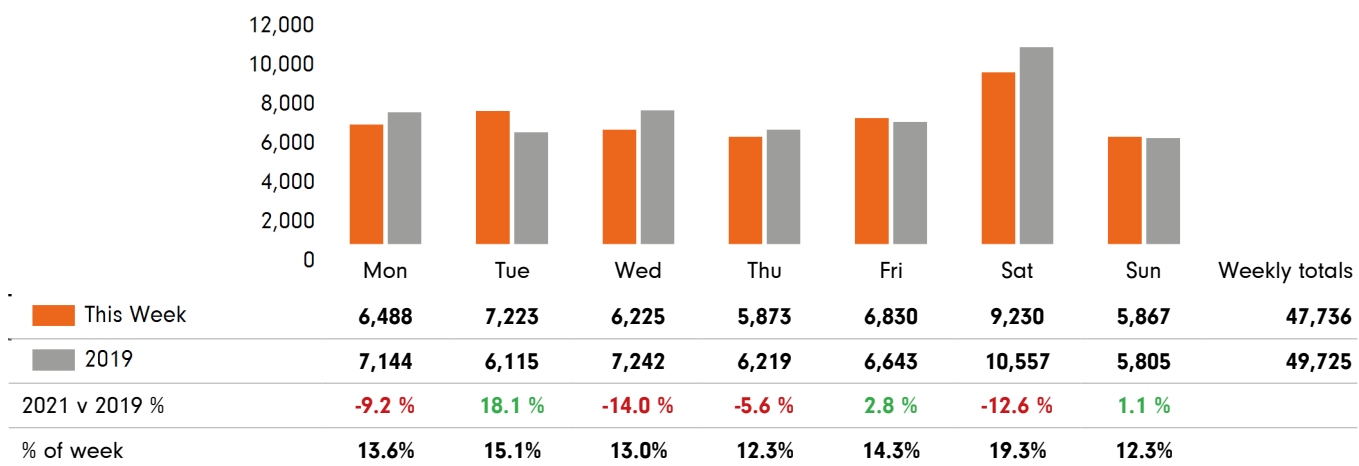
### 2019 comparison for Burnham on Sea

The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2021 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section **below** and shows your current performance in 2021 against the similar time period in 2019

#### Headlines

	Year to date %	Year on year %
	2021 Vs 2019	2021 Vs 2019
Burnham on Sea	<b>-45.5 %</b>	<b>-4.0 %</b>
South West	<b>-47.9 %</b>	<b>-9.6 %</b>
High Street Index(Coastal Town)	<b>-43.7 %</b>	<b>-3.4 %</b>
High Street Index - BDSU(BDSU - Speciality)	<b>-51.1 %</b>	<b>-9.0 %</b>
UK	<b>-49.5 %</b>	<b>-21.0 %</b>

#### Footfall by day



#### Footfall by location

