

# 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	6.8%	-46.0%	128.0%	-62.8%	-2.6%	26.5%
South West	6.7%	-45.6%	87.2%	-57.0%	-5.6%	58.1%
High Street Index(Coastal Town)	8.8%	-41.7%	49.3%	-46.9%	-8.2%	52.6%
High Street Index - BDSU(BDSU - Speciality)	-3.7%	-43.7%	77.3%	-59.6%	-9.7%	38.7%
UK	-8.0%	-44.9%	71.2%	-60.5%	-6.1%	47.5%

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 1,622,235 which is 21.5% down on the previous year.

The total number of visitors for the year to date is 635,882 which is 6.8% up on the previous year.

The total number of visitors to Burnham on Sea in week commencing 14 June 2021 was 46,497.

The busiest day in week commencing 14 June 2021 was Saturday with 7,817 visitors.

The peak hour of the week was 11:00 on Monday 14 June 2021 with footfall of 1,266.

## Footfall by week

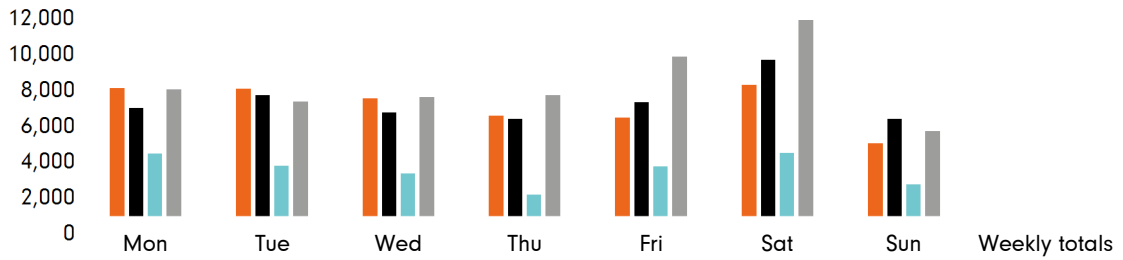


■ This Week    ■ Previous Year  
■ Previous Week    ■ 2 Years Ago

## Weather

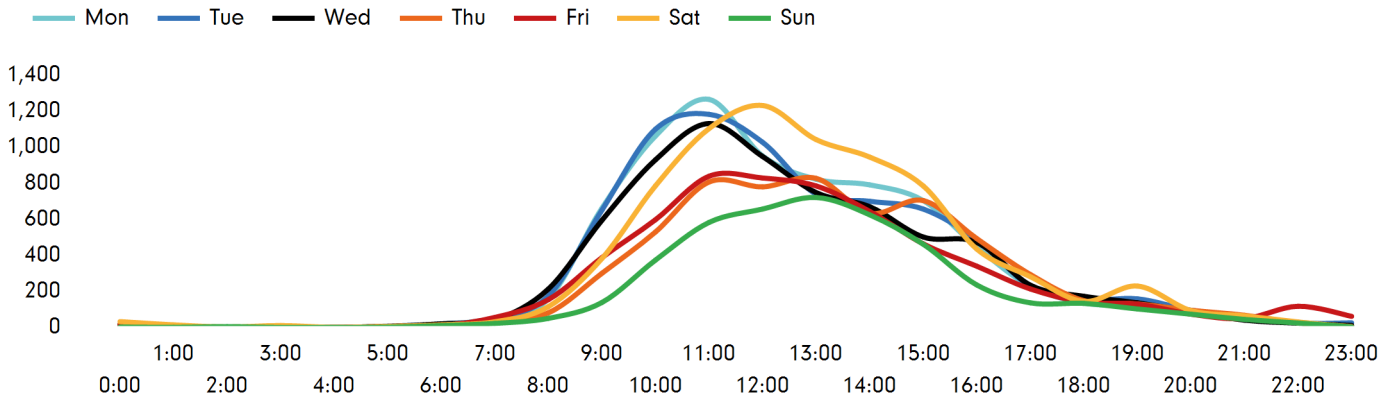
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	20°	23°	21°	20°	17°	20°	19°
Previous week	17°	20°	20°	21°	19°	20°	25°
Previous year	21°	20°	20°	16°	17°	19°	18°

## Footfall by day

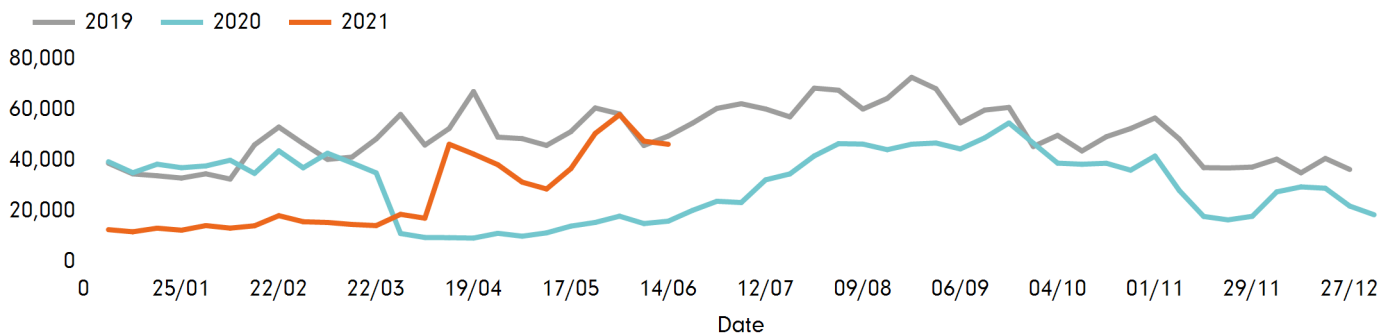


Week on week %	17.7%	5.1%	13.1%	2.8%	-13.1%	-15.3%	-24.3%	
Year on year %	96.8%	139.5%	159.4%	302.0%	90.0%	99.7%	112.1%	
% of week	16.4%	16.3%	15.1%	13.0%	12.8%	16.8%	9.5%	

## Footfall by hour

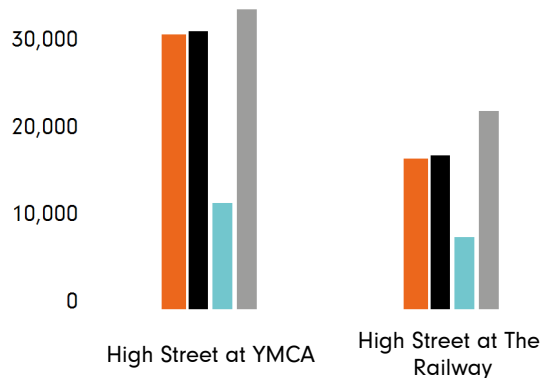


## Footfall by week



## Footfall by location

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



This Week	<b>29,942</b>	<b>16,555</b>
Previous Week	<b>30,532</b>	<b>17,204</b>
Previous Year	<b>12,017</b>	<b>8,379</b>
2 Years Ago	<b>32,932</b>	<b>21,929</b>
Week on week %	<b>-1.9 %</b>	<b>-3.8 %</b>
Year on Year %	<b>149.2 %</b>	<b>97.6 %</b>

### Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week1, 2021 to Week 24, 2021 Vs Week 1, 2020 to Week 24, 2020

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week24, 2021 Vs Week 24, 2020

Week on Week % Change is the % change in footfall for this week from the previous week. Week24 2021 Vs Week 23 2021

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

# 2019 Comparison for: Burnham on Sea

## 2019 comparison for Burnham on Sea

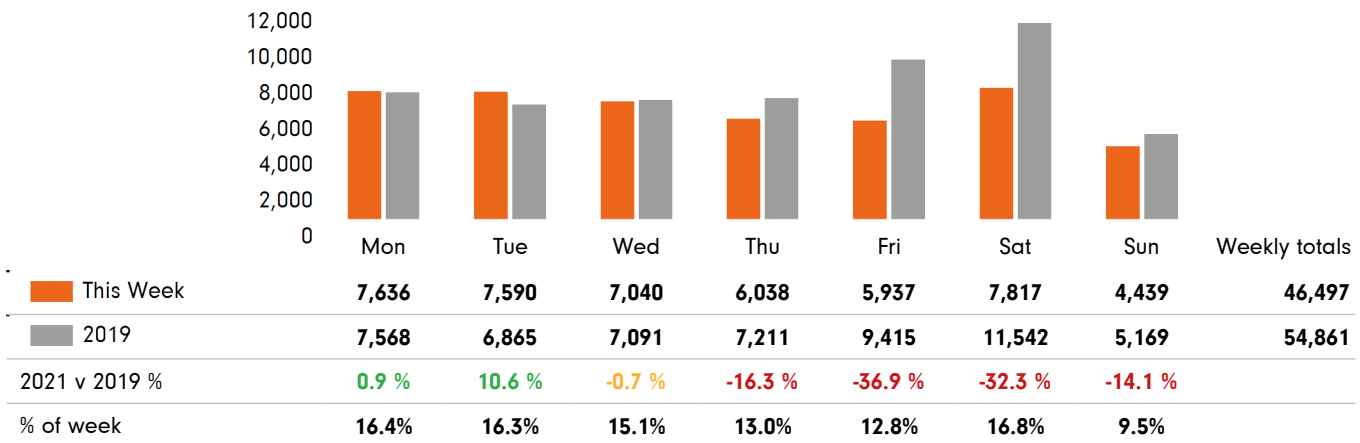
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2021 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section **below** and shows your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

### Headlines

	Year to date % 2021 Vs 2019	Year on year % 2021 Vs 2019
Burnham on Sea	<b>-44.1 %</b>	<b>-15.2 %</b>
South West	<b>-46.5 %</b>	<b>-20.2 %</b>
High Street Index(Coastal Town)	<b>-42.4 %</b>	<b>-18.3 %</b>
High Street Index - BDSU(BDSU - Speciality)	<b>-50.1 %</b>	<b>-28.3 %</b>
UK	<b>-48.5 %</b>	<b>-31.3 %</b>

Burnham on Sea is compared to the high street index.

### Footfall by day



### Footfall by location

