

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	15.5%	-47.1%	45.3%	-39.3%	14.2%	7.2%
South West	14.0%	-46.5%	34.0%	-43.2%	5.5%	7.5%
High Street Index(Coastal Town)	13.2%	-42.0%	27.0%	-34.2%	9.6%	6.2%
High Street Index - BDSU(BDSU - Speciality)	4.7%	-45.3%	44.5%	-47.9%	3.5%	6.0%
UK	-0.5%	-46.2%	32.9%	-48.3%	1.6%	5.9%

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 1,691,731 which is 12.8% down on the previous year.

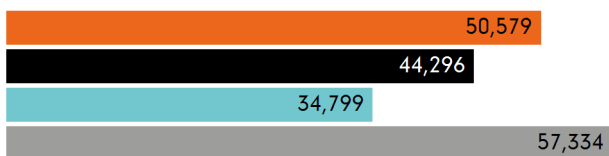
The total number of visitors for the year to date is 820,085 which is 15.5% up on the previous year.

The total number of visitors to Burnham on Sea in week commencing 12 July 2021 was 50,579.

The busiest day in week commencing 12 July 2021 was Saturday with 9,037 visitors.

The peak hour of the week was 11:00 on Saturday 17 July 2021 with footfall of 1,167.

Footfall by week

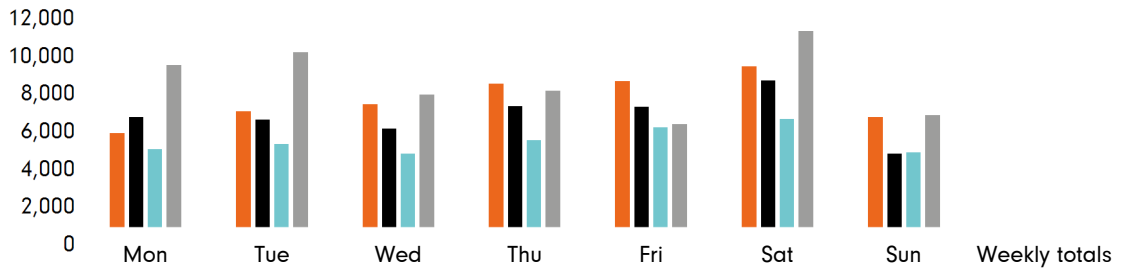


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

Weather

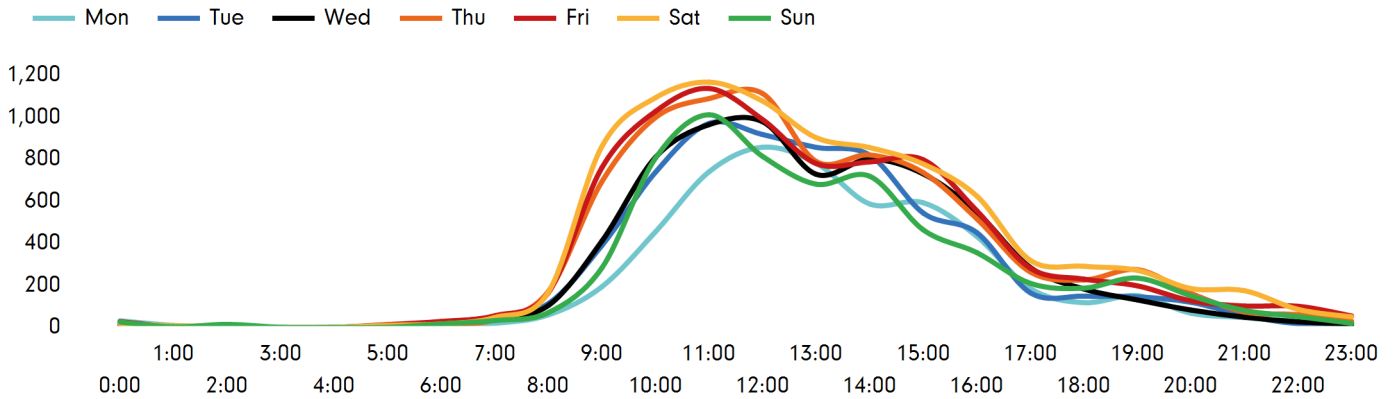
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	19°	21°	21°	22°	24°	25°	27°
Previous week	18°	18°	19°	20°	19°	20°	19°
Previous year	20°	18°	18°	19°	19°	19°	20°

Footfall by day

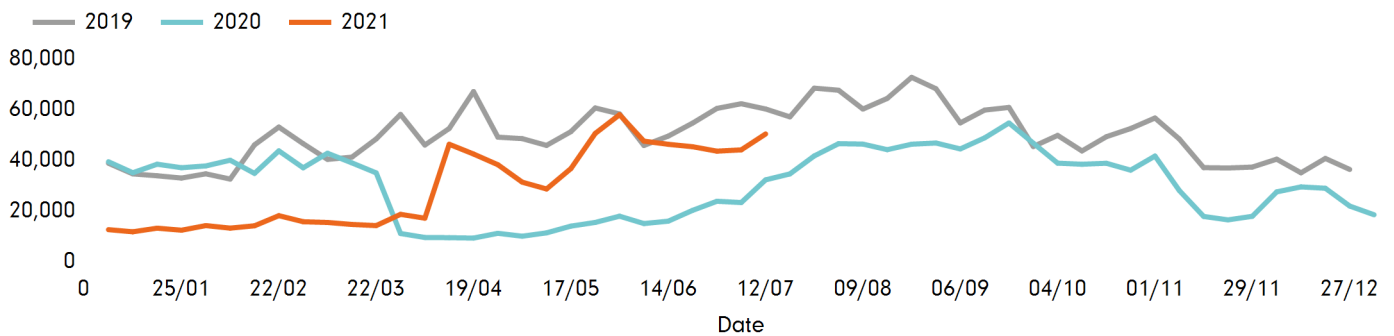


Week on week %	-13.6%	7.2%	23.1%	18.0%	20.6%	9.3%	46.2%	
Year on year %	20.0%	37.3%	62.2%	61.9%	44.6%	46.5%	44.0%	
% of week	10.7%	13.0%	13.7%	16.0%	16.3%	17.9%	12.4%	

Footfall by hour

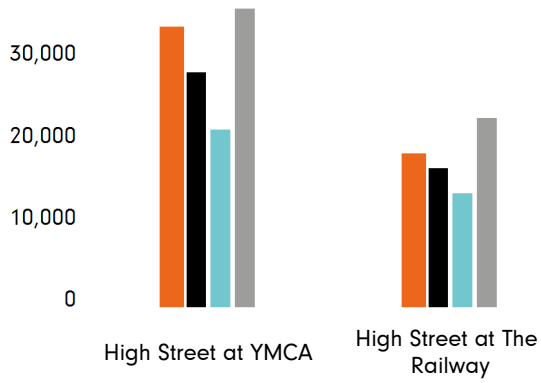


Footfall by week



Footfall by location

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



This Week	32,573	18,006
Previous Week	27,637	16,659
Previous Year	21,037	13,762
2 Years Ago	34,921	22,413
Week on week %	17.9 %	8.1 %
Year on Year %	54.8 %	30.8 %

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 28, 2021 Vs Week 1, 2020 to Week 28, 2020

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 28, 2021 Vs Week 28, 2020

Week on Week % Change is the % change in footfall for this week from the previous week. Week 28 2021 Vs Week 27 2021

2021 versus 2019 comparison follows on subsequent pages

2019 Comparison for:

Burnham on Sea

2019 comparison for Burnham on Sea

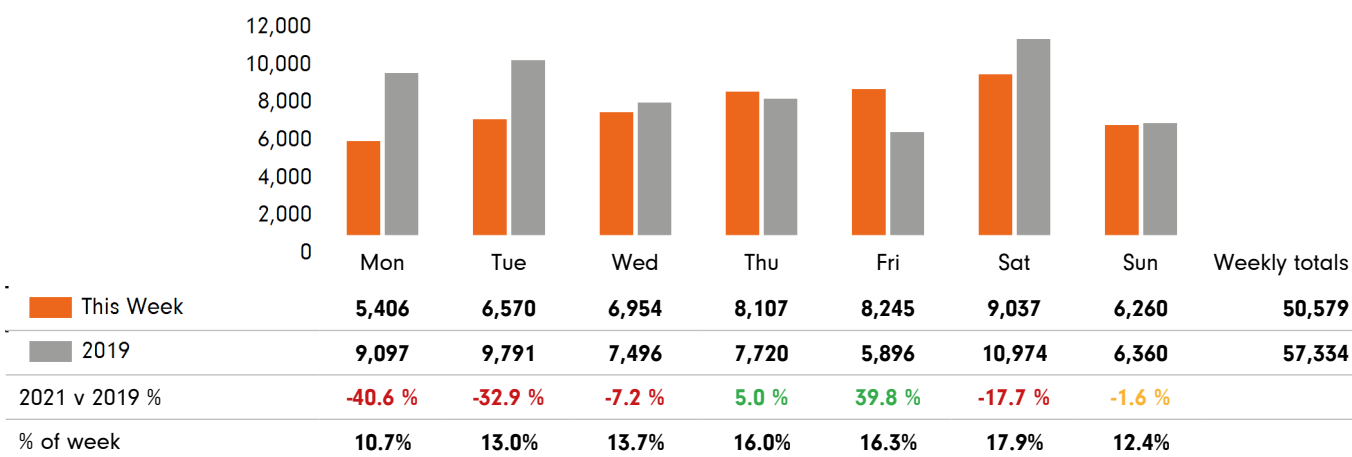
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2021 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your 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	-40.5 %	-11.8 %
South West	-42.9 %	-24.3 %
High Street Index(Coastal Town)	-39.4 %	-18.7 %
High Street Index - BDSU(BDSU - Speciality)	-46.9 %	-25.8 %
UK	-45.2 %	-31.1 %

Burnham on Sea is compared to the high street index.

Footfall by day



Footfall by location

