

Weekly Footfall

| | Year to date % | | Year on year % | | Week on week % | |
|----------------------------------------------|----------------|---------------|----------------|---------------|----------------|---------------|
| | 2021 | 2020 | 2021 | 2020 | 2021 | 2020 |
| Manchester BID | -42.8% | -38.2% | 641.6% | -89.7% | -7.1% | -12.2% |
| North & Yorkshire | -33.8% | -31.2% | 292.7% | -82.1% | -9.7% | -10.3% |
| High Street Index (Regional City) | -55.3% | -36.2% | 493.5% | -91.9% | -0.5% | -12.8% |
| High Street Index - BDSU (BDSU - Comparison) | -48.7% | -34.9% | 421.1% | -88.2% | -1.9% | -10.4% |
| UK | -39.9% | -32.7% | 282.3% | -83.2% | -6.1% | -11.0% |

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 Manchester BID for the last 52 weeks is 17,649,565 which is 58% down on the previous year.

The total number of visitors for the year to date is 4,853,789 which is 42.8% down on the previous year.

The total number of visitors to Manchester BID in week commencing 25 April 2021 was 679,850.

The busiest day in week commencing 25 April 2021 was Saturday with 156,047 visitors.

The peak hour of the week was 15:00 on Saturday 1 May 2021 with footfall of 21,154.

Footfall by week

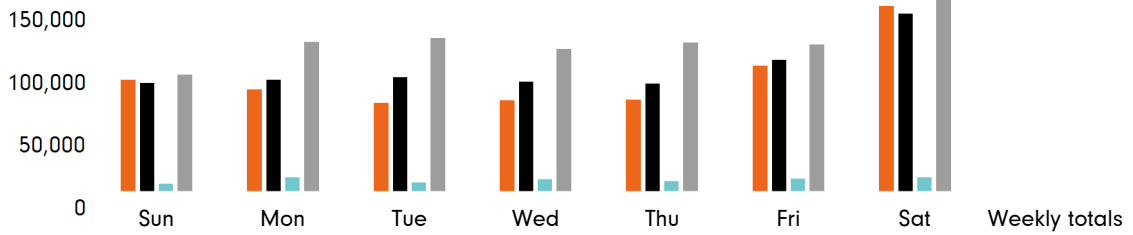


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

Weather

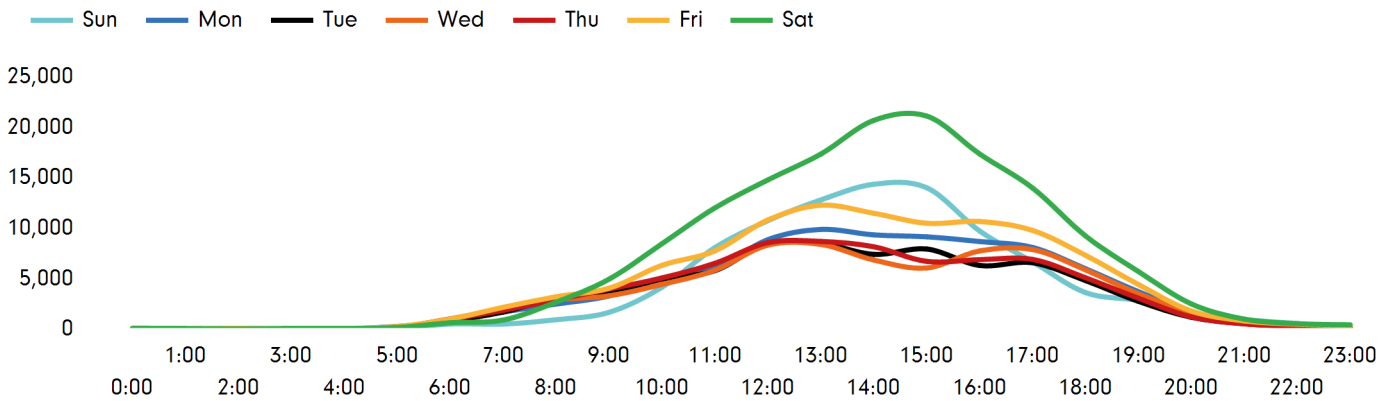
| | Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|---------------|-----|-----|-----|-----|-----|-----|-----|
| This week | 15° | 16° | 12° | 12° | 11° | 11° | 12° |
| Previous week | 15° | 17° | 17° | 14° | 16° | 18° | 18° |
| Previous year | 18° | 15° | 12° | 11° | 11° | 12° | 14° |

Footfall by day

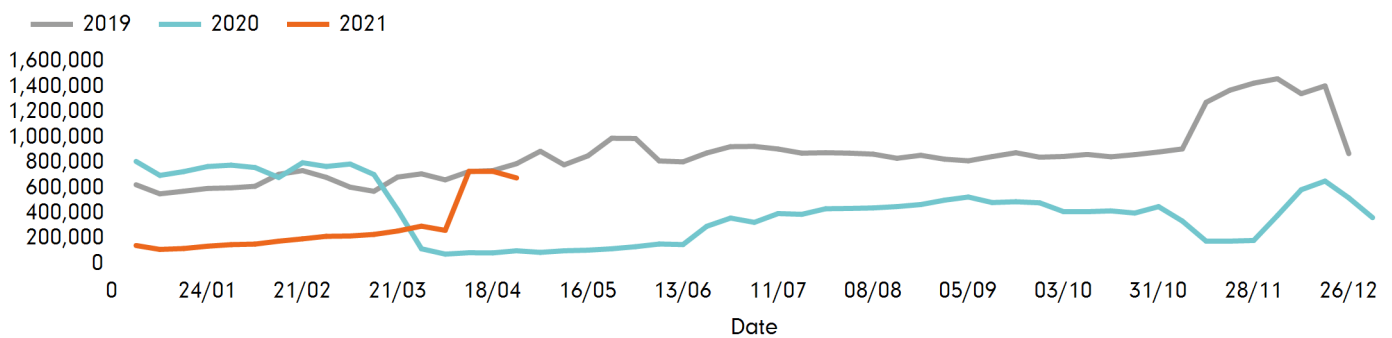


| | | | | | | | | |
|----------------|--------|--------|--------|--------|--------|--------|--------|--|
| Week on week % | 2.8% | -8.4% | -21.6% | -16.0% | -13.9% | -4.1% | 4.4% | |
| Year on year % | 837.1% | 474.8% | 589.0% | 471.4% | 545.2% | 657.6% | 935.9% | |
| % of week | 14.0% | 12.9% | 11.2% | 11.5% | 11.6% | 15.7% | 23.0% | |

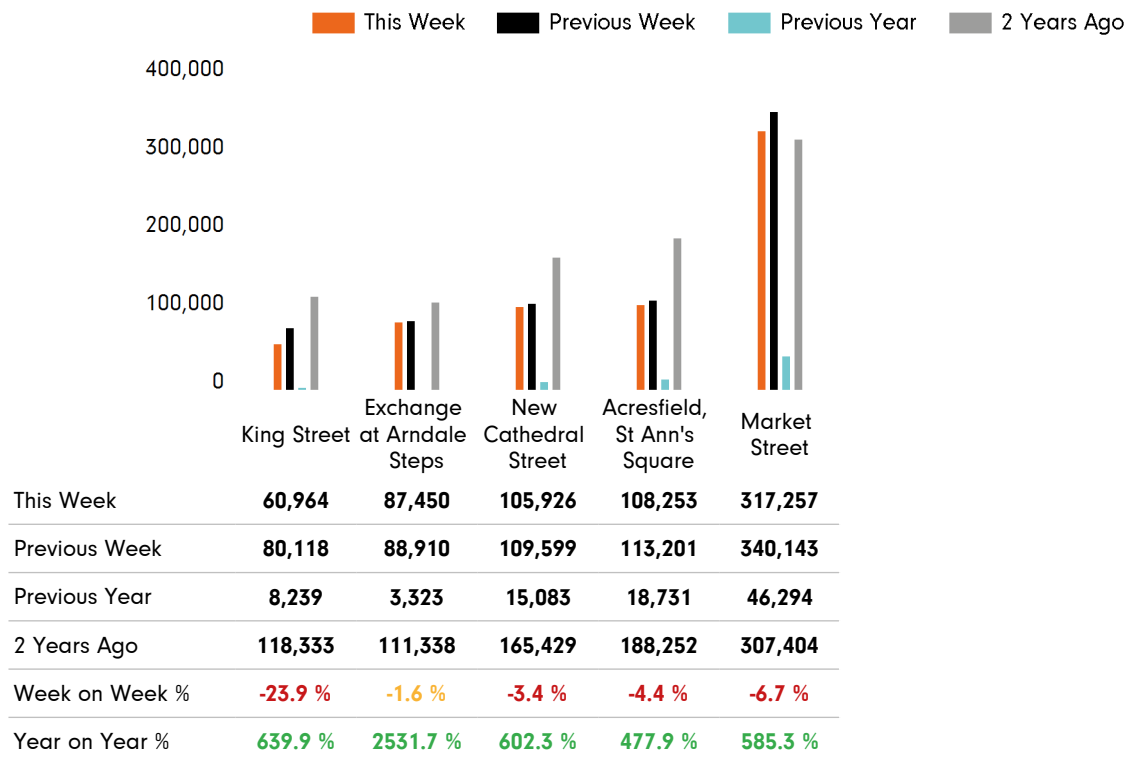
Footfall by hour



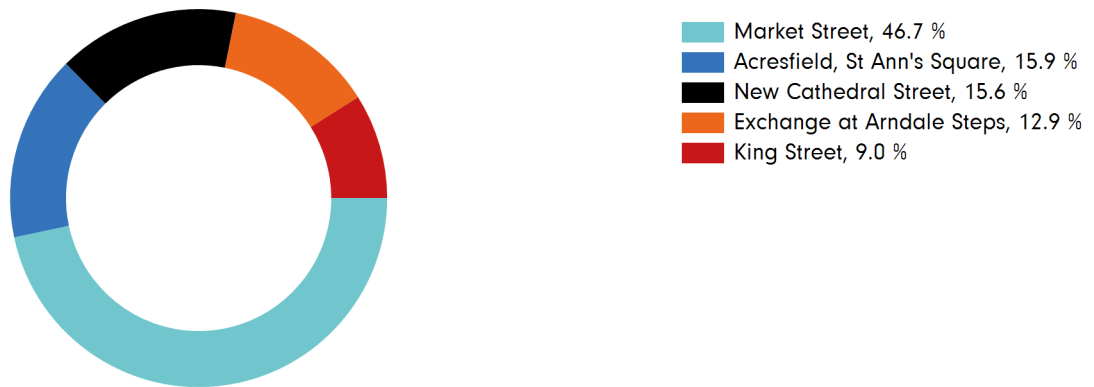
Footfall by week



Footfall by location



Footfall by location



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 17, 2021 Vs Week 1, 2020 to Week 17, 2020

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 17, 2021 Vs Week 17, 2020

Week on Week % Change is the % change in footfall for this week from the previous week. Week 17 2021 Vs Week 16 2021

2021 versus 2019 comparison follows on subsequent pages

2019 Comparison for: Manchester BID

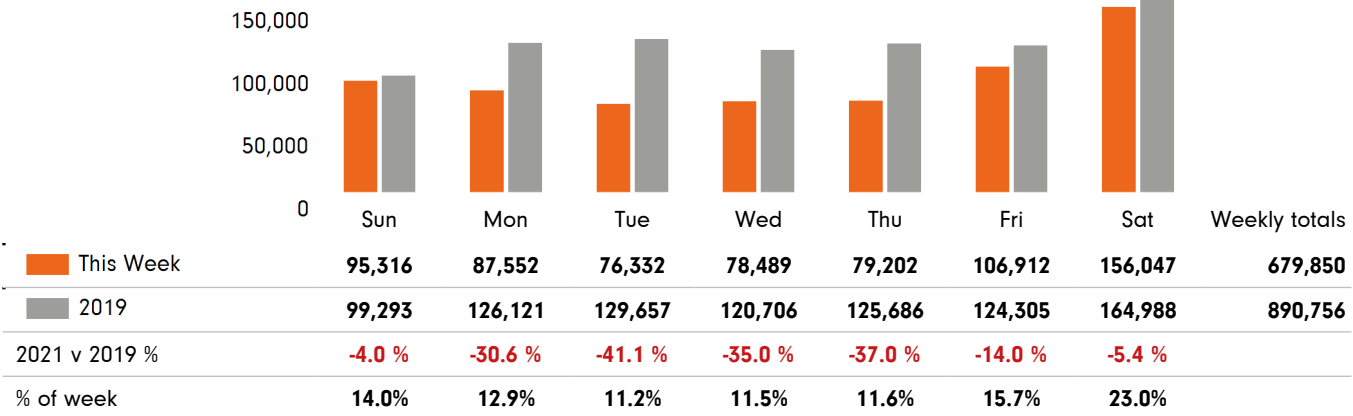
2019 comparison for Manchester BID

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 |
| Manchester BID | -64.6 % | -23.7 % |
| North & Yorkshire | -50.0 % | -28.7 % |
| High Street Index (Regional City) | -73.1 % | -47.6 % |
| High Street Index - BDSU (BDSU - Comparison) | -66.7 % | -37.2 % |
| UK | -58.7 % | -34.7 % |

Footfall by day



Footfall by location

