

Footfall Report for: Manchester BID

Weekly Footfall

| | Year to date % | | Year on year % | | Week on week % | |
|---|----------------|--------|----------------|--------|----------------|--------|
| | 2022 | 2021 | 2022 | 2021 | 2022 | 2021 |
| Manchester BID | 209.3% | -81.8% | 259.4% | -84.3% | 4.9% | -21.2% |
| North & Yorkshire | 135.5% | -67.8% | 176.3% | -71.5% | 9.0% | -20.4% |
| High Street Index(Regional City) | 283.9% | -83.0% | 328.3% | -84.7% | 4.7% | -15.0% |
| High Street Index - BDSU(BDSU - Comparison) | 206.7% | -79.1% | 243.3% | -80.8% | 5.6% | -15.2% |
| UK | 160.4% | -72.2% | 186.4% | -74.1% | 7.2% | -11.5% |

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 Manchester BID for the last 52 weeks is 28,476,217 which is 41.5% up on the previous year.

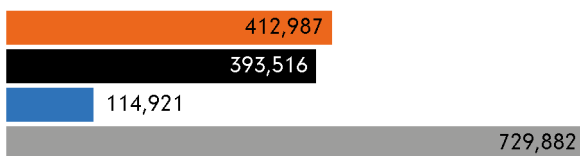
The total number of visitors for the year to date is 806,503 which is 209.3% up on the previous year.

The total number of visitors to Manchester BID in week commencing 9 January 2022 was 412,987.

The busiest day in week commencing 9 January 2022 was Saturday with 94,963 visitors.






















The peak hour of the week was 15:00 on Saturday 15 January 2022 with footfall of 13,674.

Footfall by week

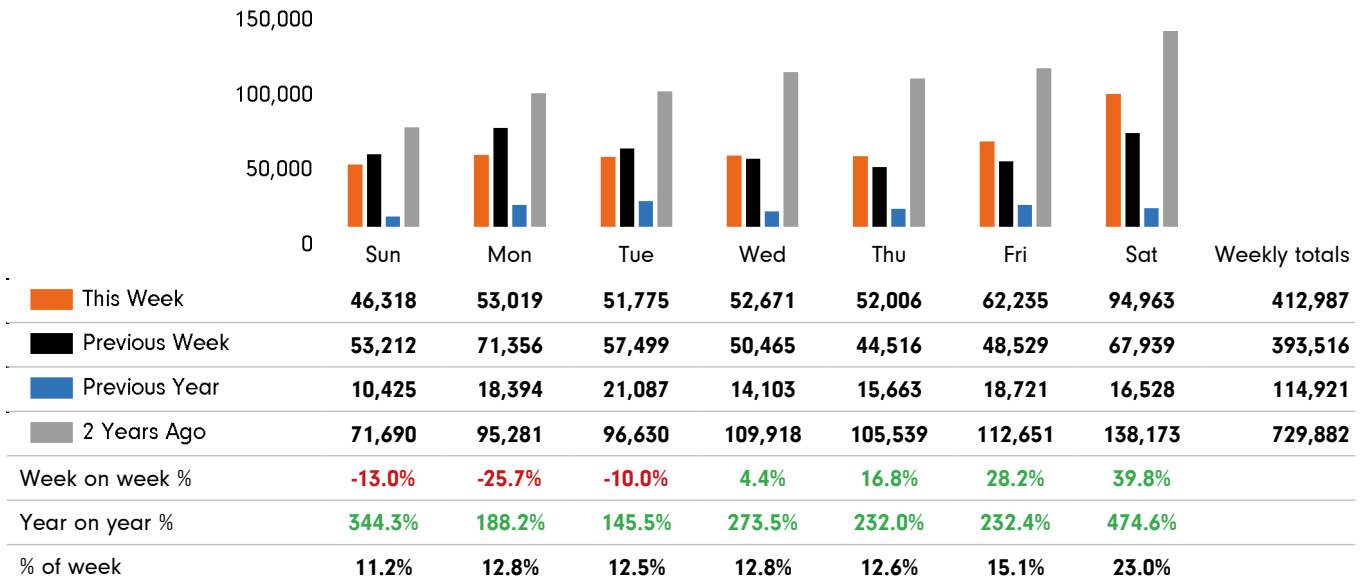


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

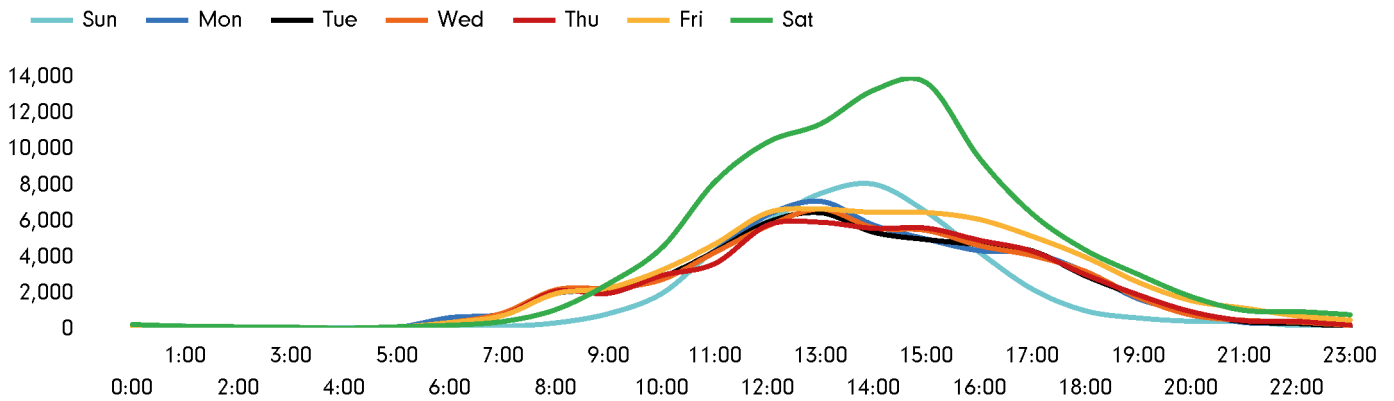
Weather

| | Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|---------------|--|--|---|---|---|---|---|
| This week |  7° |  8° |  9° |  7° |  6° |  5° |  5° |
| Previous week |  10° |  10° |  4° |  5° |  6° |  4° |  8° |
| Previous year |  5° |  8° |  5° |  4° |  4° |  1° |  8° |

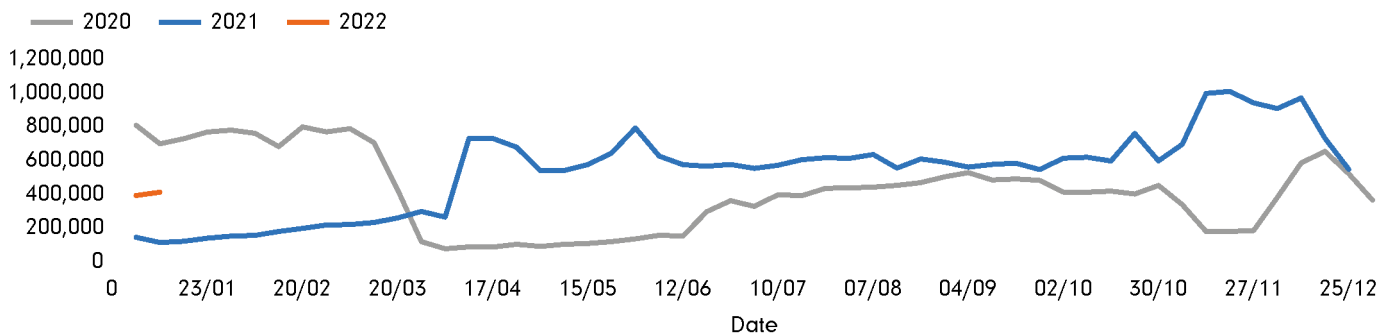
Footfall by day



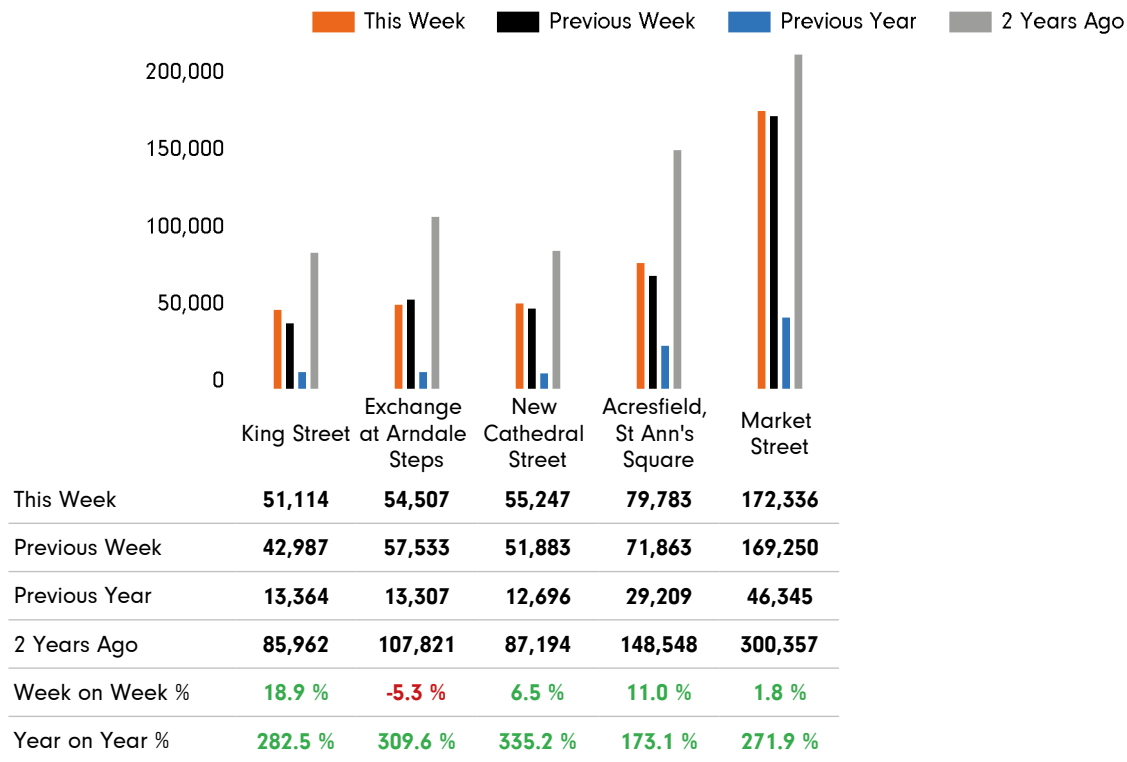
Footfall by hour



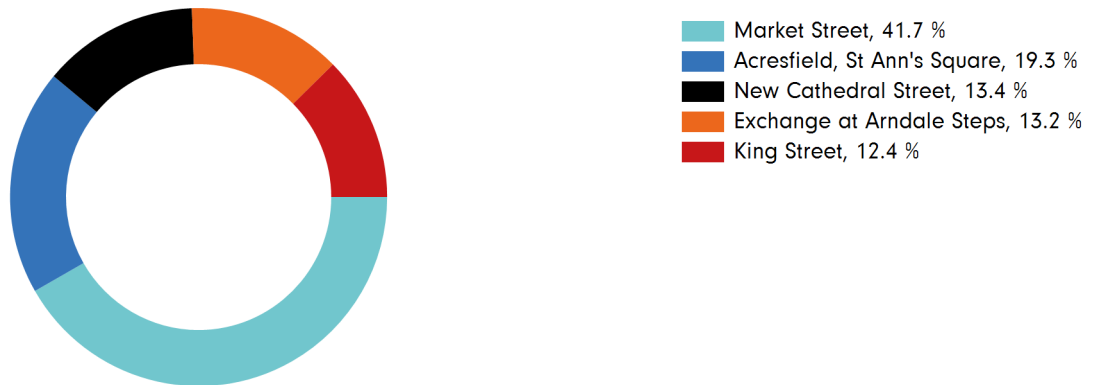
Footfall by week



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, 2022 to Week 2, 2022 Vs Week 1, 2021 to Week 2, 2021

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 2, 2022 Vs Week 2, 2021

Week on Week % Change is the % change in footfall for this week from the previous week. Week 2 2022 Vs Week 1 2022

2021 versus 2019 comparison follows on subsequent pages

2019 Comparison for: Manchester BID

2019 comparison for Manchester BID

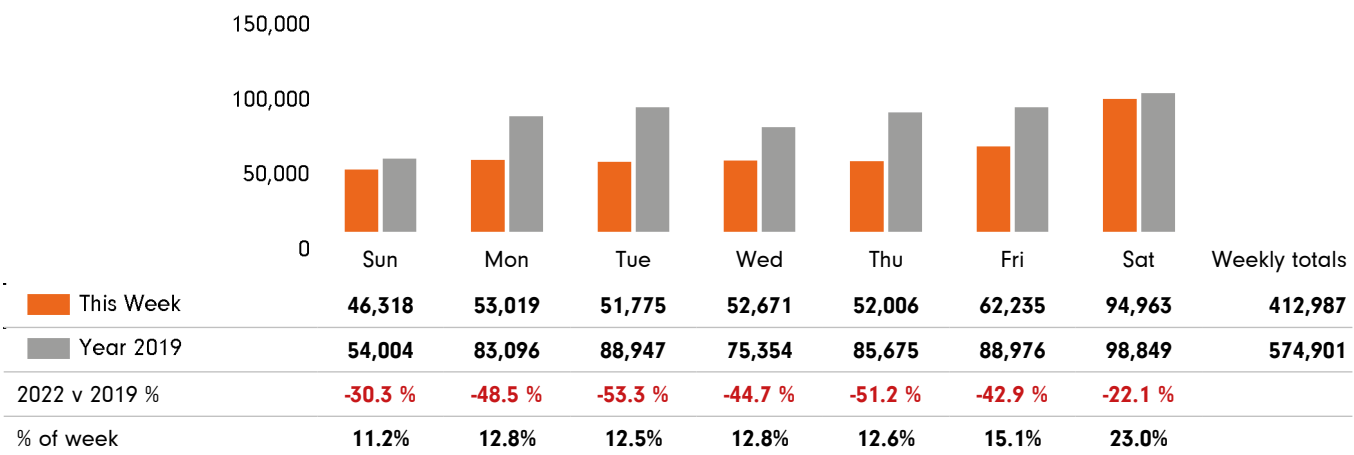
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section **below** and shows your current performance in 2022 against the similar time period in 2019

Headlines

| | Year to date % | Year on year % |
|--|----------------|----------------|
| | 2022 Vs 2019 | 2022 Vs 2019 |
| Manchester BID | -42.0 % | -42.0 % |
| North & Yorkshire | -26.1 % | -23.7 % |
| High Street Index (Regional City) | -36.2 % | -35.6 % |
| High Street Index - BDSU (BDSU - Comparison) | -34.2 % | -32.9 % |
| UK | -28.9 % | -26.9 % |

Manchester BID is compared to the high street index.

Footfall by day



Footfall by location

