

Footfall Report for: Manchester BID

Weeks This Month: 4
Weeks Last Month: 4

Monthly Footfall

| | Year to date % | | Year on year % | | Month on month % | |
|---|----------------|--------|----------------|--------|------------------|-------|
| | 2023 | 2022 | 2023 | 2022 | 2023 | 2022 |
| Manchester BID | 32.1% | 208.8% | 32.8% | 192.6% | 17.9% | 16.7% |
| North & Yorkshire | 7.4% | 138.3% | 11.3% | 129.3% | 15.2% | 7.8% |
| High Street Index(Regional City) | 29.4% | 310.4% | 25.9% | 309.7% | 14.2% | 20.3% |
| High Street Index - BDSU(BDSU - Comparison) | 23.3% | 222.0% | 22.1% | 215.8% | 12.8% | 14.6% |
| UK | 15.6% | 162.0% | 16.1% | 155.1% | 13.3% | 12.2% |

Benchmark calculations (Year on Year and Month on Month) have been calculated using like for like data sets (only those counters available in both comparison periods) to ensure statistical accuracy

Headlines

The total number of visitors for the year to date is 4,944,024 which is 32.1% up on the previous year.

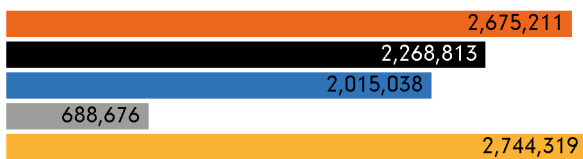
The total number of visitors to Manchester BID in month commencing 29 January 2023 was 2,675,211.

The busiest day in month commencing 29 January 2023 was Saturday 11 February with 126,860 visitors.

The peak hour of the month was 15:00 on Saturday 11 February 2023 with footfall of 15,146.

Footfall by month

Figures shown below are calculated using monthly totals.



■ This Month ■ Previous Year ■ 2019
■ Previous Month ■ 2 Years Ago

Weather



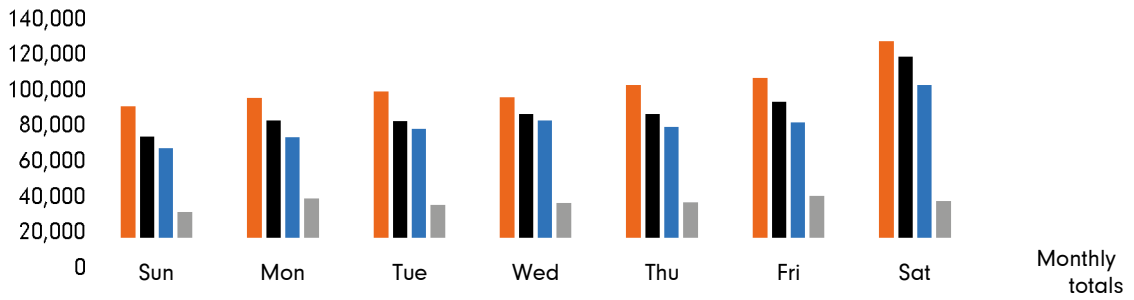
| | Sun | Cloud | Rain | Snow | Wind |
|---|-----|-------|------|------|------|
| Number of days this month | 6 | 20 | | | 2 |
| Number of days same month last year | 2 | 2 | 23 | 1 | |
| Number of days same month two years ago | 6 | 5 | 13 | 4 | |

Average temperature

| | Maximum temperature | Minimum temperature |
|------|---------------------|---------------------|
| 2023 | 10° | 5° |
| 2022 | 9° | 4° |
| 2021 | 8° | 3° |

Footfall by day

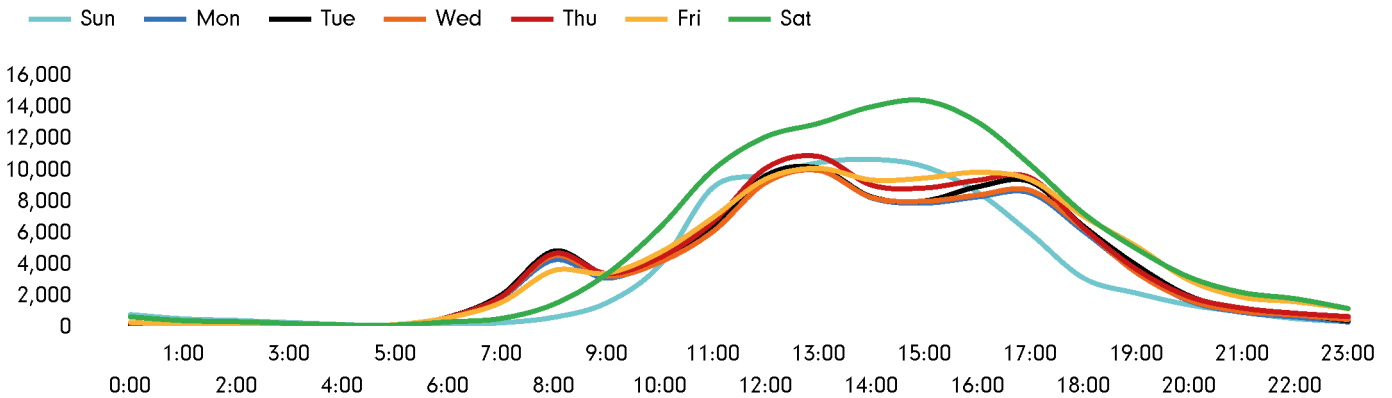
The figures shown below are calculated using weekly averages.



| | | | | | | | | |
|------------------|--------|--------|--------|--------|--------|---------|---------|---------|
| This Month | 82,793 | 87,864 | 91,599 | 88,301 | 95,785 | 100,110 | 122,350 | 668,802 |
| Previous Month | 64,577 | 74,140 | 73,824 | 77,930 | 78,165 | 85,651 | 112,916 | 567,203 |
| Previous Year | 57,451 | 63,879 | 69,063 | 74,321 | 70,396 | 73,087 | 95,562 | 503,759 |
| 2 Years Ago | 18,926 | 27,107 | 23,190 | 24,356 | 24,740 | 28,464 | 25,386 | 172,169 |
| Month on month % | 28.2% | 18.5% | 24.1% | 13.3% | 22.5% | 16.9% | 8.4% | |
| Year on year % | 44.1% | 37.5% | 32.6% | 18.8% | 36.1% | 37.0% | 28.0% | |

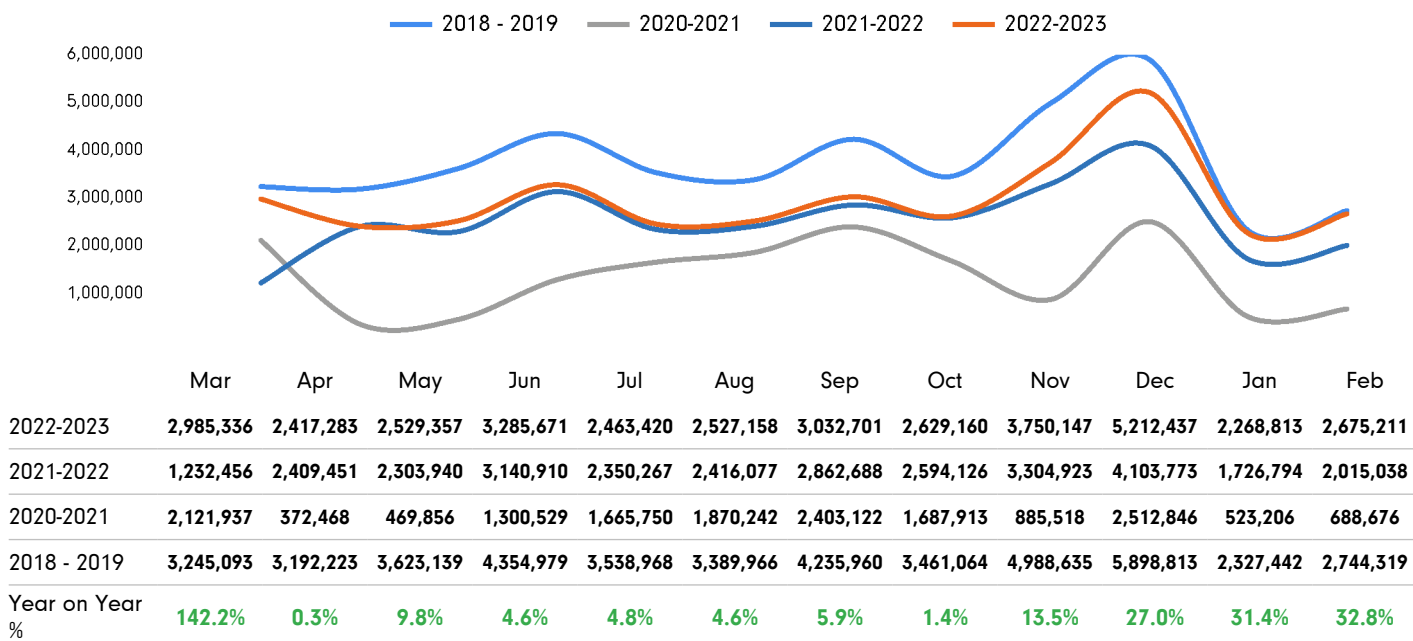
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

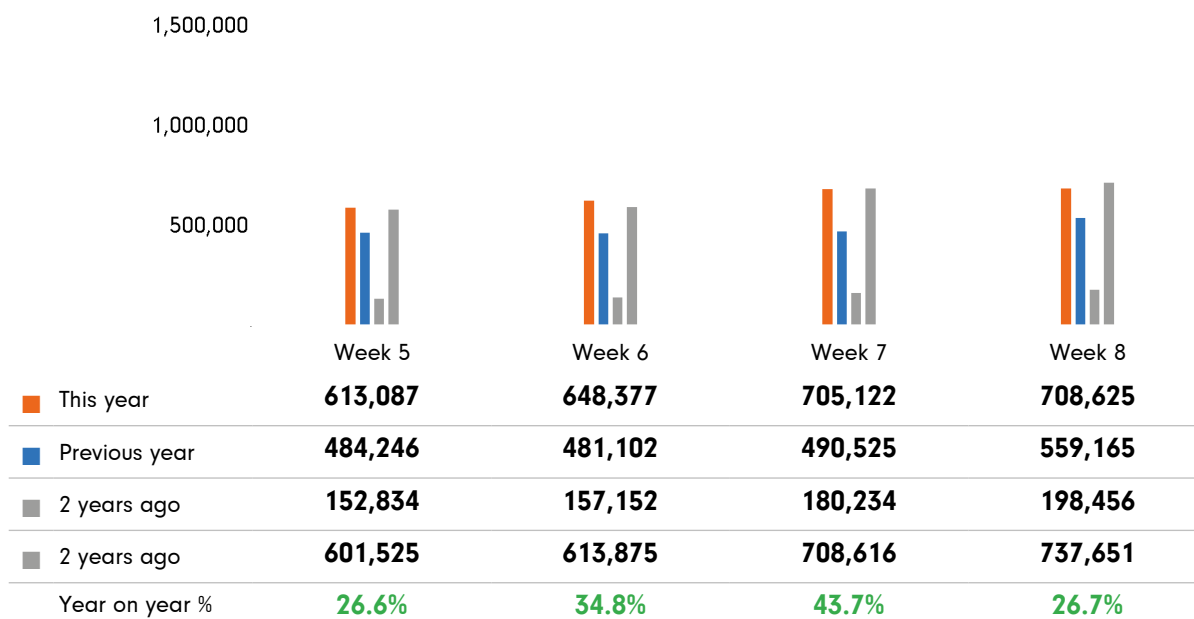
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2022-2023 period with the 2021-2022 period i.e the figure for February compares February 2023 to February 2022

Footfall by week of month

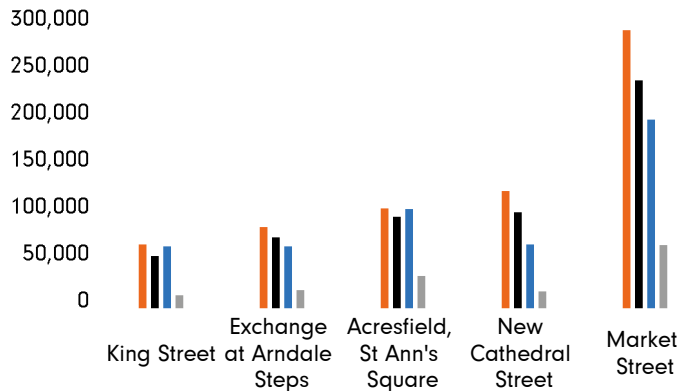
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

■ This Month
 ■ Previous Month
 ■ Previous Year
 ■ 2 Years Ago



| | | | | | |
|----------------|---------------|---------------|----------------|----------------|----------------|
| This Month | 69,474 | 86,688 | 105,536 | 123,091 | 284,011 |
| Previous Month | 57,903 | 76,420 | 97,011 | 102,053 | 233,815 |
| Previous Year | 67,633 | 67,704 | 104,695 | 69,274 | 194,452 |
| 2 Years Ago | 18,773 | 23,934 | 37,841 | 22,408 | 69,210 |
| Year on Year % | 2.7 % | 28.0 % | 0.8 % | 77.7 % | 46.1 % |

Footfall by location



■ Market Street, 42.5 %
■ New Cathedral Street, 18.4 %
■ Acresfield, St Ann's Square, 15.8 %
■ Exchange at Arndale Steps, 13.0 %
■ King Street, 10.4 %

Reporting dates

This month - 29 January 2023 - 25 February 2023

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2023 to February, 2023 Vs January, 2022 to February, 2022

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. February, 2023 Vs February, 2022

Month on Month % Change is the % change in footfall for this Month from the previous Month. 2 2023 Vs 1 2023

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

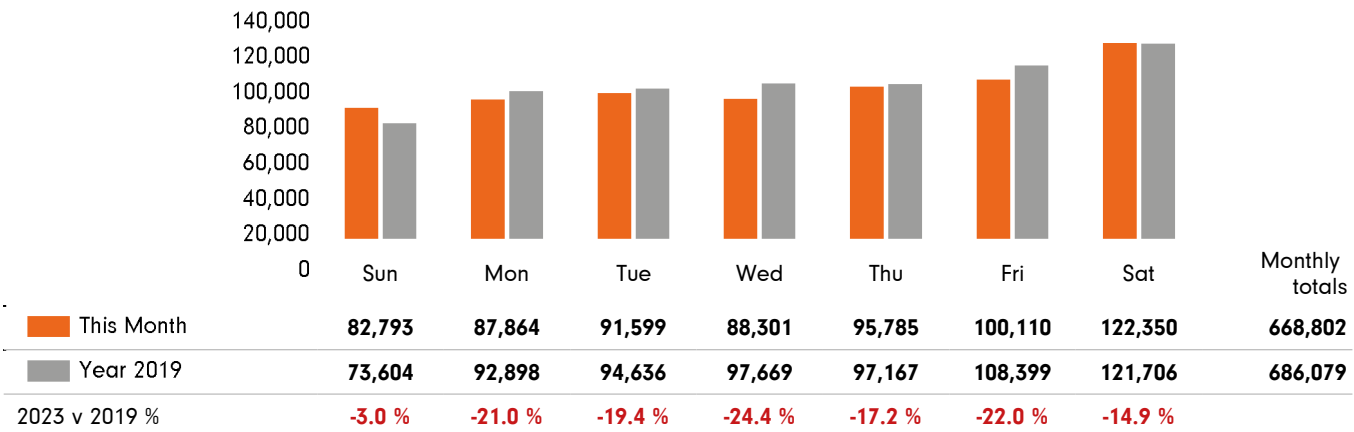
Headlines

| | Year to date % 2023 Vs 2019 | Year on year % 2023 Vs 2019 |
|--|--------------------------------|--------------------------------|
| Manchester BID | -18.5 % | -17.9 % |
| North & Yorkshire | -19.8 % | -20.2 % |
| High Street Index (Regional City) | -13.1 % | -11.7 % |
| High Street Index - BDSU (BDSU - Comparison) | -16.9 % | -15.1 % |
| UK | -15.0 % | -15.1 % |

Manchester BID is compared to the high street index.

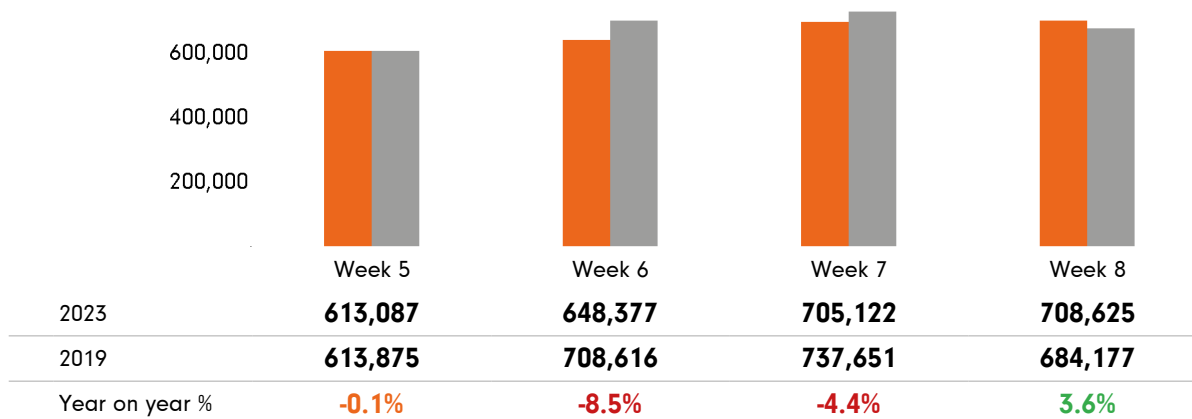
Footfall by day

The figures shown below are calculated using weekly averages.



Footfall by week of month

The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

