

Messages from centre








Springboard insights

The Spring Bank Holiday weekend seemingly had a positive impact on footfall last week, with a week on week increase of +5.5% across all destinations. However much of this uplift was due to comparing Sunday and Monday with Easter Sunday and Easter Monday the week before, particularly Easter Sunday when no stores were trading.








On an annual basis, the picture is not nearly as rosy, with footfall declining by -3.2% across all destinations from the same week last year. This is very much a product of the changing weather last week, which moved from hot and sunny in the first half of the week to much cooler, rainy and windy in the second half. Added to this was the fact that the weather over the Spring Bank Holiday weekend last year was warm and sunny.

Weather

This year

						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
15°	16°	17°	14°	13°	10°	12°

Previous year

						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
11°	11°	13°	11°	14°	18°	22°

Weekly Footfall

	Year To date %	Year on year %	Week on week %
Heart of Manchester BID	-2.5%	-4.2%	12.4%
North & Yorkshire	0.4%	-4.3%	7.8%
UK	0.0%	-4.5%	4.6%

Weekly sales

	Year on year %	Week on week %
Heart of Manchester BID Weekly Sales Index	-0.3%	12.7%
BDO Sales	0.9%	

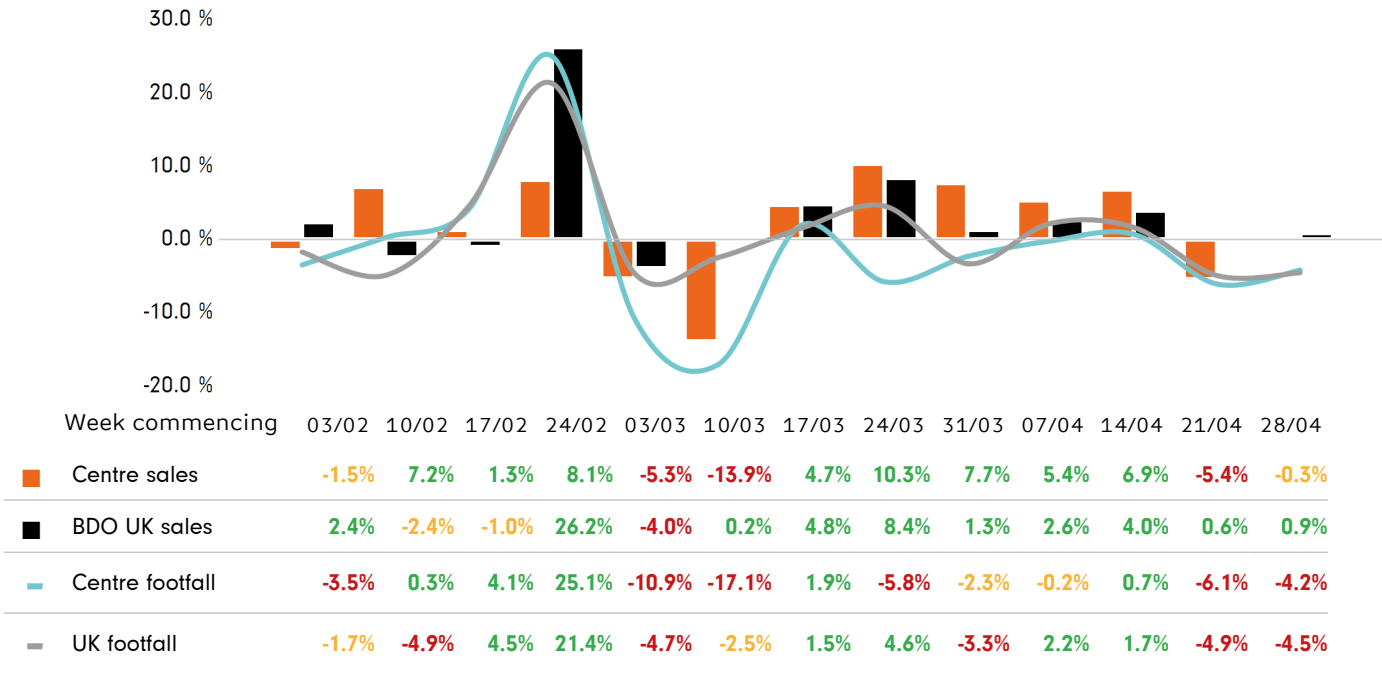
Weather Avg Temps

	Average High Temperature	Average Low Temperature
2019	13.3	5.7
2018	12.9	5.9

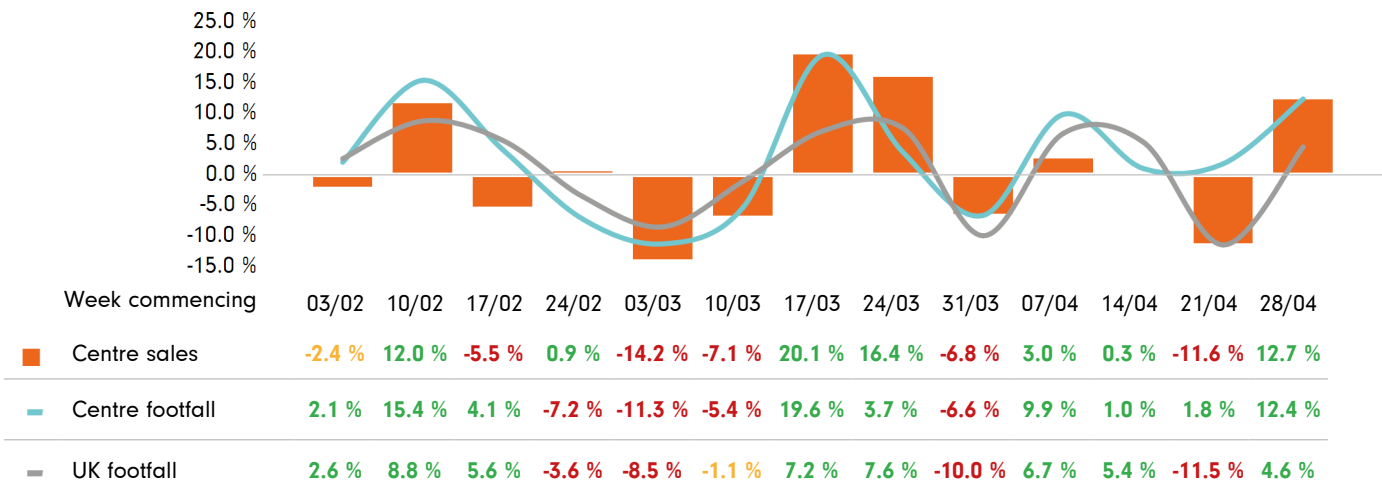
SPRINGBOARD.

Sales and Footfall data

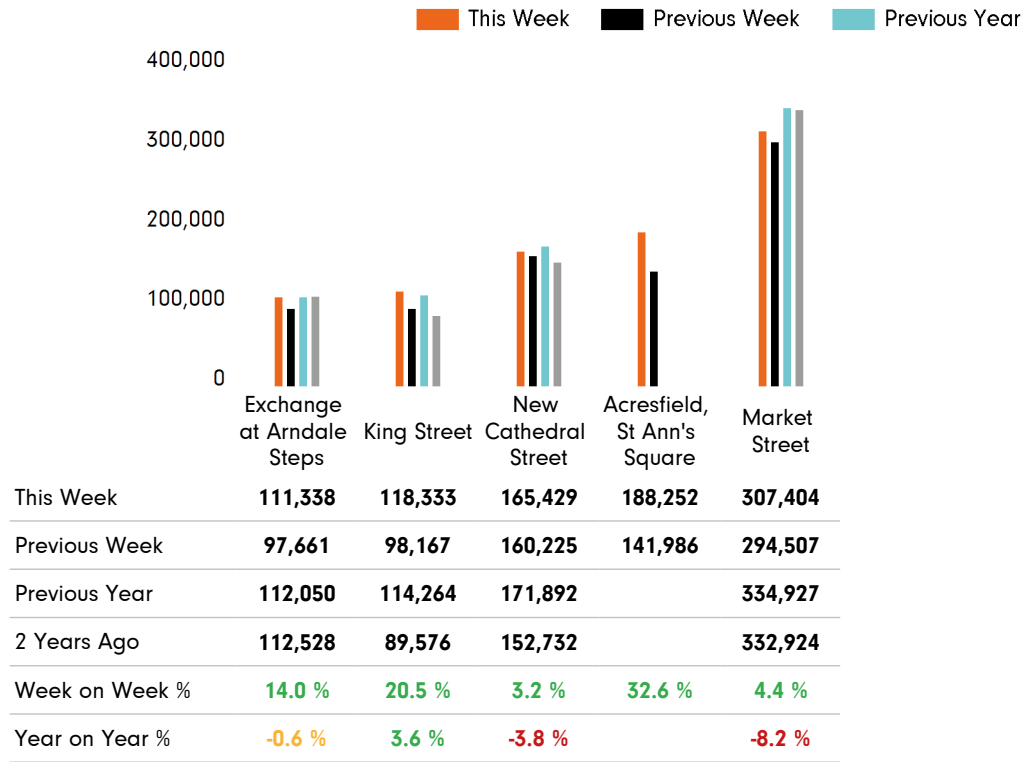
Year on year % (rolling 13 weeks)



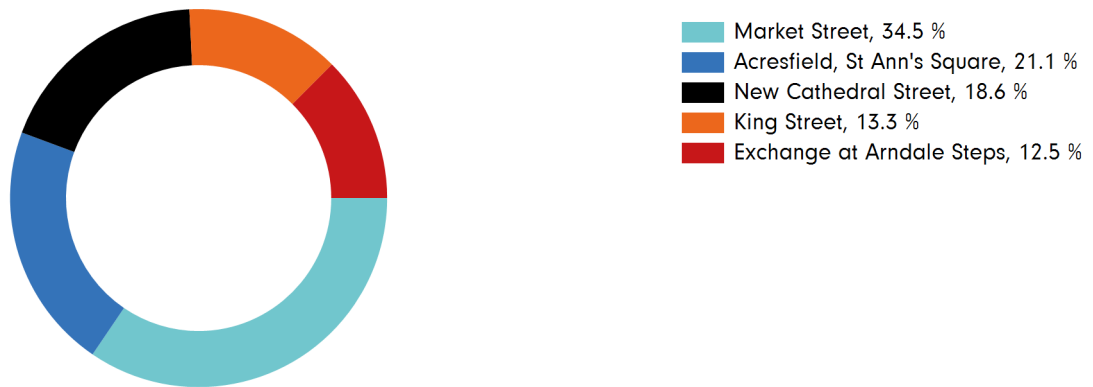
Weekly percentage changes (rolling 13 weeks)



Footfall by location



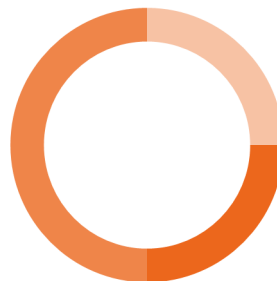
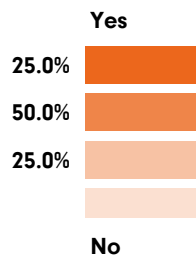
Footfall by location



Happiness index

We asked you to rate this statement

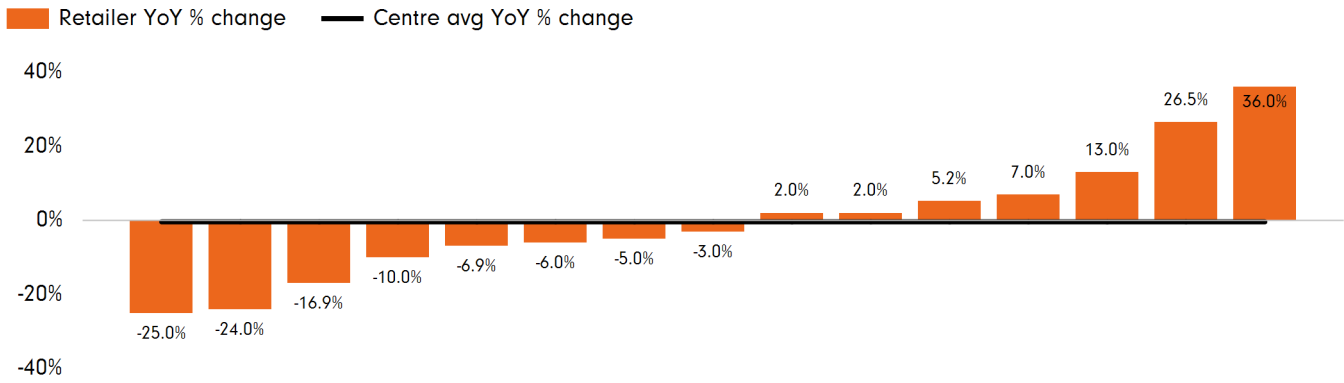
Easter holiday promotions drove additional sales and footfall



Next weeks statement is:

The longer days have increased footfall in the evenings

Sales spread



Notes:

*The Regional Benchmark comprises of High Street locations within the BRC defined region of North & Yorkshire. National Benchmarks comprise of High Street locations within the entire UK.

BRC Calendar: The BRC calendar ensures that each month consists of full weeks, to enable data comparison

Gross Sales: We collect Gross Sales for the tracker (these include VAT)

Weekly Sales / Footfall: -

% change YTD - the % change in footfall / sales for the year so far, compared to the same period last year

Annual % change - The % change in footfall / sales from the same week the previous year

Weekly % change - The % change in footfall / sales from the previous week