



**Heart of Manchester BID**

Week 19, 2018

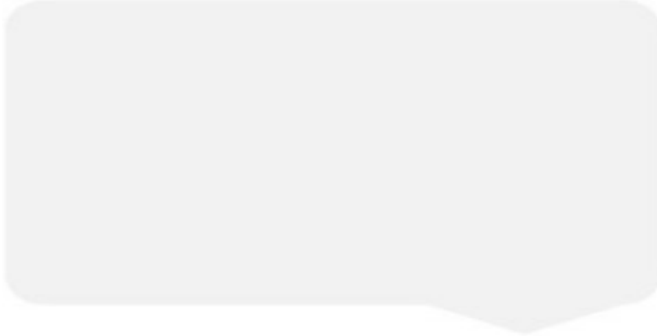
06/05/2018 to 12/05/2018



REGION - North & Yorkshire

Sunday to Saturday

**Messages from Centre**



**Weekly Footfall**

	Year To Date % Change	Year on Year % Change	Week on Week % Change
Heart of Manchester BID	4.4%	2.2%	-5.1%
North & Yorkshire	-2.1%	4.7%	-0.7%
UK	-3.8%	1.5%	0.1%

**Springboard Insights**

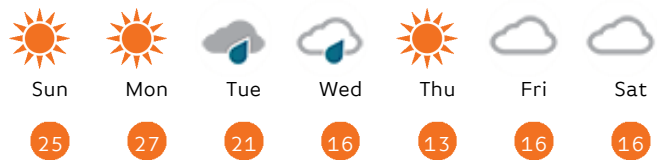
The bank holiday weekend boosted footfall for last week as shoppers took advantage of a 3-day weekend bathed in sunshine. Consequently, footfall rose +0.4% on average across all location types, an improvement upon the -1.3% drop for the same week last year. Interestingly, despite the advantage of an extra day, numbers dropped against the previous week to most location types with an overall result of -1.5%.

**Weekly Sales**

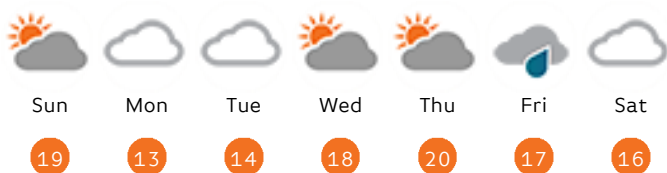
	Year on Year % Change	Week on Week % Change
Heart of Manchester BID Weekly Sales Index	9.7%	4.0%
BDO Sales	2.4%	

**Weather**

This Year



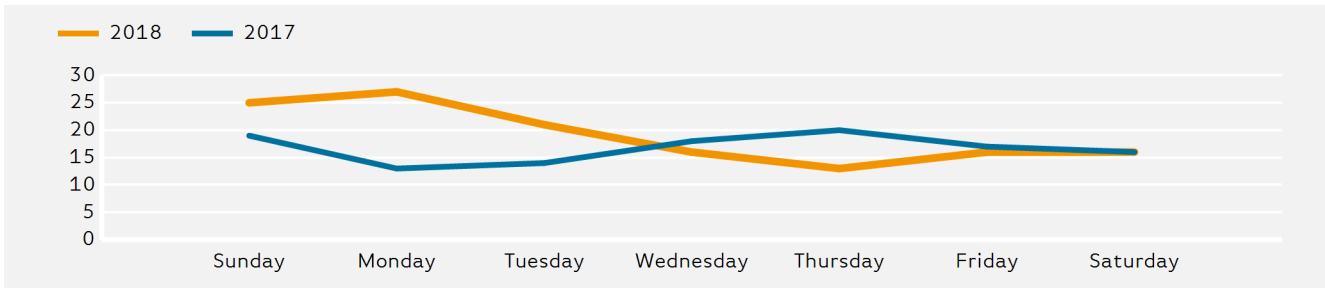
Last Year



**Weather Avg Temps**

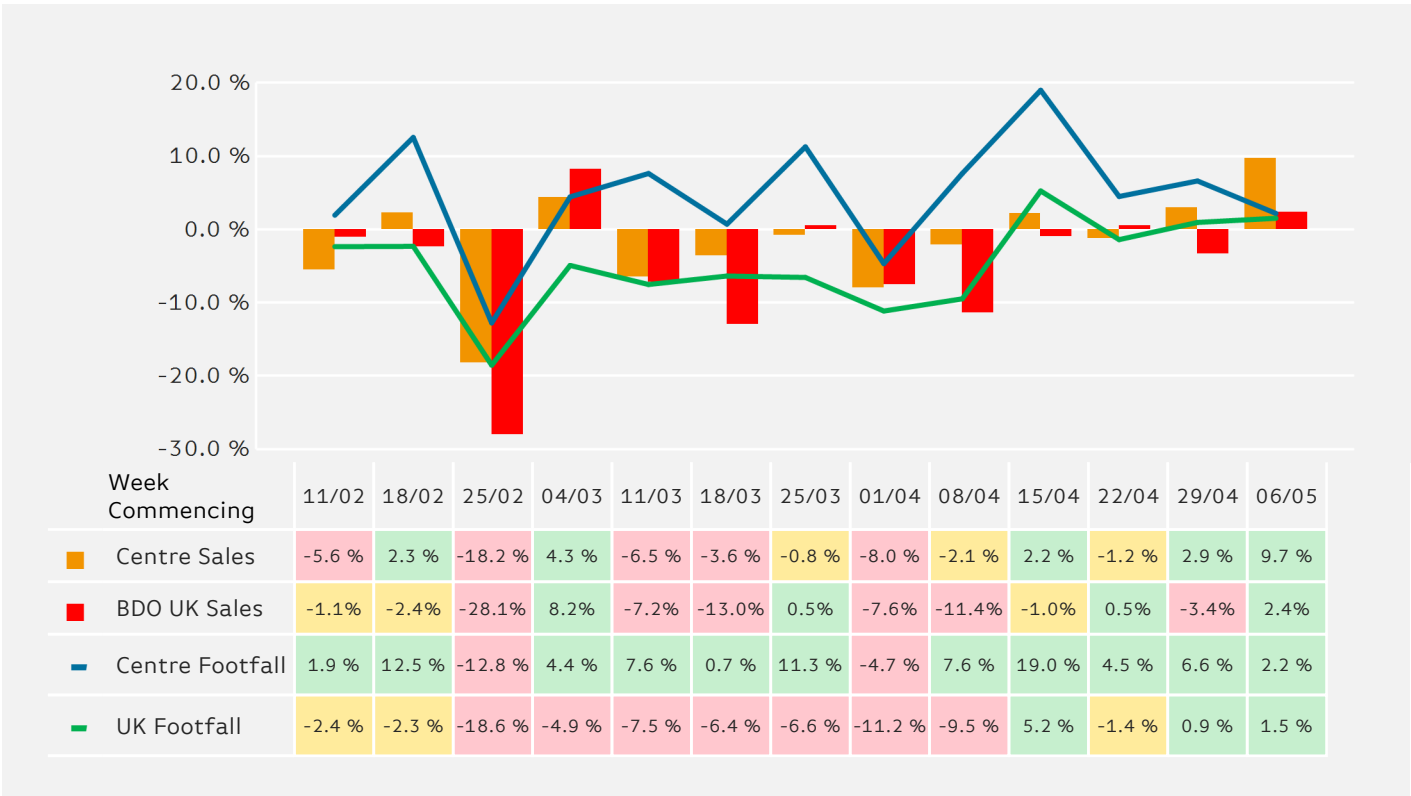
	Average High Temperature	Average Low Temperature
2018	20.0	8.6
2017	16.1	6.0

**Maximum Temperatures**

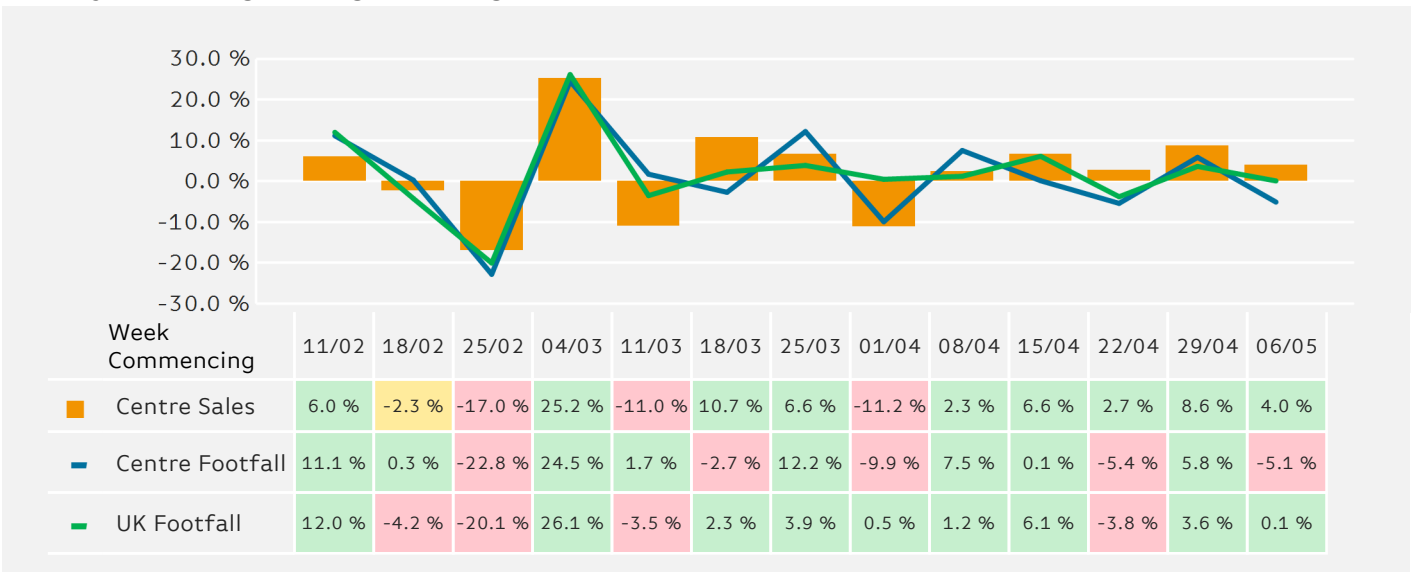


**Sales & Footfall Data**

**Annual Percentage Changes (rolling 13 weeks)**

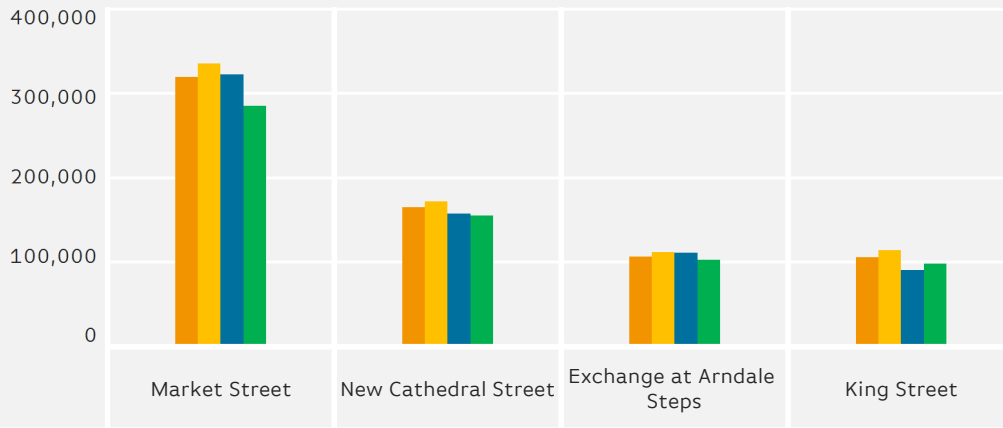


**Weekly Percentage Changes (rolling 13 weeks)**



## Footfall by Location

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



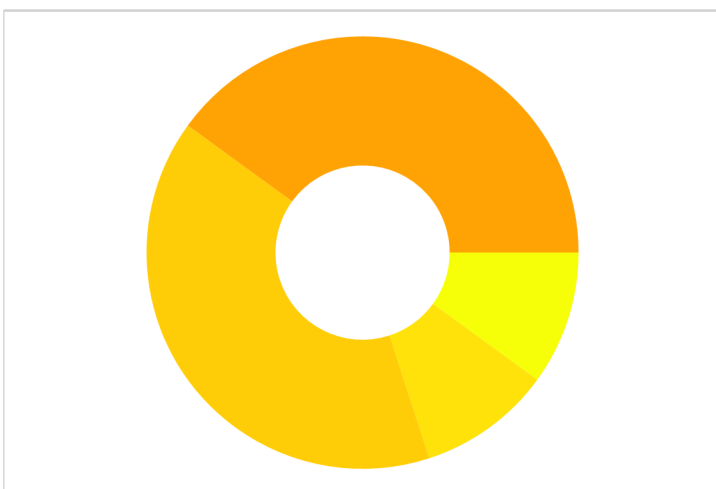
This Week	319,149	165,028	106,045	105,359
Previous Week	334,927	171,892	112,050	114,264
Previous Year	321,989	157,247	111,136	90,491
2 Years Ago	285,037	154,937	102,309	98,241
Week on Week % Change	-4.7 %	-4.0 %	-5.4 %	-7.8 %
Year on Year % Change	-0.9 %	4.9 %	-4.6 %	16.4 %

### Counting By Location Main Locations Only



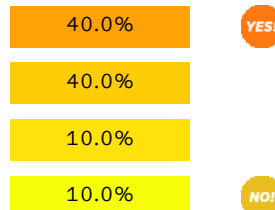
- Market Street, 45.9 %
- New Cathedral Street, 23.7 %
- Exchange at Arndale Steps, 15.2 %
- King Street, 15.1 %

### Retailer Feedback Statement



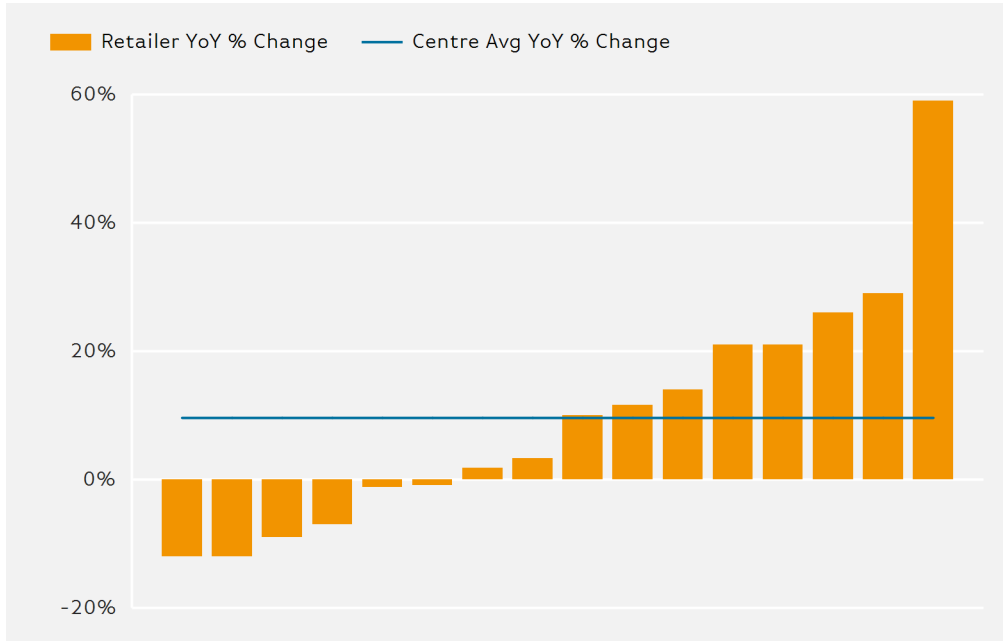
We asked you to rate this statement

The longer days have increased footfall in the evenings



Next weeks statement is:  
Our key customers are making less visits to the store, but purchasing more goods in one transaction

**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