

### Messages from centre

### Weekly Footfall

	Year To date %	Year on year %	Week on week %
Heart of Manchester BID	-6.4%	-3.7%	2.4%
North & Yorkshire	-2.5%	-1.3%	9.5%
UK	-1.9%	-3.2%	5.4%

### Springboard insights

### Weekly sales

The final week of the school half term period delivered more positive footfall results than the previous week, with a week on week increase in footfall across retail destinations of +5.5% versus a flat result the week before. However, this still was not enough of an uplift to deliver an annual increase and footfall declined on a year on year basis by -2.3%.








	Year on year %	Week on week %
Heart of Manchester BID Weekly Sales Index	-6.5%	9.6%
BDO Sales	0.3%	

There was a significant difference in footfall performance between the weekday period and the weekend. Between Monday and Friday footfall rose from the week before by an average of +8.8% but then over the weekend it declined by -1.5%. There was equally stark difference between weekdays and the weekend in terms of the change in footfall from last year; an increase of +1.4% between Monday and Friday but an annual decline of -10.0% over Saturday and Sunday.

### Weather








### Weather Avg Temps

#### This year

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						
11°	9°	10°	11°	10°	14°	10°

	Average High Temperature	Average Low Temperature
2019	10.3	4.3
2018	9.3	3.1

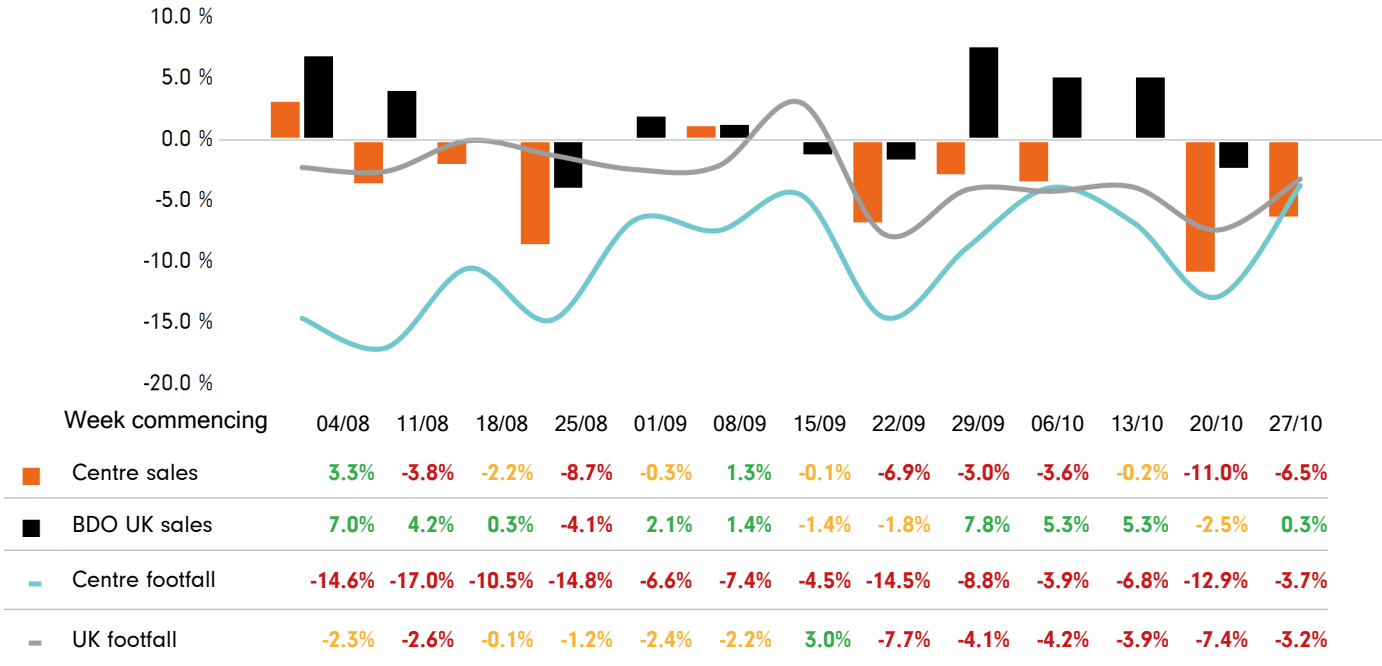
#### Previous year

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						
9°	8°	9°	11°	9°	11°	13°

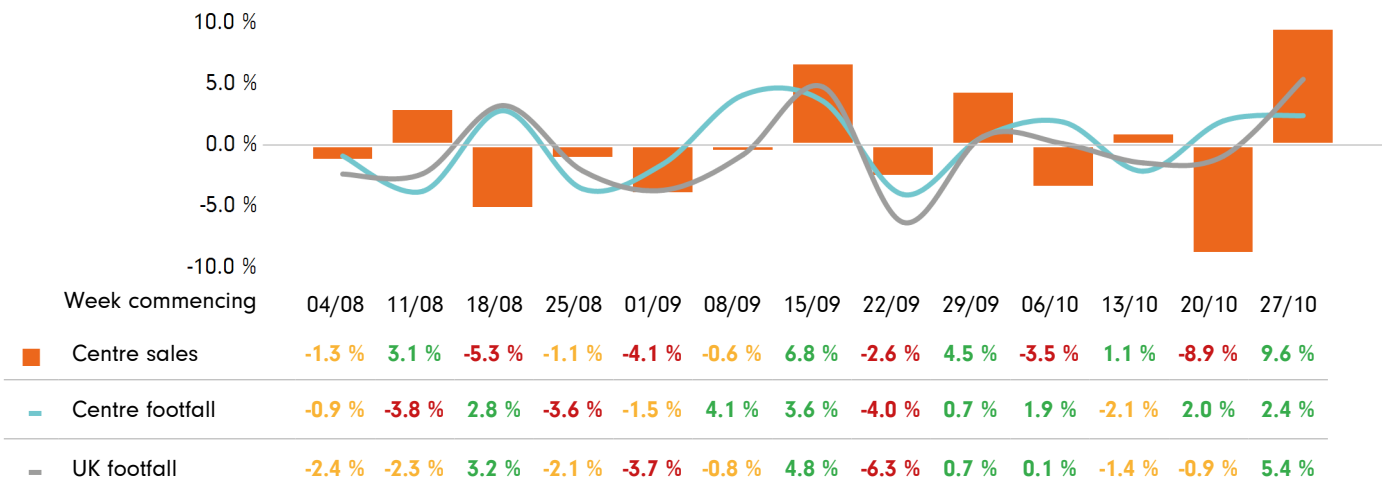
**SPRINGBOARD.**

## Sales and Footfall data

Year on year % (rolling 13 weeks)

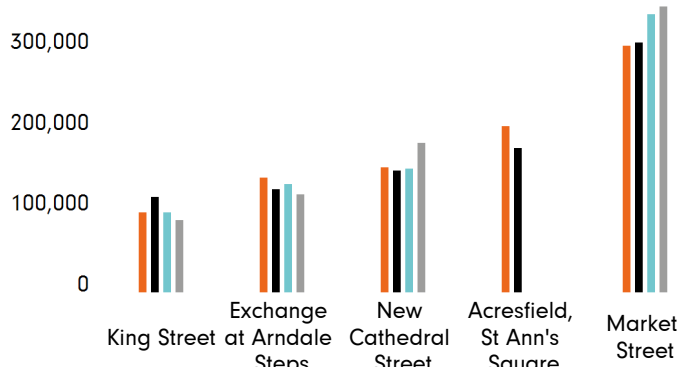


## Weekly percentage changes (rolling 13 weeks)



## Footfall by location

■ This Week 
 ■ Previous Week 
 ■ Previous Year



This Week	99,731	139,689	152,139	199,532	293,581
Previous Week	117,840	126,273	148,096	174,627	296,982
Previous Year	99,302	132,457	150,171	-	329,854
2 Years Ago	90,498	120,593	180,010	-	338,661
Week on Week %	-15.4 %	10.6 %	2.7 %	14.3 %	-1.1 %
Year on Year %	0.4 %	5.5 %	1.3 %	-	-11.0 %

## Footfall by location

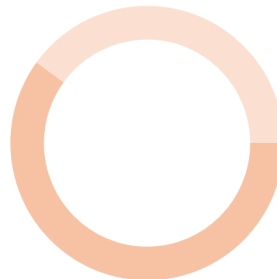
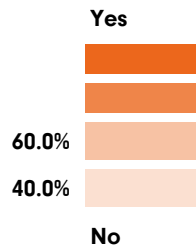


- Market Street, 33.2%
- Acresfield, St Ann's Square, 22.6%
- New Cathedral Street, 17.2%
- Exchange at Arndale Steps, 15.8%
- King Street, 11.3%

## Happiness index

We asked you to rate this statement

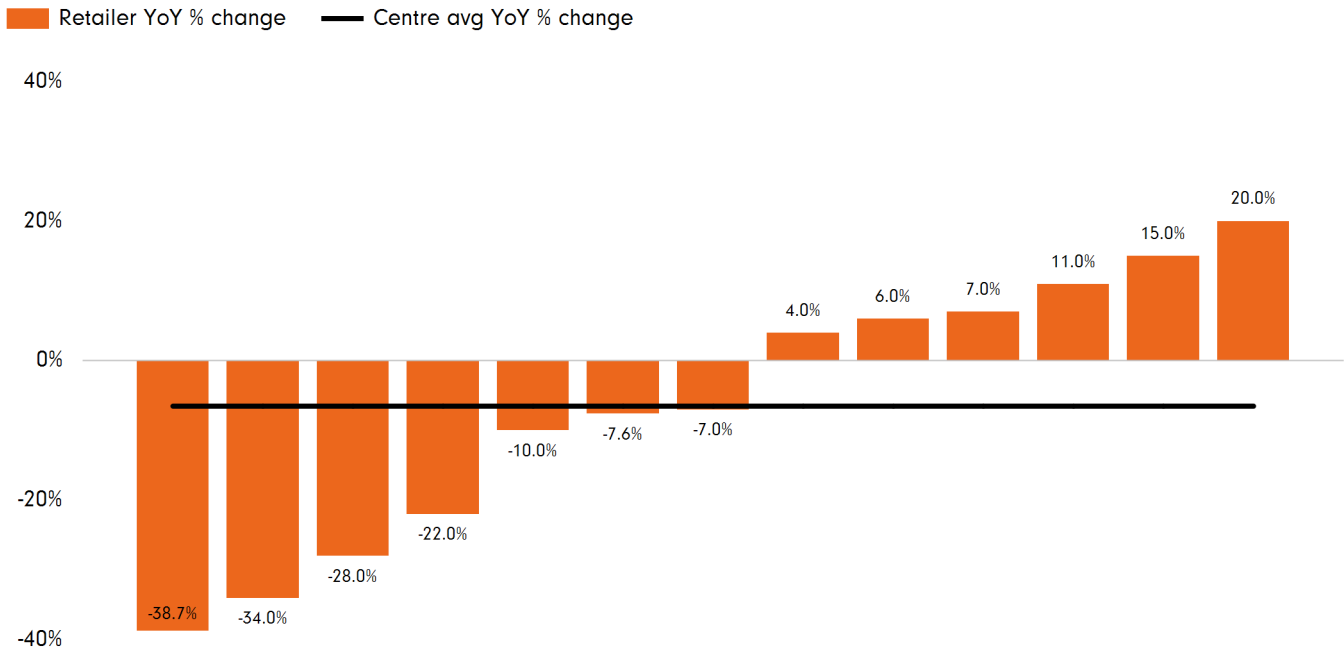
**Sales of Halloween merchandise has increased other purchases**



Next weeks statement is:

**More shoppers are just window shopping, with fewer buying in-store than last month**

## 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