



Heart of Manchester BID

Week 49, 2018

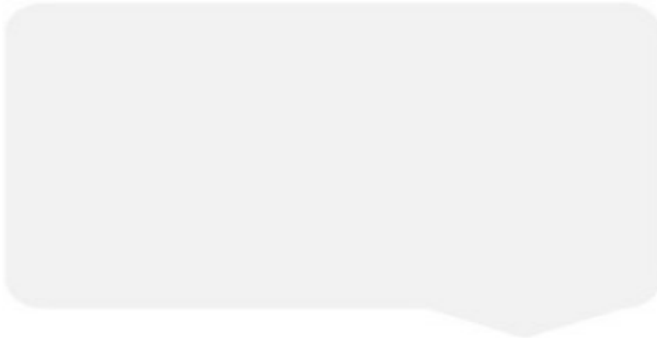
02/12/2018 to 08/12/2018



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	4.1%	-15.2%	-0.1%
North & Yorkshire	-1.4%	-6.7%	2.1%
UK	-2.5%	-5.2%	4.2%

Springboard Insights

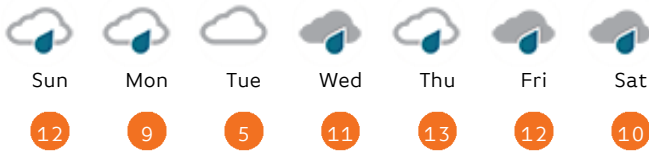
Whilst footfall is rising from week to week in the run up to Christmas, increasing by +3.1% last week from the week before, it is significantly reduced from last year with an annual decline of -4.5%. In high streets and shopping centres - which make up the majority of destinations - the drop in footfall was even more severe at -5.2%, with a lesser drop of -2.2% in retail parks. Footfall was down annually on every day last week apart from Sunday when it rose by a huge +26.3%, however, this was in comparison with Sunday last year when the weather was extremely cold with treacherous travelling conditions.

Weekly Sales

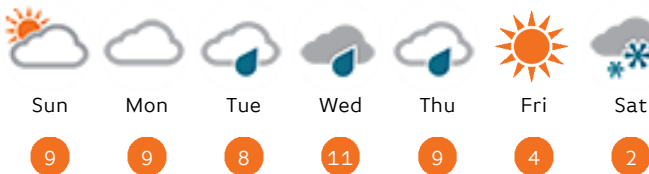
	Year on Year % Change	Week on Week % Change
Heart of Manchester BID Weekly Sales Index	-7.8%	7.4%
BDO Sales	-2.4%	

Weather

This Year



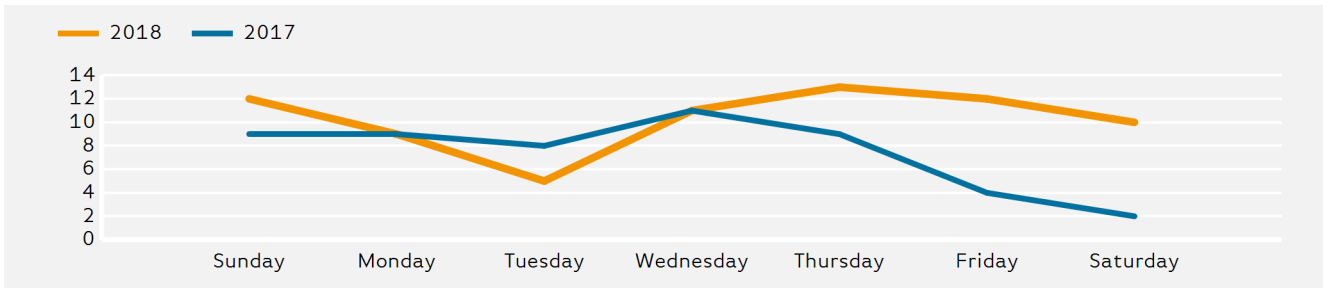
Last Year



Weather Avg Temps

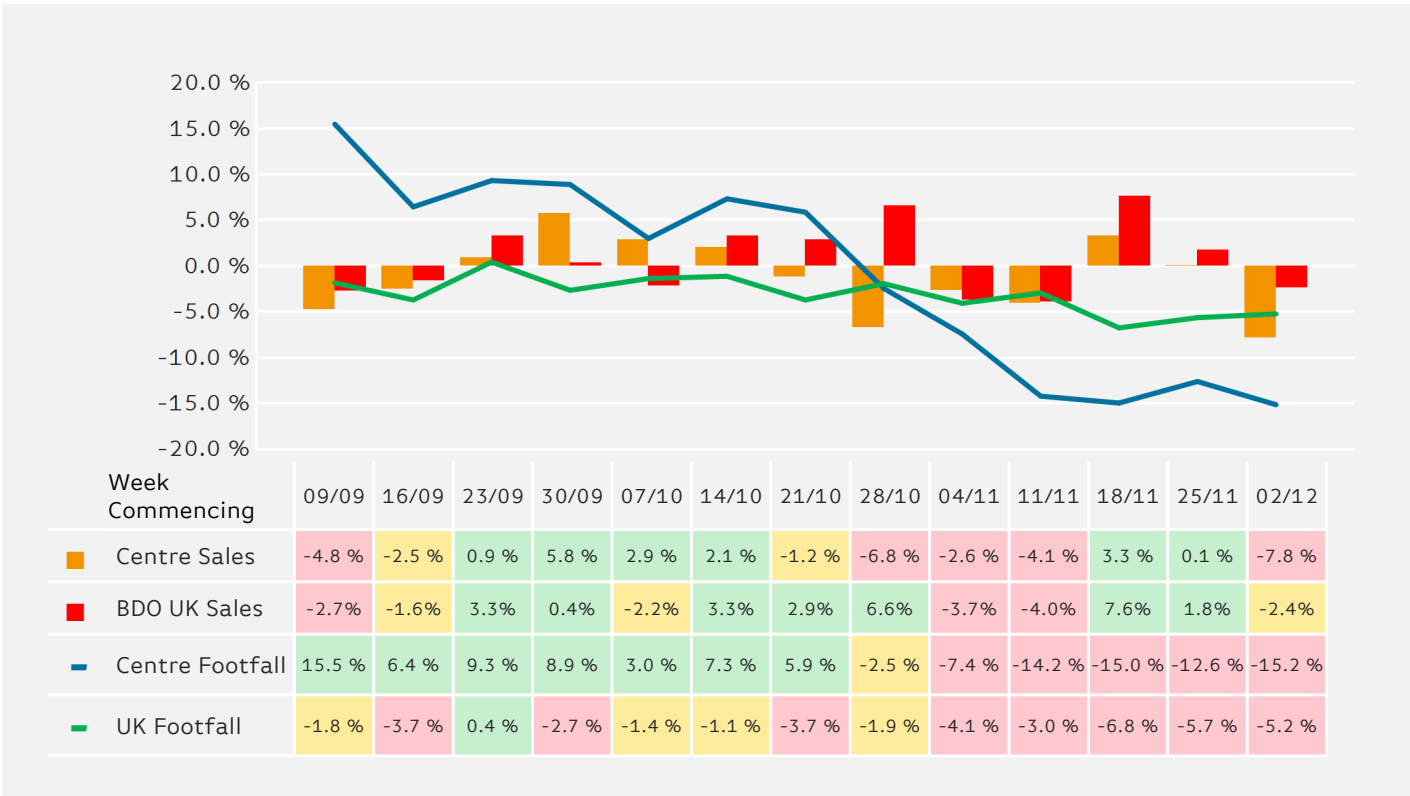
	Average High Temperature	Average Low Temperature
2018	10.4	6.0
2017	8.3	4.1

Maximum Temperatures

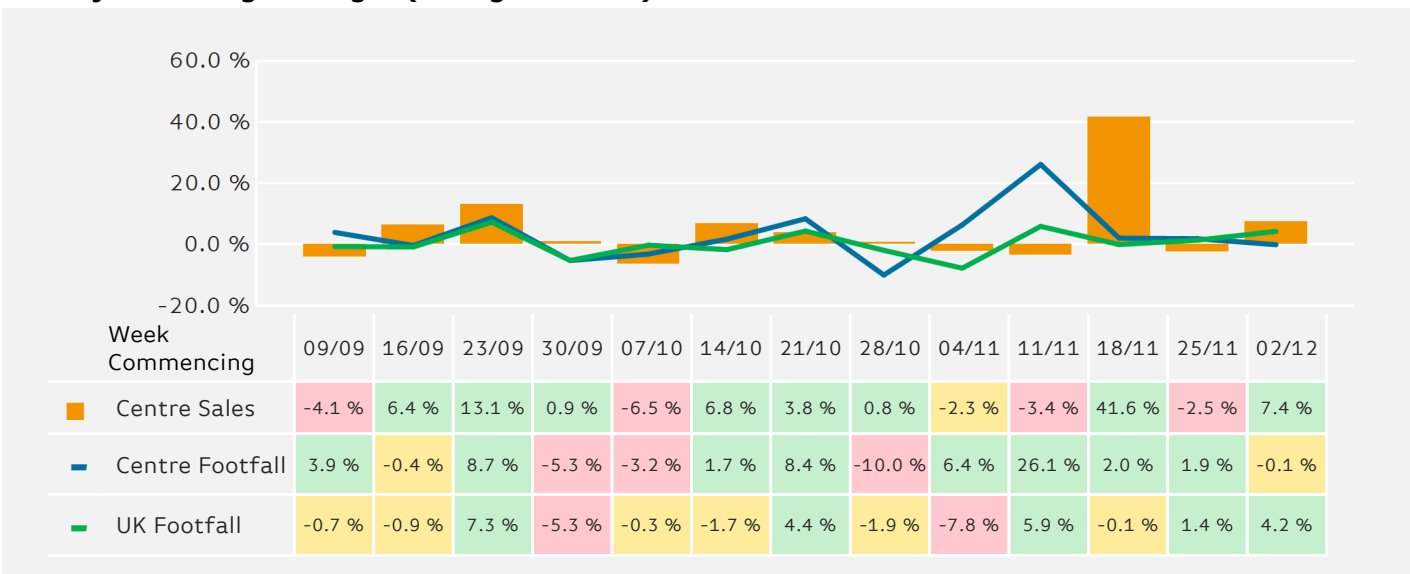


Sales & Footfall Data

Annual Percentage Changes (rolling 13 weeks)

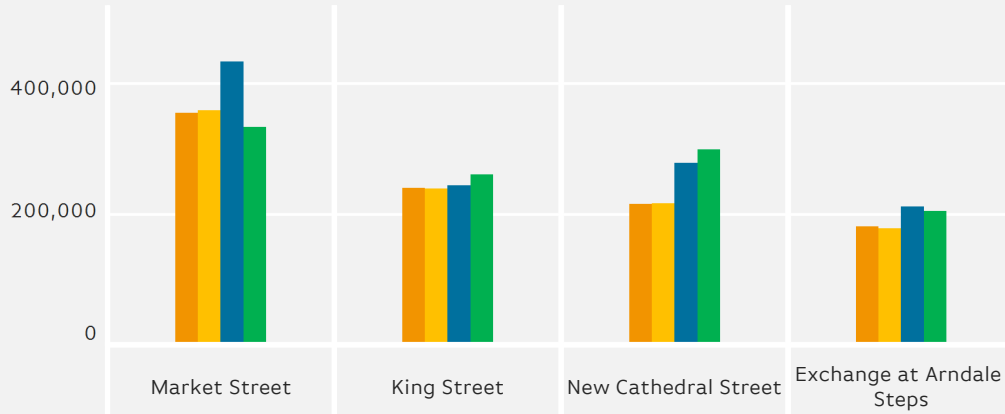


Weekly Percentage Changes (rolling 13 weeks)



Footfall by Location

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



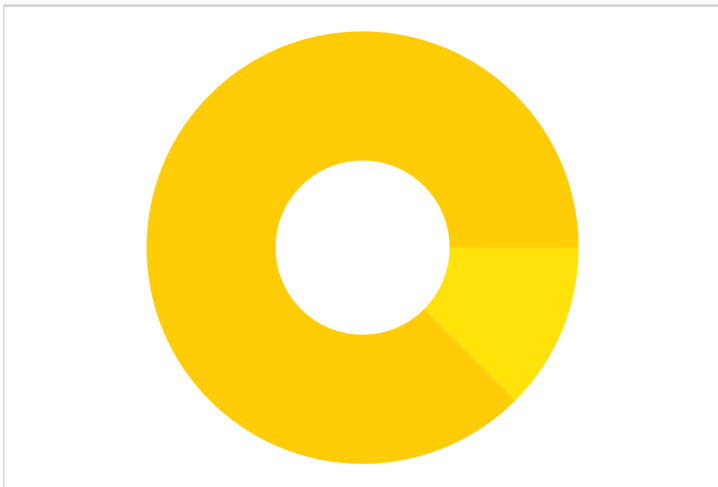
This Week	354,949	240,244	215,223	180,993
Previous Week	358,881	239,034	216,927	177,642
Previous Year	433,746	244,445	278,398	211,920
2 Years Ago	333,630	260,452	299,546	204,751
Week on Week % Change	-1.1 %	0.5 %	-0.8 %	1.9 %
Year on Year % Change	-18.2 %	-1.7 %	-22.7 %	-14.6 %

Counting By Location Main Locations Only



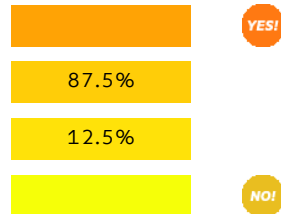
- Market Street, 35.8 %
- King Street, 24.2 %
- New Cathedral Street, 21.7 %
- Exchange at Arndale Steps, 18.3 %

Retailer Feedback Statement



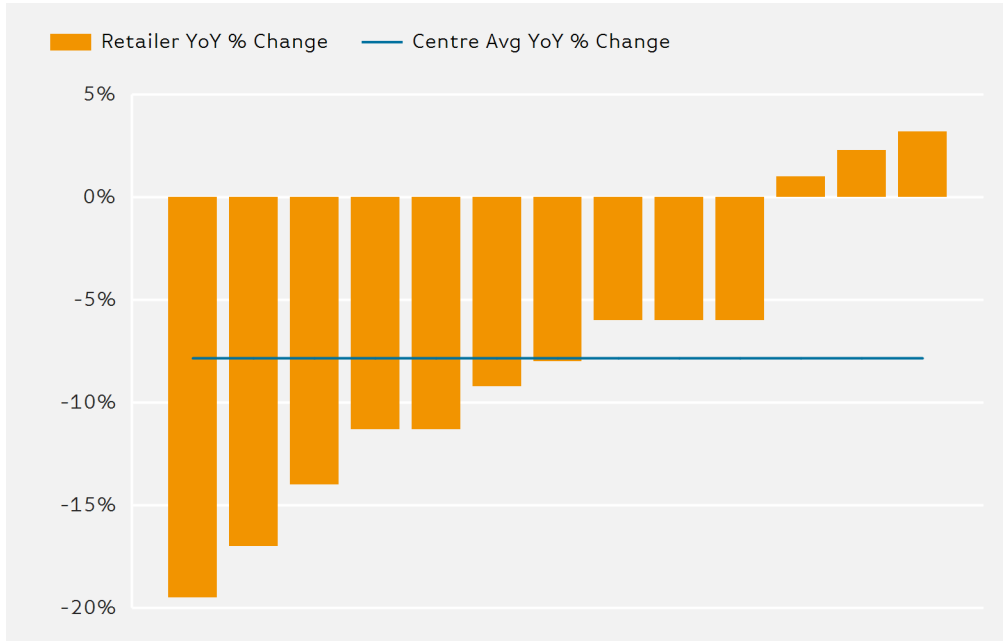
We asked you to rate this statement

Customers are holding out for pre Christmas promotions



Next weeks statement is:
We are confident we have achieved our Christmas targets

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