HEART OF MCR BID — MANCHESTER'S BUSINESS IMPROVEMENT DISTRICT

**Manchester BID**

October 2017

01/10/2017 to 28/10/2017

REGION - North & Yorkshire          Sunday to Saturday          COUNT TYPE: Footfall

**springboard**

## Monthly Footfall

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

| | Year to Date % Change | | Year on Year % Change | | Month on Month % Change | |
|---|---|---|---|---|---|---|
| | 2017 | 2016 | 2017 | 2016 | 2017 | 2016 |
| Manchester BID | ▲ 6.8 % | ▲ 5.1 % | ▲ 5.5 % | ▲ 13.0 % | ▲ 7.3 % | ▼ -0.1 % |
| North & Yorkshire | ▲ 0.8 % | ▼ -1.1 % | ▼ -1.1 % | ▲ 2.0 % | ▲ 1.9 % | ▼ -0.8 % |
| High Street Index(Regional City) | ▲ 0.1 % | ▼ -1.0 % | ▲ 0.2 % | ▼ -0.3 % | ▲ 2.2 % | ▲ 0.7 % |
| UK | ▼ -0.4 % | ▼ -1.4 % | ▼ -2.0 % | ▼ -0.4 % | ▼ 0.0 % | ▼ -0.1 % |

## Headlines

Footfall for the year to date is 6.8% up on the previous year.
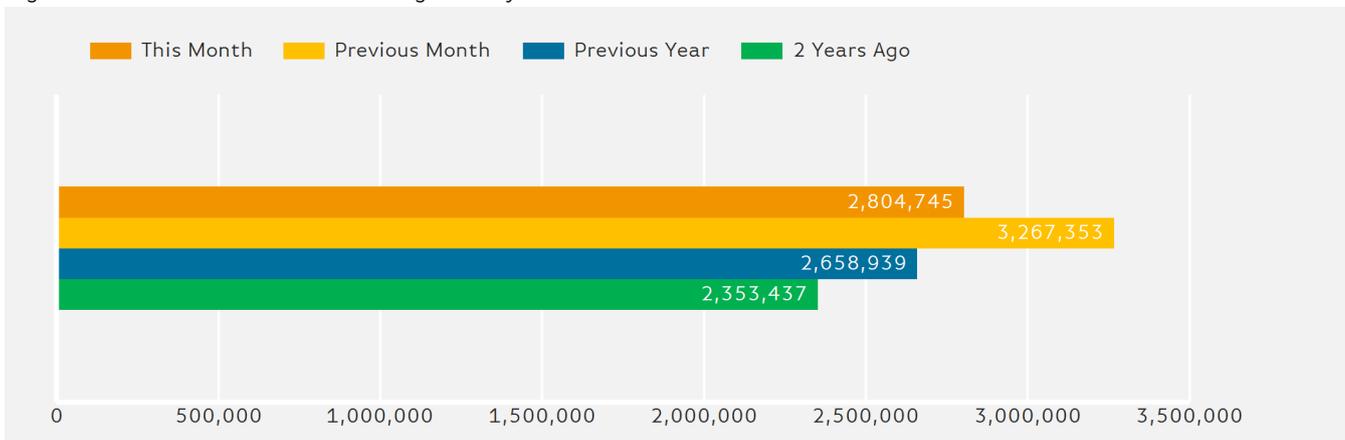
The number of visitors counted for month commencing 1 October 2017 was 2,804,745.

The busiest day in month commencing 1 October 2017 was Saturday 14 October with 136,415 visitors.

The peak hour of the month was 15:00 on Saturday with footfall of 17,334
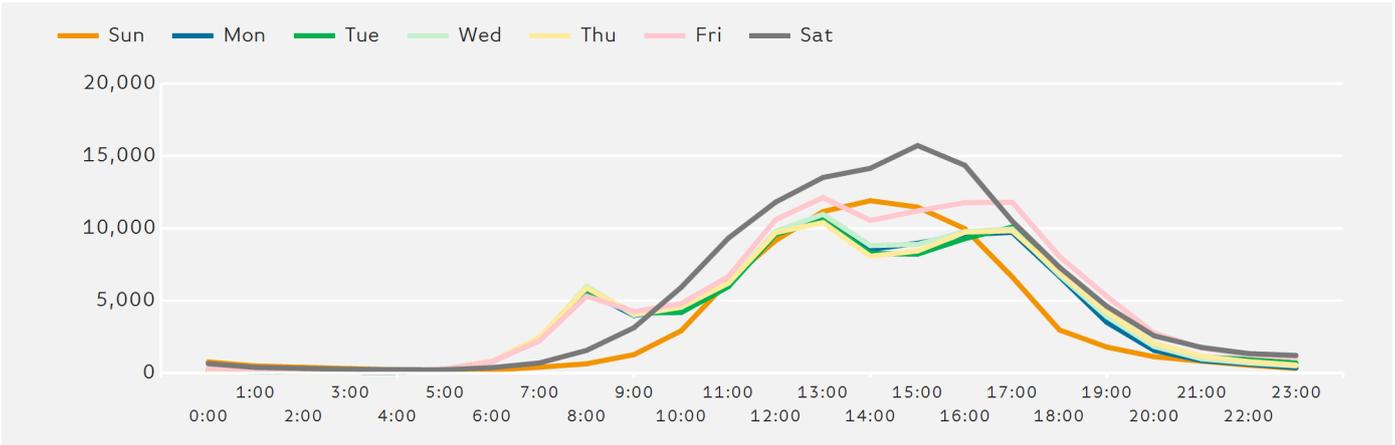
## Footfall by Month

Figures shown below are calculated using monthly totals.



Legend: This Month | Previous Month | Previous Year | 2 Years Ago

- This Month: 2,804,745
- Previous Month: 3,267,353
- Previous Year: 2,658,939
- 2 Years Ago: 2,353,437

(x-axis: 0 | 500,000 | 1,000,000 | 1,500,000 | 2,000,000 | 2,500,000 | 3,000,000 | 3,500,000)

Springboard follows the BRC calendar consisting of complete weeks (Sun- Sat or Mon-Sun) to ensure that the same day is comparable each week. Each month is compiled from a set of full weeks which results in a calendar of a 4 week month, 4 week month, 5 week month pattern.

## Footfall by Hour

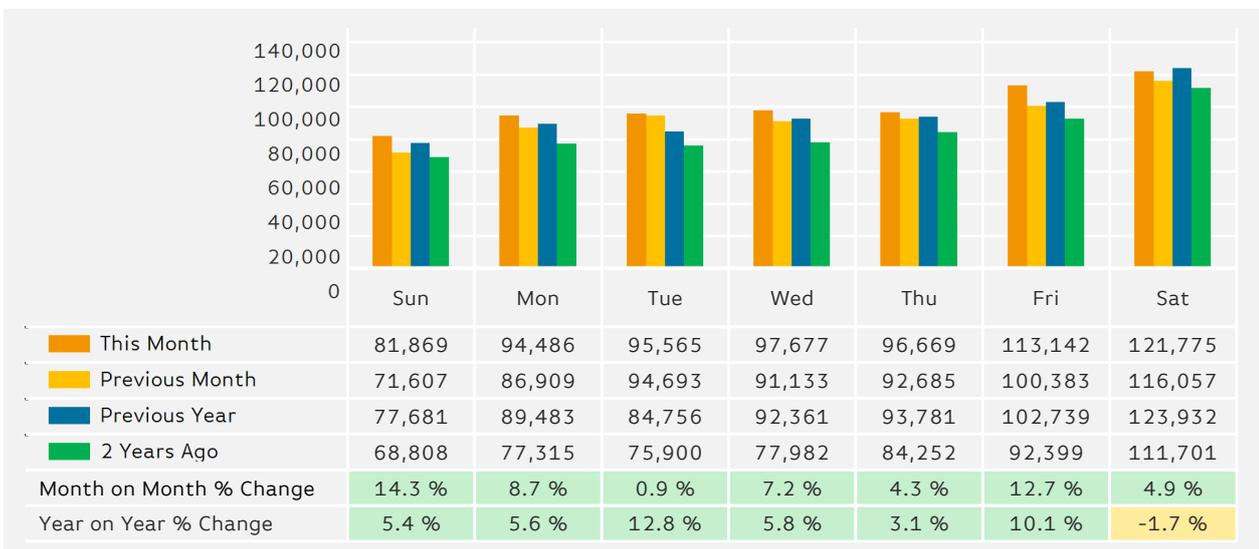The figures shown below are calculated using a weekly average



## Weather



| | Sun | Cloud | Rain |
|---|---|---|---|
| Number of days this month | 8 | 5 | 15 |
| Number of days same month last year | 23 | 4 | 1 |

## Average Temperature

| Average Temperatures | Maximum Temperature | Minimum Temperature |
|---|---|---|
| 2017 | 15.1 | 10.2 |
| 2016 | 14.0 | 7.3 |
| | | |

## Footfall by Day

The figures shown below are calculated using weekly averages.



| | Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|---|---|---|---|---|---|---|---|
| This Month | 81,869 | 94,486 | 95,565 | 97,677 | 96,669 | 113,142 | 121,775 |
| Previous Month | 71,607 | 86,909 | 94,693 | 91,133 | 92,685 | 100,383 | 116,057 |
| Previous Year | 77,681 | 89,483 | 84,756 | 92,361 | 93,781 | 102,739 | 123,932 |
| 2 Years Ago | 68,808 | 77,315 | 75,900 | 77,982 | 84,252 | 92,399 | 111,701 |
| Month on Month % Change | 14.3 % | 8.7 % | 0.9 % | 7.2 % | 4.3 % | 12.7 % | 4.9 % |
| Year on Year % Change | 5.4 % | 5.6 % | 12.8 % | 5.8 % | 3.1 % | 10.1 % | -1.7 % |

## Footfall by Week of Month

The figures shown below are calculated using weekly totals.



|  | Week 40 | Week 41 | Week 42 | Week 43 |
|---|---|---|---|---|
| This Year | 680,602 | 696,774 | 680,122 | 747,247 |
| Previous Year | 676,509 | 646,690 | 641,391 | 694,349 |
| Annual % Change | 0.6% | 7.7% | 6.0% | 7.6% |
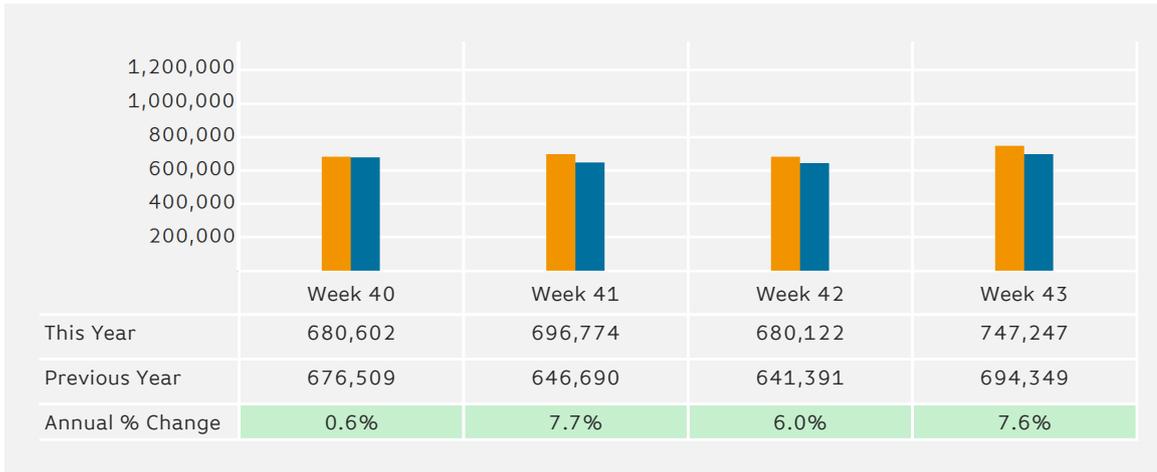
## Footfall by Location

The figures shown below are calculated using weekly averages.

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



|  | Market Street | New Cathedral Street | Exchange at Arndale Steps | King Street |
|---|---|---|---|---|
| This Month | 349,058 | 152,255 | 112,591 | 87,282 |
| Previous Month | 333,630 | 145,134 | 93,689 | 81,017 |
| Previous Year | 289,852 | 156,546 | 114,331 | 104,007 |
| 2 Years Ago | 252,525 | 181,708 | 71,213 | 82,914 |
| Year on Year % Change | 20.4 % | -2.7 % | -1.5 % | -16.1 % |
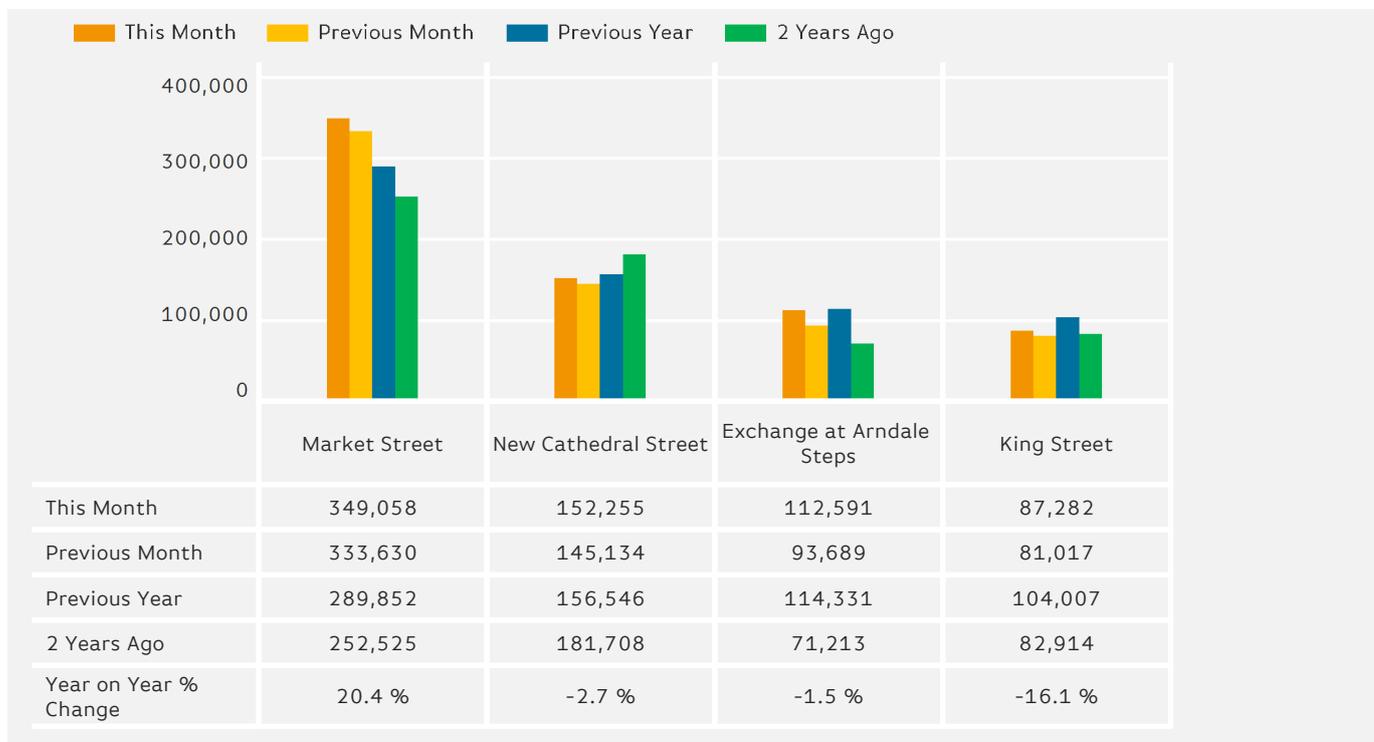
## Footfall by location

Counting By Location - Main Locations Only          The figures shown below are based on weekly averages



■ Market Street, 49.8 %
■ New Cathedral Street, 21.7 %
■ Exchange at Arndale Steps, 16.1 %
■ King Street, 12.4 %
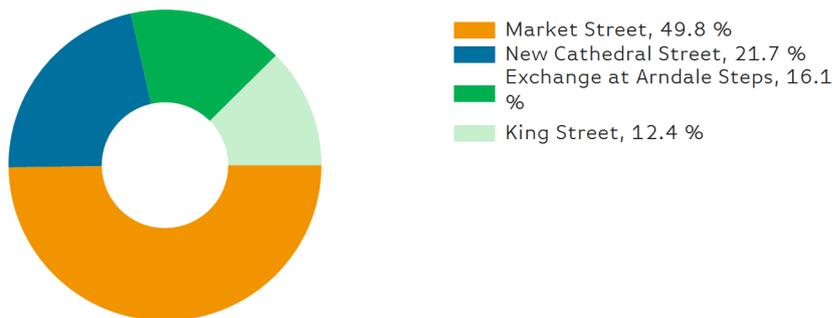
## Footfall - Rolling 12 Months

The figures shown below are calculated using weekly averages.



| | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **2017-2016** | 839,119 | 963,398 | 576,132 | 650,199 | 654,262 | 668,198 | 672,848 | 708,917 | 704,374 | 689,055 | 653,470 | 701,186 |
| **2016-2015** | 789,823 | 930,032 | 529,821 | 578,264 | 590,665 | 616,676 | 633,844 | 645,212 | 670,318 | 657,357 | 665,265 | 664,734 |
| **2015-2014** | 839,207 | 882,875 | 480,181 | 556,520 | 538,646 | 588,852 | 588,098 | 612,590 | 679,423 | 684,559 | 636,434 | 588,359 |
| **Annual % change** | 6.2% | 3.6% | 8.7% | 12.4% | 10.8% | 8.4% | 6.2% | 9.9% | 5.1% | 4.8% | -1.8% | 5.5% |
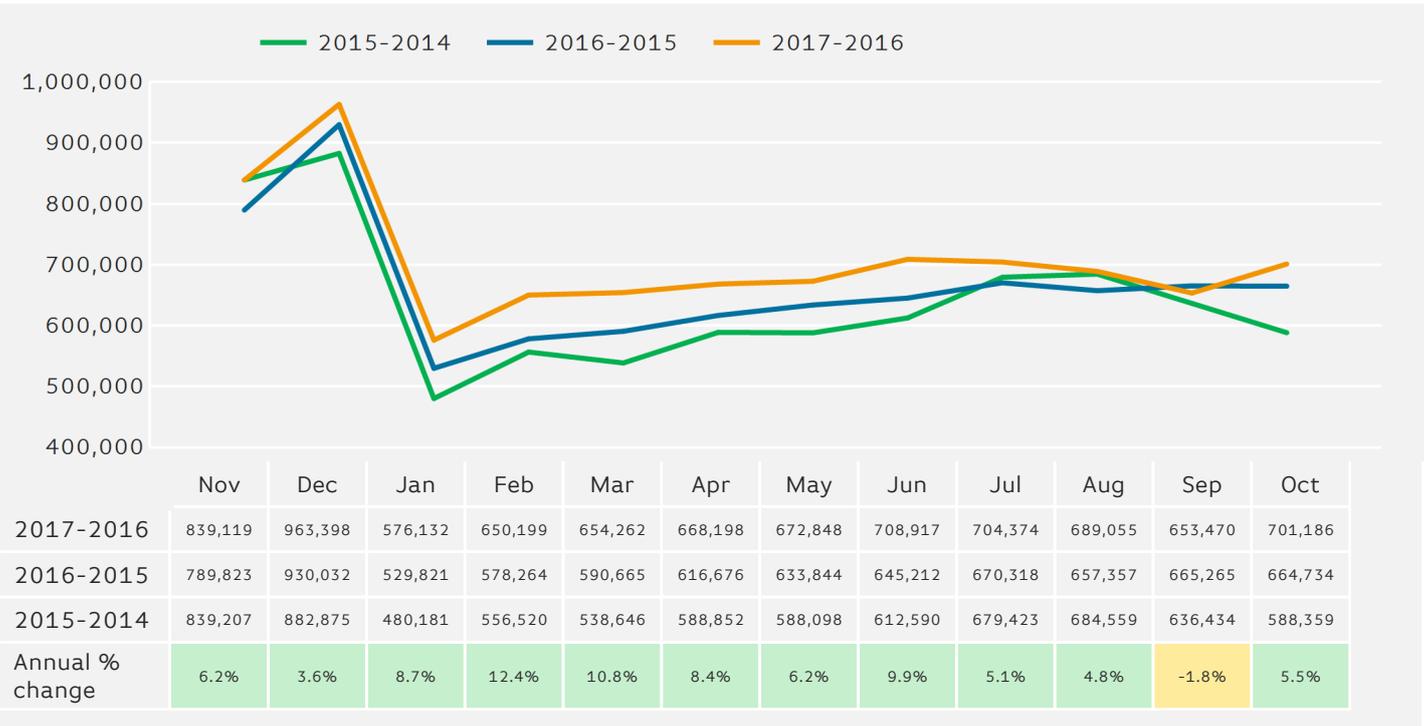
Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year.
Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year.
Week on Week % Change is the % change in footfall for this week from the previous week.