**Manchester BID**

December 2018

25/11/2018 to 29/12/2018

Sunday to Saturday

REGION - North & Yorkshire

COUNT TYPE: Footfall

springboard

Weeks This Month: 5
Weeks Last Month: 4

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 | |
| --- | --- | --- | --- | --- | --- | --- |
| | 2018 | 2017 | 2018 | 2017 | 2018 | 2017 |
| Manchester BID | ▲ 3.7 % | ▲ 7.3 % | ▼ -7.5 % | ▲ 6.3 % | ▲ 11.5 % | ▲ 7.6 % |
| North & Yorkshire | ▼ -1.3 % | ▼ -0.6 % | ▼ -3.2 % | ▼ -3.6 % | ▲ 5.4 % | ▲ 4.5 % |
| High Street Index (Regional City) | ▼ -1.5 % | ▲ 0.1 % | ▼ -2.0 % | ▼ -3.7 % | ▲ 6.8 % | ▲ 4.6 % |
| High Street Index - BDSU (BDSU - Comparison) | ▼ -0.4 % | | ▼ -1.3 % | | ▲ 9.8 % | |
| UK | ▼ -2.4 % | ▼ -1.1 % | ▼ -2.1 % | ▼ -4.6 % | ▲ 5.3 % | ▲ 3.2 % |

## Headlines

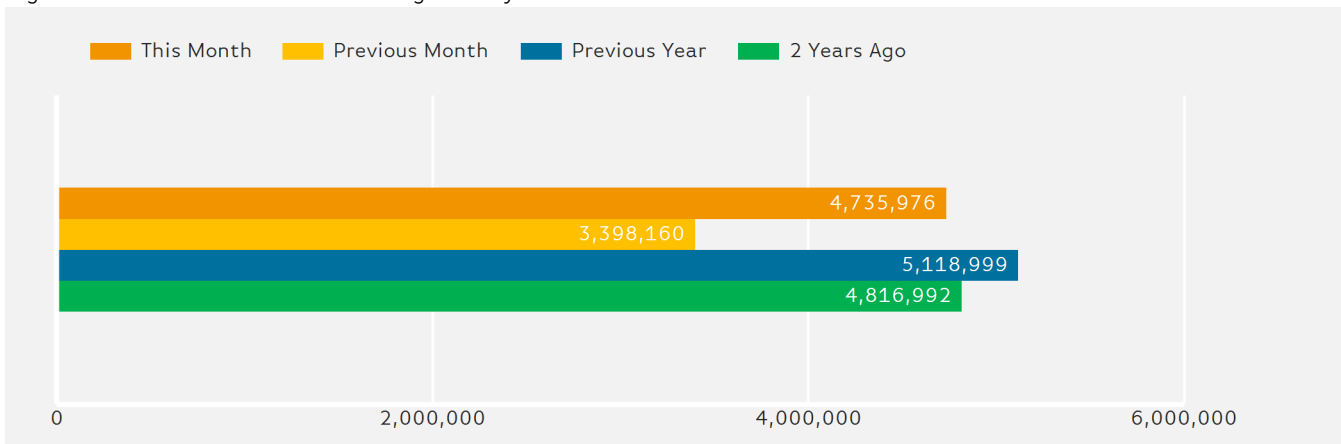Footfall for the year to date is 3.7% up on the previous year.

The number of visitors counted for month commencing 25 November 2018 was 4,735,976.

The busiest day in month commencing 25 November 2018 was Saturday 1 December with 187,911 visitors.

The peak hour of the month was 13:00 on Saturday 1 December 2018 with footfall of 24,371
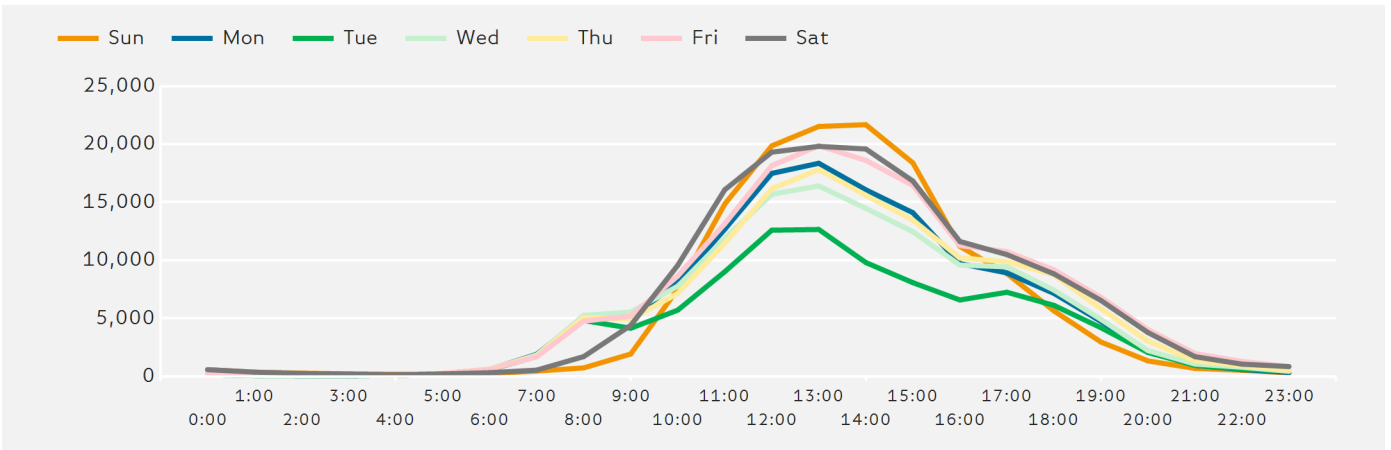
## Footfall by Month

Figures shown below are calculated using monthly totals.

| Legend | |
| --- | --- |
| ▬ This Month | ▬ Previous Month |
| ▬ Previous Year | ▬ 2 Years Ago |

This Month: 4,735,976
Previous Month: 3,398,160
Previous Year: 5,118,999
2 Years Ago: 4,816,992

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

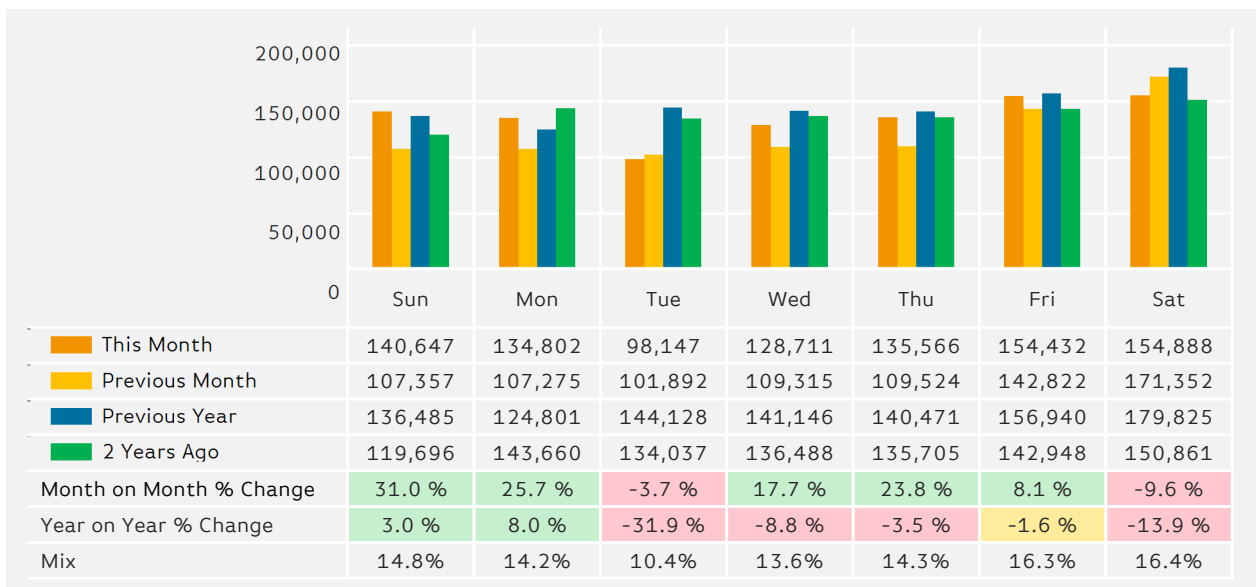The figures shown below are calculated using a weekly average



Legend: Sun, Mon, Tue, Wed, Thu, Fri, Sat

## Weather



| | ☀ | ☁ | 🌧 | ❄ | FOG |
|---|---|---|---|---|---|
| Number of days this month | 5 | 6 | 23 | | 1 |
| Number of days same month last year | 12 | 5 | 14 | 3 | 1 |

## Average Temperature

| Average Temperatures | Maximum Temperature | Minimum Temperature |
|---|---|---|
| 2018 | 8.5 | 4.7 |
| 2017 | 6.6 | 2.3 |

## Footfall by Day

The figures shown below are calculated using weekly averages.



| | Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|---|---|---|---|---|---|---|---|
| This Month | 140,647 | 134,802 | 98,147 | 128,711 | 135,566 | 154,432 | 154,888 |
| Previous Month | 107,357 | 107,275 | 101,892 | 109,315 | 109,524 | 142,822 | 171,352 |
| Previous Year | 136,485 | 124,801 | 144,128 | 141,146 | 140,471 | 156,940 | 179,825 |
| 2 Years Ago | 119,696 | 143,660 | 134,037 | 136,488 | 135,705 | 142,948 | 150,861 |
| Month on Month % Change | 31.0 % | 25.7 % | -3.7 % | 17.7 % | 23.8 % | 8.1 % | -9.6 % |
| Year on Year % Change | 3.0 % | 8.0 % | -31.9 % | -8.8 % | -3.5 % | -1.6 % | -13.9 % |
| Mix | 14.8% | 14.2% | 10.4% | 13.6% | 14.3% | 16.3% | 16.4% |

## Footfall by Week of Month

The figures shown below are calculated using weekly totals.



|  | Week 48 | Week 49 | Week 50 | Week 51 | Week 52 |
|---|---|---|---|---|---|
| This Year | 992,484 | 991,409 | 1,057,763 | 1,000,940 | 693,380 |
| Previous Year | 1,135,918 | 1,168,509 | 1,125,610 | 1,023,217 | 665,745 |
| Annual % Change | -12.6% | -15.2% | -6.0% | -2.2% | 4.2% |
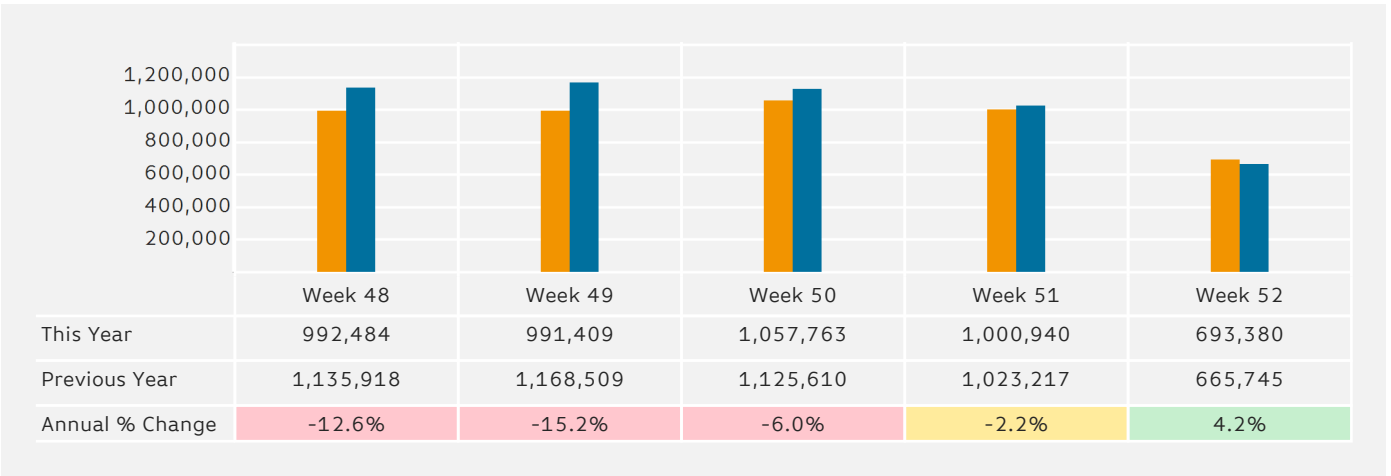
## Footfall by Location

The figures shown below are calculated using weekly averages.



|  | Market Street | King Street | New Cathedral Street | Exchange at Arndale Steps |
|---|---|---|---|---|
| This Month | 347,362 | 210,863 | 206,595 | 182,375 |
| Previous Month | 336,934 | 175,214 | 188,785 | 148,607 |
| Previous Year | 395,085 | 195,204 | 241,739 | 191,773 |
| 2 Years Ago | 297,027 | 203,817 | 255,963 | 206,592 |
| Year on Year % Change | -12.1 % | 8.0 % | -14.5 % | -4.9 % |
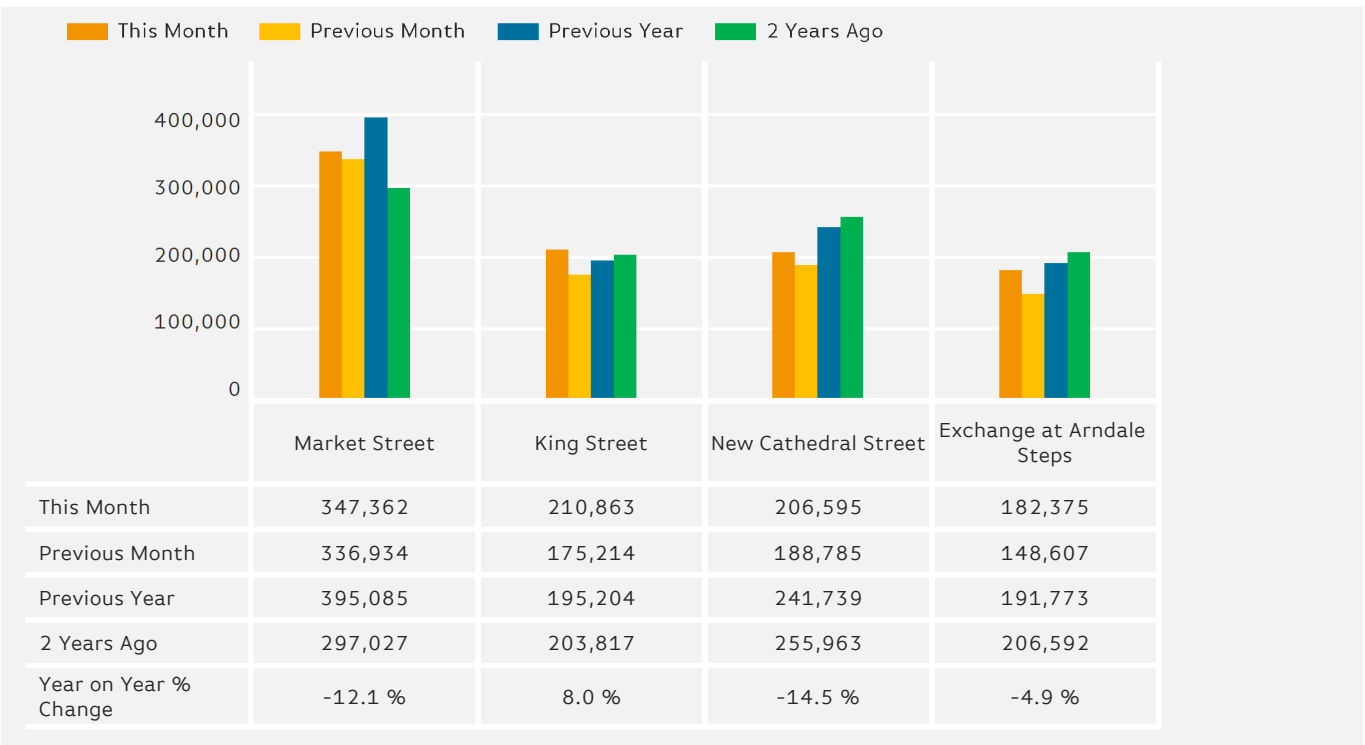
## Footfall by location

Counting By Location - Main Locations Only



- Market Street, 36.7 %
- King Street, 22.3 %
- New Cathedral Street, 21.8 %
- Exchange at Arndale Steps, 19.3 %
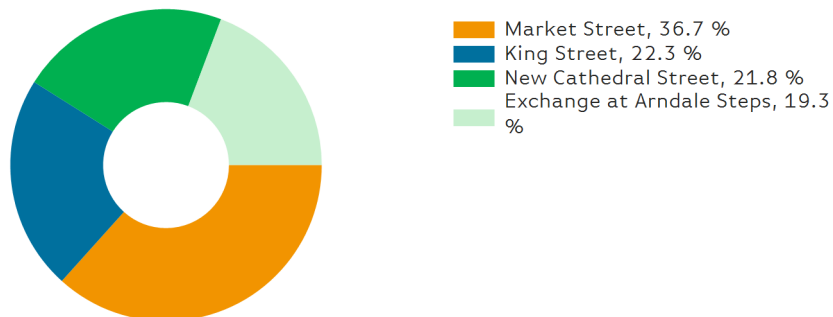
## Footfall - Rolling 12 Months

The figures shown below are calculated using weekly averages.



| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 2018-2017 | 602,552 | 682,299 | 670,021 | 709,393 | 732,139 | 749,698 | 768,682 | 787,561 | 738,719 | 744,938 | 849,540 | 947,195 |
| 2017-2016 | 576,132 | 650,199 | 654,262 | 668,198 | 672,848 | 708,917 | 704,374 | 689,055 | 653,470 | 701,186 | 951,765 | 1,023,799 |
| 2016-2015 | 529,821 | 578,264 | 590,665 | 616,676 | 633,844 | 645,212 | 670,318 | 657,357 | 665,265 | 664,734 | 839,119 | 963,398 |
| Annual % change | 4.6% | 4.9% | 2.4% | 6.2% | 8.8% | 5.8% | 9.1% | 14.3% | 13.0% | 6.2% | -10.7% | -7.5% |
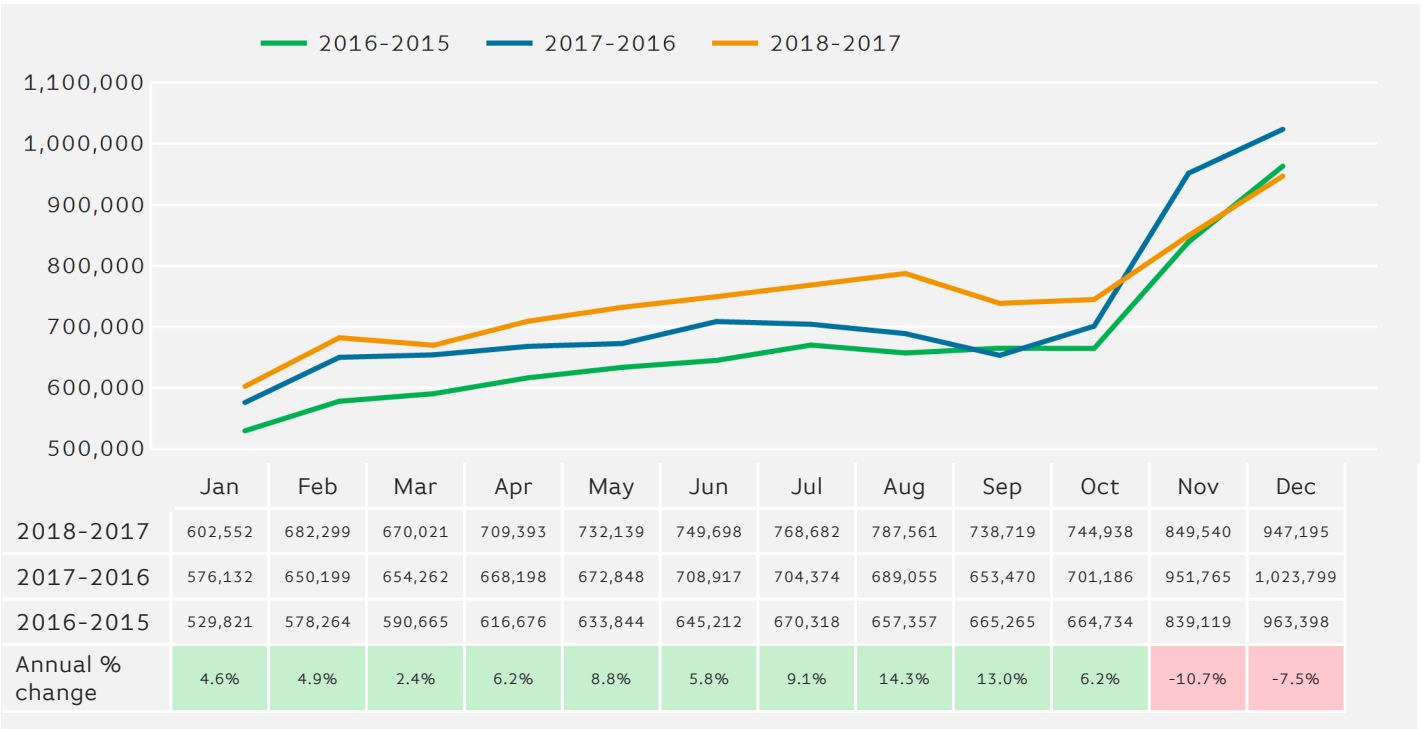
Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year.
January, 2018 to December , 2018 Vs  January, 2017 to December , 2017

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous
year.December, 2018 Vs December, 2017

Month on Month % Change is the % change in footfall for this Month from the previous Month.12 2018 Vs 11 2018