

Footfall Report for: Manchester BID

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2021	2020	2021	2020	2021	2020
Manchester BID	-37.2%	-41.2%	418.9%	-86.7%	-20.5%	13.7%
North & Yorkshire	-29.1%	-33.6%	198.7%	-77.9%	-13.6%	13.5%
High Street Index (Regional City)	-50.4%	-39.1%	384.2%	-89.6%	-4.0%	21.2%
High Street Index - BDSU (BDSU - Comparison)	-43.8%	-37.6%	322.2%	-85.6%	-7.1%	15.1%
UK	-35.3%	-35.1%	207.4%	-79.5%	-6.6%	15.9%

Benchmark calculations (Year on Year and Week on Week) have been calculated using like for like data sets (only those counters available in both comparison periods) to ensure statistical accuracy

The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2021 versus 2019 in order to provide a comparison to the last normal trading year. This comparison is provided on the final pages of this report.

Headlines

The total number of visitors to Manchester BID for the last 52 weeks is 18,086,106 which is 56.2% down on the previous year.

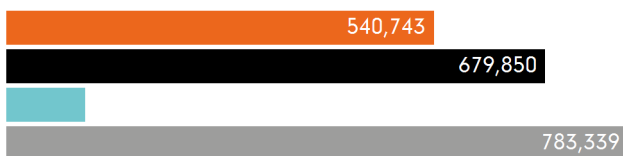
The total number of visitors for the year to date is 5,394,532 which is 37.2% down on the previous year.

The total number of visitors to Manchester BID in week commencing 2 May 2021 was 540,743.

The busiest day in week commencing 2 May 2021 was Saturday with 90,277 visitors.






















The peak hour of the week was 15:00 on Sunday 2 May 2021 with footfall of 13,642.

Footfall by week



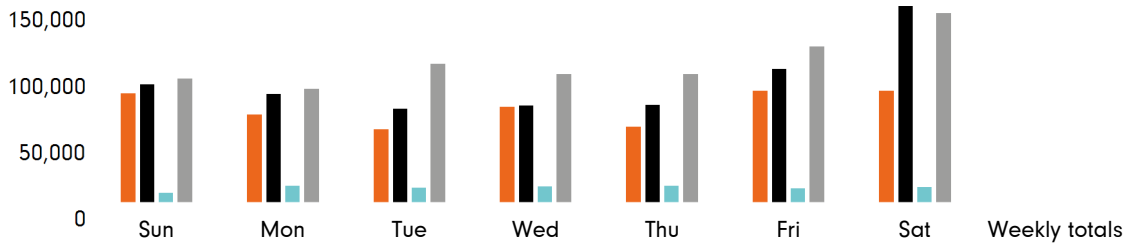
■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

Weather

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
This week	 12°	 9°	 9°	 11°	 9°	 12°	 15°
Previous week	 15°	 16°	 12°	 12°	 11°	 11°	 12°
Previous year	 16°	 15°	 14°	 18°	 21°	 21°	 23°

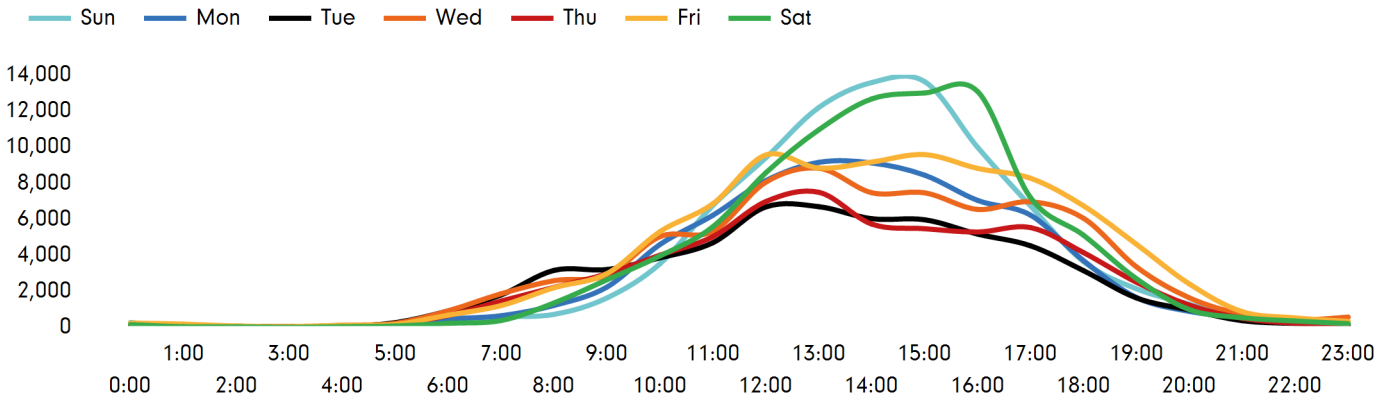
SPRINGBOARD.

Footfall by day

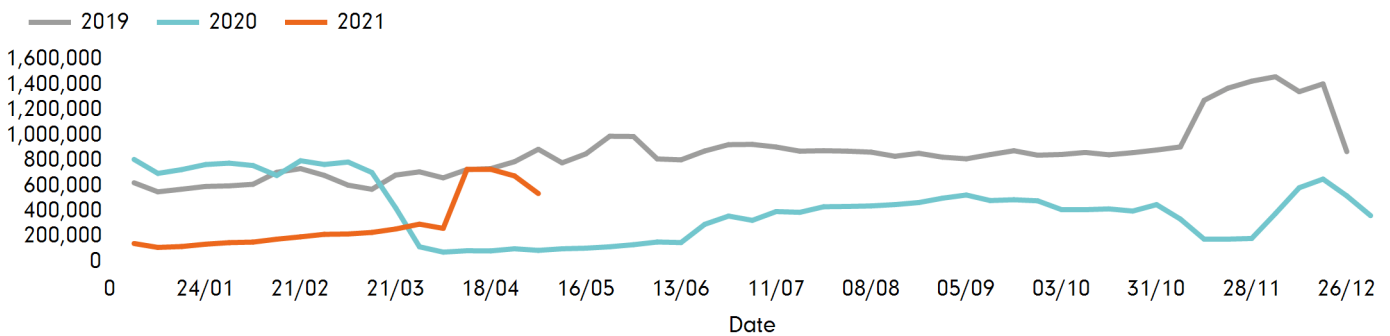


Week on week %	-7.4%	-18.3%	-21.2%	-0.8%	-21.1%	-15.6%	-42.1%	
Year on year %	723.2%	338.1%	303.9%	383.1%	284.9%	527.5%	481.0%	
% of week	16.3%	13.2%	11.1%	14.4%	11.6%	16.7%	16.7%	

Footfall by hour

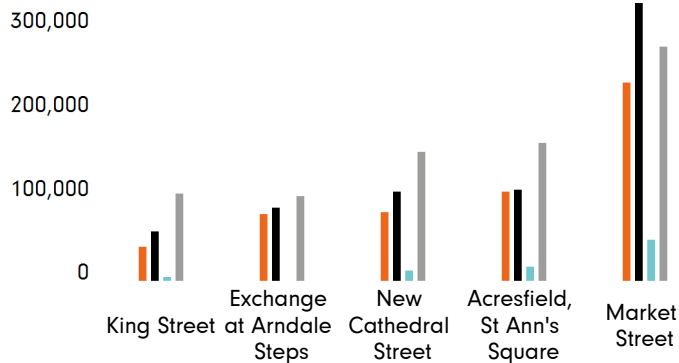


Footfall by week



Footfall by location

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



This Week	43,550	80,245	83,051	105,685	228,212
Previous Week	60,964	87,450	105,926	108,253	317,257
Previous Year	10,383	2,922	16,968	21,835	52,094
2 Years Ago	103,417	100,905	150,343	160,243	268,431
Week on Week %	-28.6 %	-8.2 %	-21.6 %	-2.4 %	-28.1 %
Year on Year %	319.4 %	2646.2 %	389.5 %	384.0 %	338.1 %

Footfall by location



■ Market Street, 42.2 %
■ Acresfield, St Ann's Square, 19.5 %
■ New Cathedral Street, 15.4 %
■ Exchange at Arndale Steps, 14.8 %
■ King Street, 8.1 %

Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week 1, 2021 to Week 18, 2021 Vs Week 1, 2020 to Week 18, 2020

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 18, 2021 Vs Week 18, 2020

Week on Week % Change is the % change in footfall for this week from the previous week. Week 18 2021 Vs Week 17 2021

2021 versus 2019 comparison follows on subsequent pages

2019 Comparison for: Manchester BID

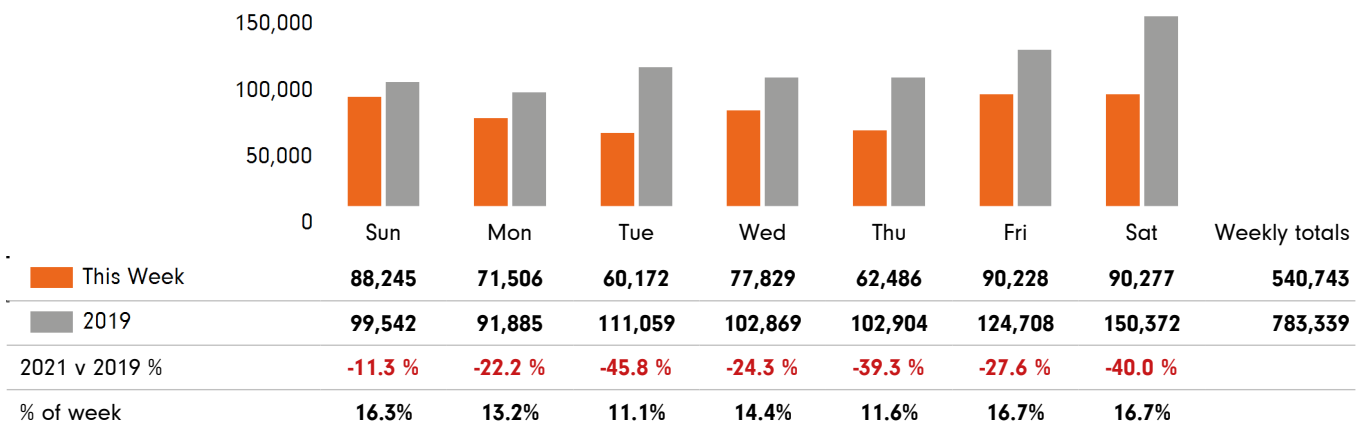
2019 comparison for Manchester BID

The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2021 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section **below** and shows your current performance in 2021 against the similar time period in 2019

Headlines

	Year to date %	Year on year %
	2021 Vs 2019	2021 Vs 2019
Manchester BID	-62.8 %	-31.0 %
North & Yorkshire	-48.6 %	-32.8 %
High Street Index (Regional City)	-71.5 %	-46.4 %
High Street Index - BDSU (BDSU - Comparison)	-65.1 %	-38.0 %
UK	-57.2 %	-35.6 %

Footfall by day



Footfall by location

