

# Footfall Report for: Manchester BID

## Weekly Footfall

|   | Year to date % |        | Year on year % |         | Week on week % |         |
|---|----------------|--------|----------------|---------|----------------|---------|
|   | 2021           | 2020   | 2021           | 2020    | 2021           | 2020    |
| Manchester BID                              | -81.2 %        | -2.1 % | -77.0 %        | -24.1 % | 2.8 %          | -10.3 % |
| North & Yorkshire                           | -67.8 %        | -2.5 % | -63.9 %        | -17.4 % | 2.2 %          | -9.8 %  |
| High Street Index(Regional City)            | -83.1 %        | -2.1 % | -81.4 %        | -12.3 % | 1.1 %          | -7.8 %  |
| High Street Index - BDSU(BDSU - Comparison) | -78.8 %        | -2.8 % | -76.2 %        | -13.5 % | 0.8 %          | -8.5 %  |
| UK  | -71.8 %        | -3.0 % | -69.3 %        | -13.4 % | -1.7 %         | -8.0 %  |

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

## Headlines

The total number of visitors to Manchester BID for the last 52 weeks is 17,693,893 which is 63% down on the previous year.

The total number of visitors for the year to date is 833,192 which is 81.2% down on the previous year.

The total number of visitors to Manchester BID in week commencing 7 February 2021 was 157,152.

The busiest day in week commencing 7 February 2021 was Friday with 26,744 visitors.






















The peak hour of the week was 13:00 on Friday 12 February 2021 with footfall of 3,332.

## Footfall by week

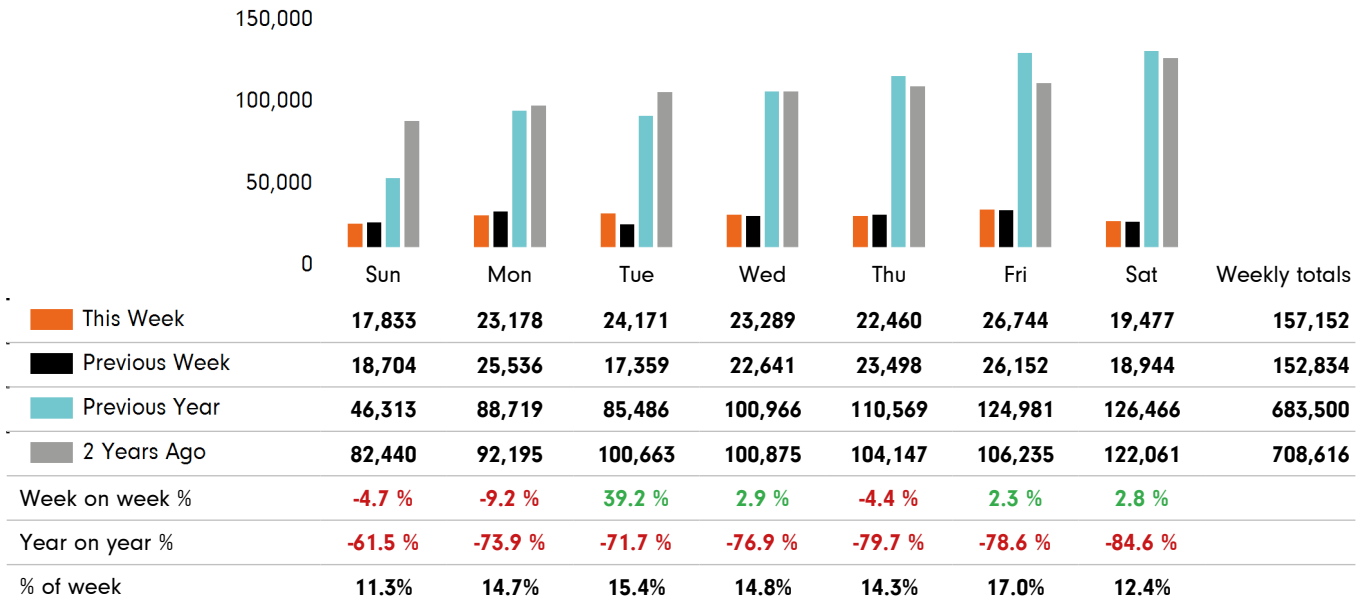


■ This Week     ■ Previous Year  
■ Previous Week     ■ 2 Years Ago

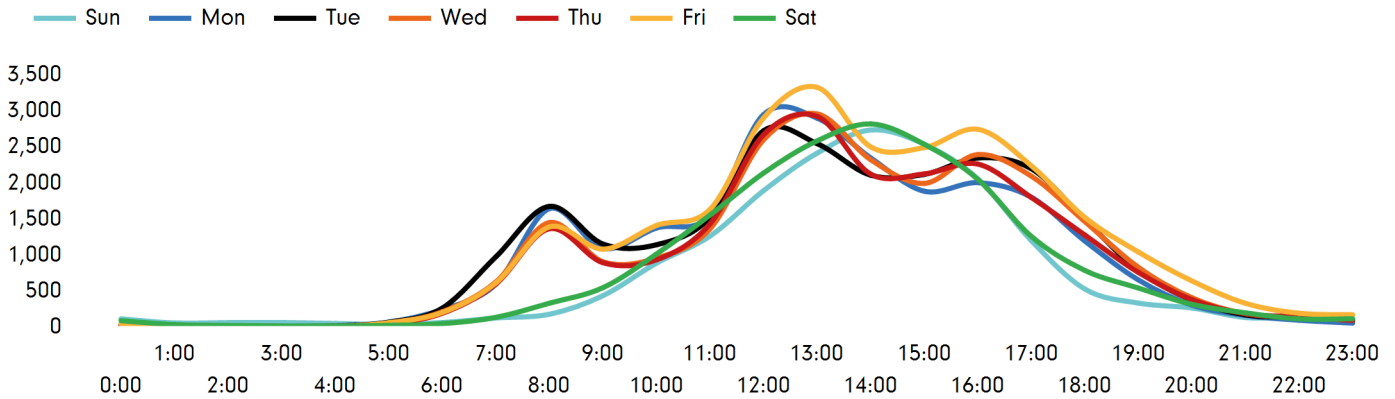
## Weather

|               | Sun  | Mon   | Tue   | Wed   | Thu   | Fri  | Sat  |
|---------------|--|---|---|---|---|--|--|
| This week     | <br>2°  | <br>1° | <br>1° | <br>2° | <br>2° | <br>1°  | <br>-1° |
| Previous week | <br>4°  | <br>6° | <br>8° | <br>9° | <br>9° | <br>8°  | <br>6°  |
| Previous year | <br>13° | <br>6° | <br>5° | <br>6° | <br>8° | <br>11° | <br>13° |

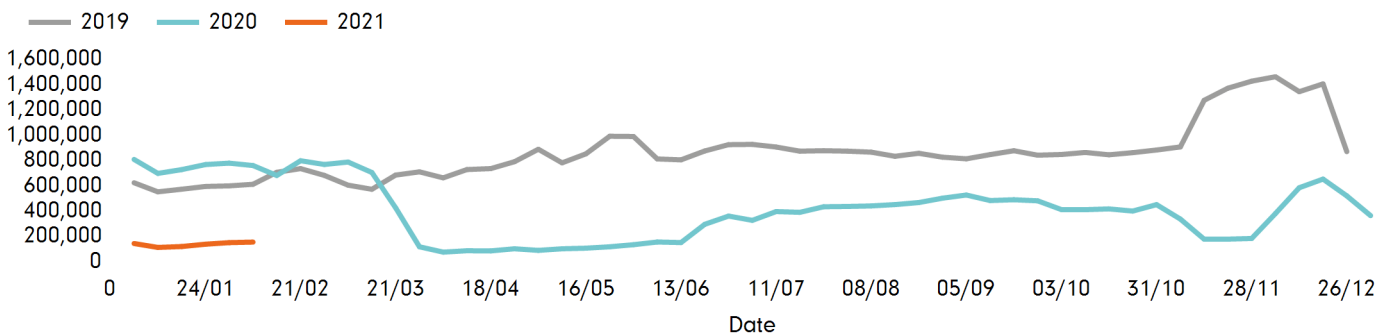
## Footfall by day



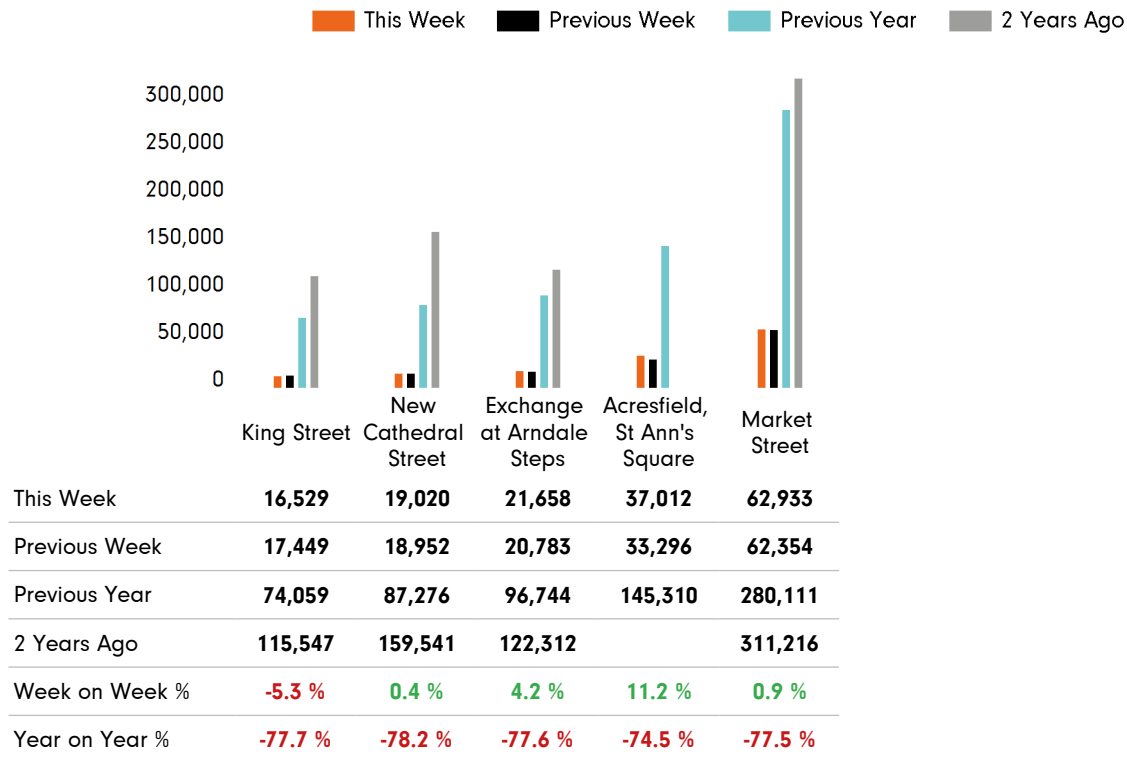
## Footfall by hour



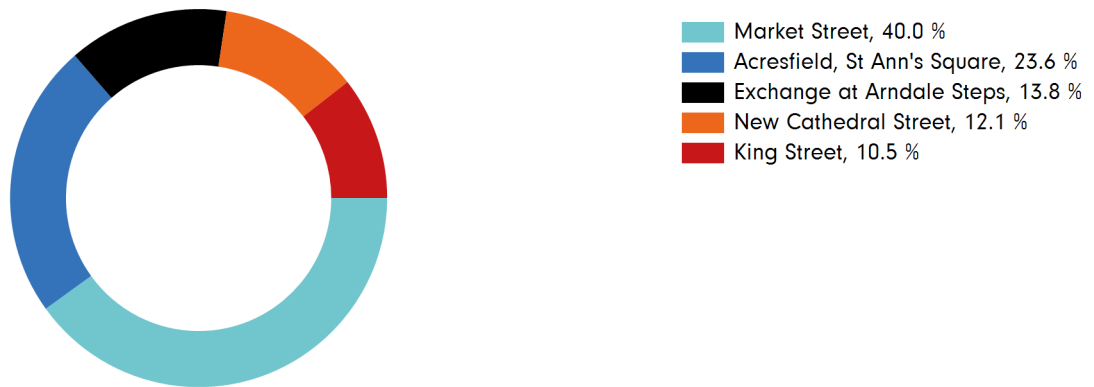
## Footfall by week



## Footfall by location



## Footfall by location



### Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week1, 2021 to Week 6, 2021 Vs Week 1, 2020 to Week 6, 2020

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week6, 2021 Vs Week 6, 2020

Week on Week % Change is the % change in footfall for this week from the previous week. Week6 2021 Vs Week 5 2021