

Footfall Report for: Manchester BID

Weeks This Month: 4
Weeks Last Month: 5

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2021	2020	2021	2020	2021	2020
Manchester BID	6.0%	-53.8%	41.1%	-52.9%	-6.5%	60.1%
North & Yorkshire	7.5%	-43.2%	27.8%	-39.1%	-2.4%	60.4%
High Street Index(Regional City)	-3.8%	-52.9%	50.6%	-60.0%	0.5%	91.2%
High Street Index - BDSU(BDSU - Comparison)	-4.1%	-49.4%	31.0%	-51.7%	-1.3%	74.2%
UK	1.6%	-45.8%	31.9%	-47.2%	-0.5%	58.5%

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

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 for the year to date is 12,648,906 which is 6% up on the previous year.

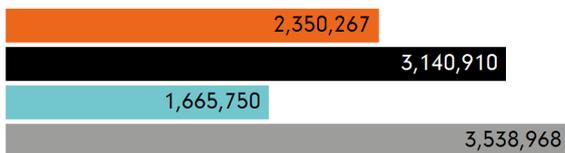
The total number of visitors to Manchester BID in month commencing 4 July 2021 was 2,350,267.

The busiest day in month commencing 4 July 2021 was Saturday 24 July with 126,658 visitors.

The peak hour of the month was 15:00 on Saturday 31 July 2021 with footfall of 15,427.

Footfall by month

Figures shown below are calculated using monthly totals.



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

Weather



Number of days this month	12	2	14
Number of days same month last year	7	5	16
Number of days same month two years ago	8	6	14

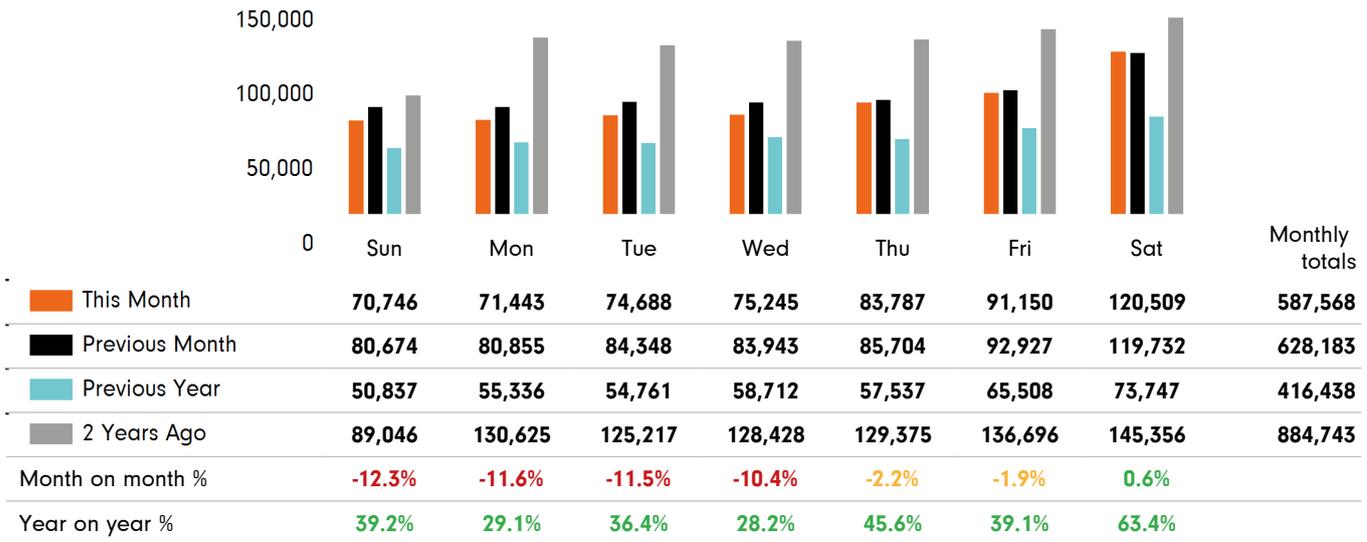
Average temperature

	Maximum temperature	Minimum temperature
2021	22°	14°
2020	18°	12°
2019	22°	14°

SPRINGBOARD.

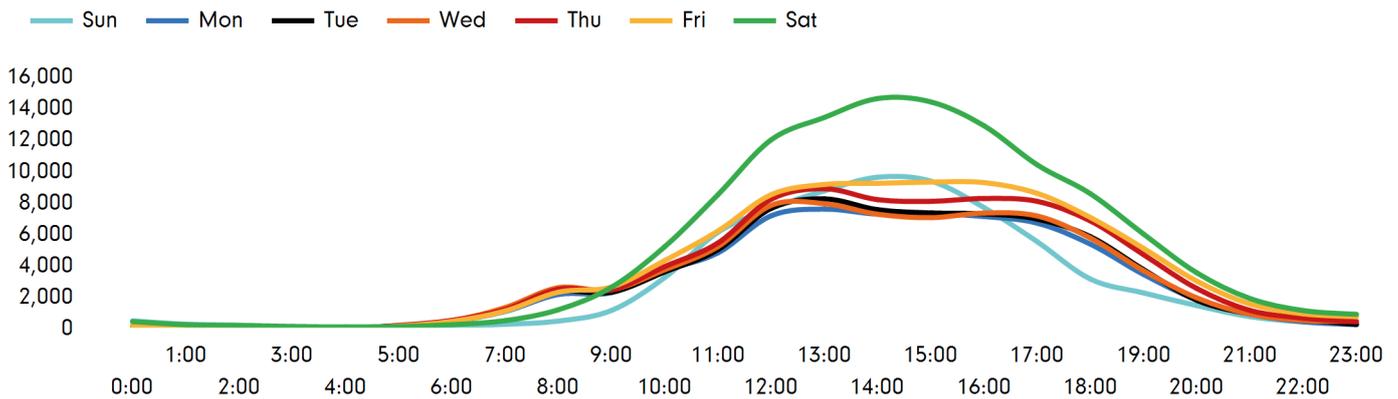
Footfall by day

The figures shown below are calculated using weekly averages.



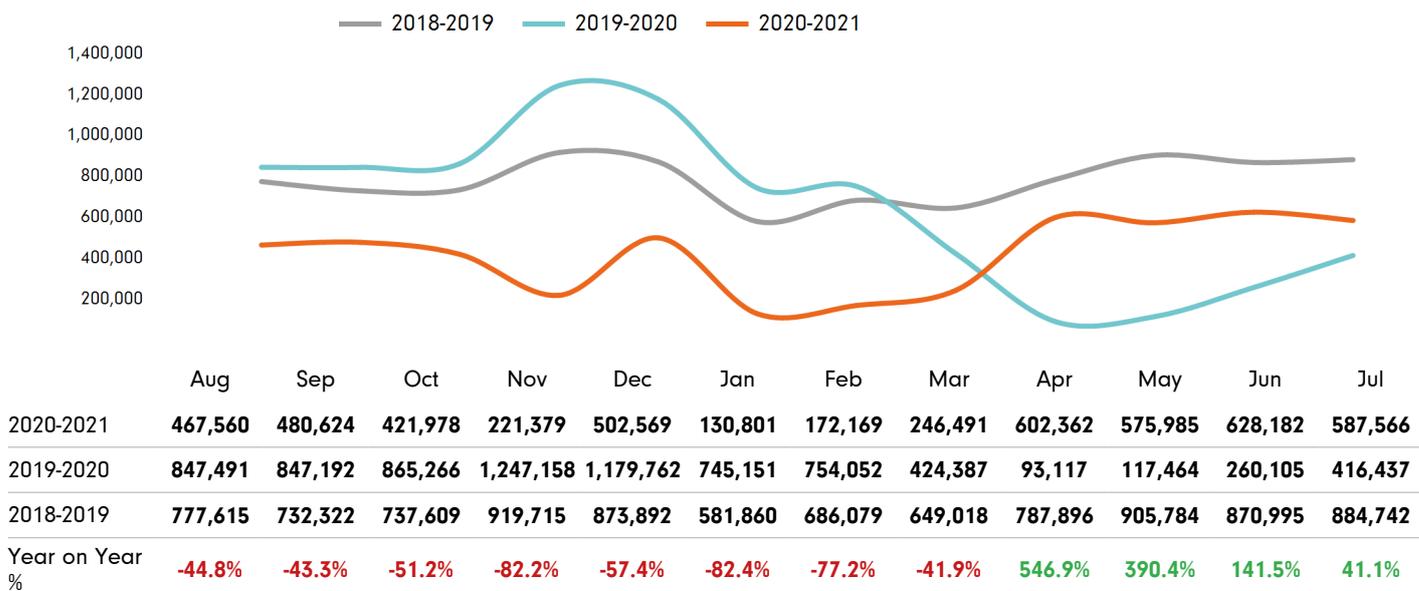
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

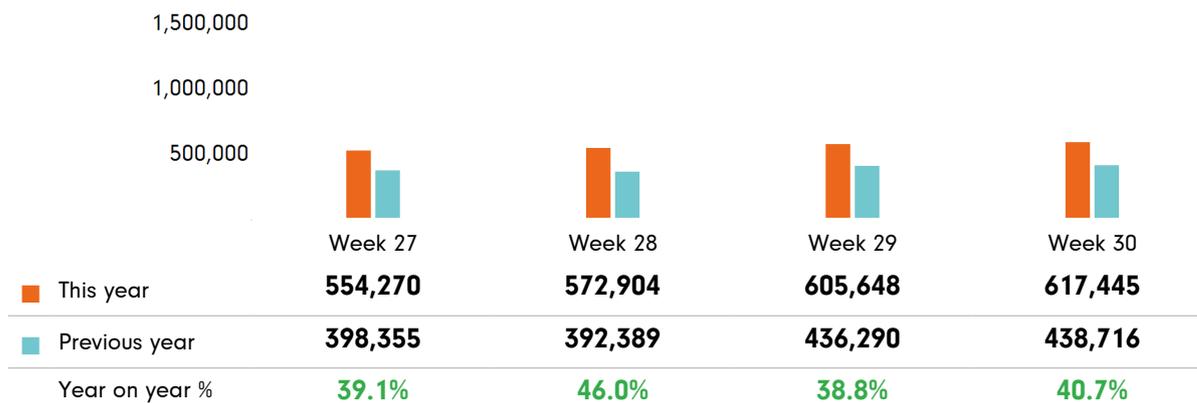
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2020-2021 period with the 2019-2020 period i.e the figure for July compares July 2021 to July 2020

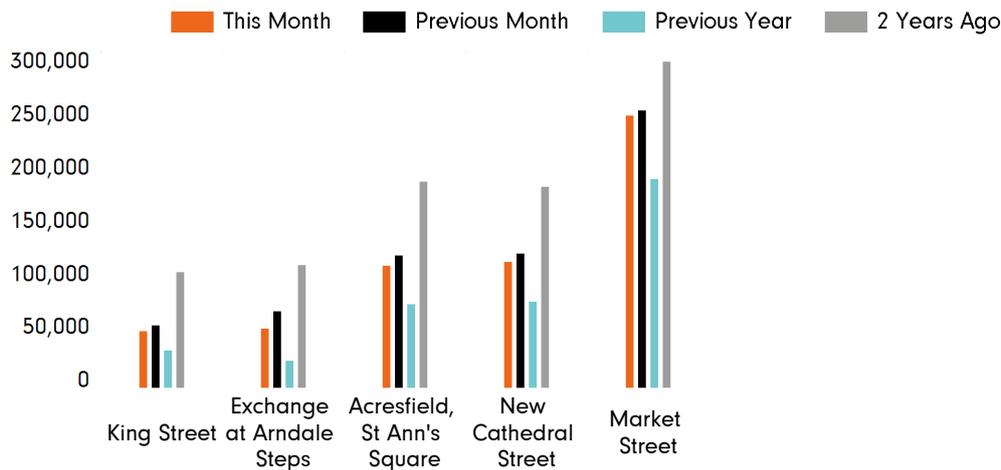
Footfall by week of month

The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.



This Month	55,233	57,168	112,767	116,357	246,040
Previous Month	59,921	72,438	121,969	123,635	250,217
Previous Year	37,839	28,915	79,060	80,970	189,651
2 Years Ago	107,468	113,763	187,383	182,601	293,525
Year on Year %	46.0 %	97.7 %	42.6 %	43.7 %	29.7 %

Footfall by location



Market Street	41.9 %
New Cathedral Street	19.8 %
Acresfield, St Ann's Square	19.2 %
Exchange at Arndale Steps	9.7 %
King Street	9.4 %

Notes

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

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 7 2021 Vs 6 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

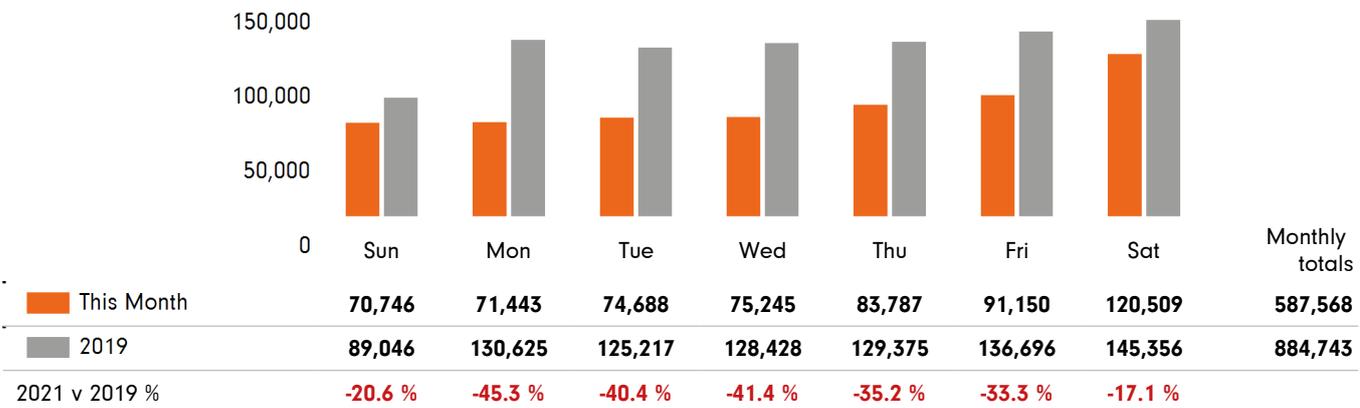
Headlines

	Year to date % 2021 Vs 2019	Year on year % 2021 Vs 2019
Manchester BID	-49.2 %	-33.6 %
North & Yorkshire	-33.8 %	-23.8 %
High Street Index (Regional City)	-56.5 %	-38.5 %
High Street Index - BDSU (BDSU - Comparison)	-51.5 %	-35.3 %
UK	-43.7 %	-30.5 %

Manchester BID is compared to the high street index.

Footfall by day

The figures shown below are calculated using weekly averages.



Footfall by location

The figures shown below are calculated using weekly averages.

