

Weekly Footfall

	Year to date %		Year of	n year %	Week on week %		
	2021	2020	2021	2020	2021	2020	
Manchester BID	-73.3%	-14.4%	117.1%	-86.5 %	11.6%	-71.9%	
North & Yorkshire	-52.7%	-11.6%	65.6%	-77.4%	8.4%	-63.9 %	
High Street Index(Regional City)	-62.5 %	-14.7%	107.5%	-89.8 %	7.2%	-73.4%	
High Street Index - BDSU(BDSU - Comparison)	-59.9 %	-14.3%	88.6%	-85.4%	5.9%	-68.7 %	
UK	-55.2%	-13.1%	67.3%	-79.9%	6.6%	-62.3 %	

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 15,391,499 which is 66.2% down on the previous year.

The total number of visitors for the year to date is 2,145,499 which is 73.3% down on the previous year.

The total number of visitors to Manchester BID in week commencing 21 March 2021 was 260,469.

The busiest day in week commencing 21 March 2021 was Saturday with 45,371 visitors.

The peak hour of the week was 14:00 on Saturday 27 March 2021 with footfall of 5,473.

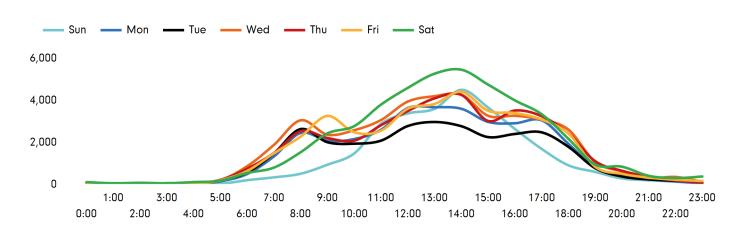
Footfall by week	Weather							
		Sun	Mon	Tue	Wed	Thu	Fri	Sat
	This week			උ				ථ
260,469		10°		11°		13°	10°	10°
233,412 119,974	Previous week				ඊ			
712,138		9°	10°	13°	12°	13°	10°	11°
	Previous year	ď	ඊ	ඊ	÷Ò	÷Ò	÷Ò	ඊ
This Week Previous Year Previous Week 2 Years Ago		11°	13°	17°	17°	15°	13°	10°

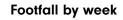
SPRINGBOARD.

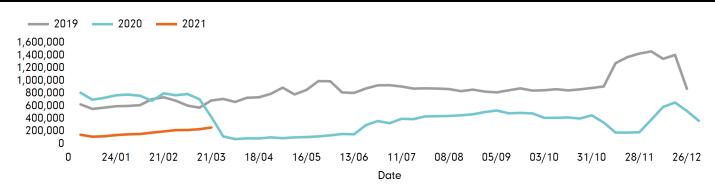
Footfall by day

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50,000	ul.		u.			n.	ыl	
0	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Weekly totals
This Week	28,653	35,226	30,561	41,723	39,170	39,765	45,371	260,469
Previous Week	19,328	37,839	37,576	38,257	31,532	33,990	34,890	233,412
Previous Year	18,757	30,154	16,192	14,881	14,459	15,225	10,306	119,974
2 Years Ago	66,683	87,231	91,787	96,607	104,781	119,056	145,993	712,138
Week on week %	48.2%	-6.9 %	-18.7%	9.1%	24.2%	17.0%	30.0%	
Year on year %	52.8%	16.8%	88.7%	180.4%	1 70.9 %	161.2%	340.2%	
% of week	11.0%	13.5%	11.7%	16.0%	15.0%	15.3%	17.4%	

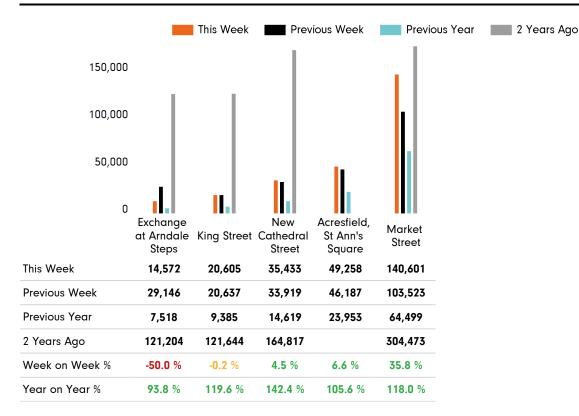
Footfall by hour



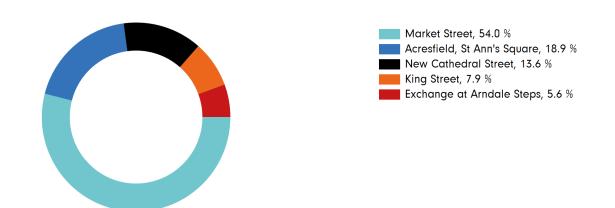




Footfall by location



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. Week 1, 2021 to Week 12 , 2021 Vs Week 1, 2020 to Week 12 , 2020

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year.Week12, 2021 Vs Week 12, 2020

Week on Week % Change is the % change in footfall for this week from the previous week. Week 12 2021 Vs Week 11 2021

2021 versus 2019 comparison follows on subsequent pages



Week 12, 2021. 21 Mar 2021 - 27 Mar 2021 2019 Comparison for: Manchester BID

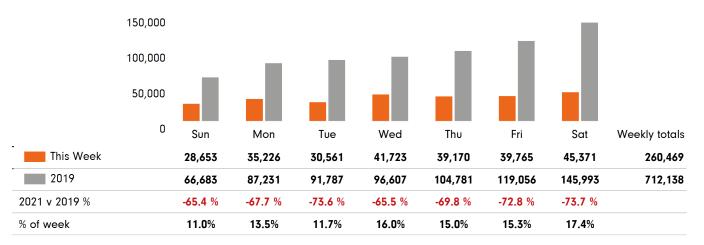
2019 comparison for Manchester BID

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	-78.0 %	-70.3 %		
North & Yorkshire	-65.7 %	-62.5 %		
High Street Index(Regional City)	-81.6 %	-77.8 %		
High Street Index - BDSU(BDSU - Comparison)	-76.9 %	-72.7 %		
UK	-69.9 %	-65.9 %		

Footfall by day



Footfall by location

	This week	2019	2021 - 2019 %	This Week 2019
Acresfield, St Ann's Square	49,258	0		
Exchange at Arndale Steps	14,572	121,204	-88.0 %	
King Street	20,605	121,644	-83.1 %	
Market Street	140,601	304,473	-53.8 %	
New Cathedral Street	35,433	164,817	-78.5 %	