

#### **Weekly Footfall**

	Year to date %		Year or	n year %	Week on week %		
	2021	2020	2021	2020	2021	2020	
Manchester BID	<b>-69.9</b> %	-20.0%	284.3%	<b>-90.4</b> %	14.7%	-35.2%	
North & Yorkshire	-36.3%	<b>-16.7</b> %	<b>160.9</b> %	-83.5%	3.1%	-34.1%	
High Street Index(Regional City)	- <b>37.9</b> %	-20.3%	256.7%	<b>-93.0</b> %	12.3%	-35.3%	
High Street Index - BDSU(BDSU - Comparison)	<b>-39.0</b> %	-19.7%	211.9%	<b>-89.4</b> %	8.3%	-33.9%	
UK	-38.2%	-18.2%	164.9%	-84.4%	9.0%	-31.0%	

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

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 15,612,582 which is 65.2% down on the previous year.

The total number of visitors for the year to date is 2,444,338 which is 69.9% down on the previous year.

The total number of visitors to Manchester BID in week commencing 28 March 2021 was 298,839.

The busiest day in week commencing 28 March 2021 was Tuesday with 55,013 visitors.

The peak hour of the week was 16:00 on Tuesday 30 March 2021 with footfall of 5,978.

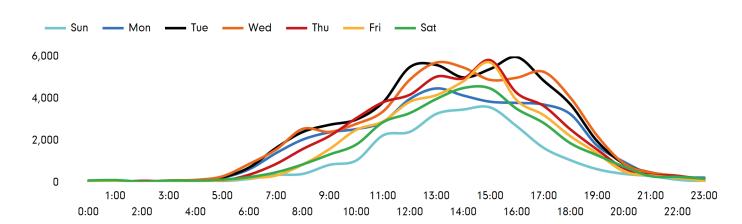
Footfall by week	Weather								
		Sun	Mon	Tue	Wed	Thu	Fri	Sat	
	This week		Č	Č	ඊ	Č	ඊ	ඊ	
298,839		15°	18°	21°	20°	13°	12°	12°	
260,469	Previous week			උ				凸	
664,832		10°	11°			13°	10°	10°	
	Previous year	ඊ	凸	ඊ				凸	
This Week Previous Year Previous Week 2 Years Ago		7°	10°	11°	9°	10°	10°	14°	

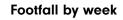
# **SPRINGBOARD.**

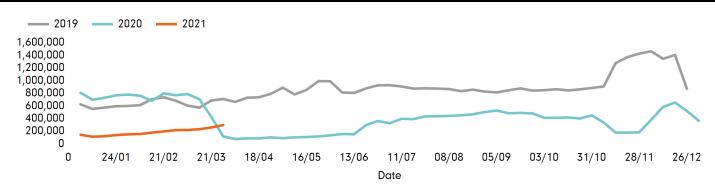
# Footfall by day

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	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Weekly totals
This Week	25,307	43,458	55,013	53,845	46,030	39,407	35,779	298,839
Previous Week	28,653	35,226	30,561	41,723	39,170	39,765	45,371	260,469
Previous Year	7,536	12,003	12,414	10,950	10,236	13,600	11,017	77,756
2 Years Ago	73,863	95,279	85,322	90,719	84,926	108,255	126,468	664,832
Week on week %	-11.7%	23.4%	80.0%	<b>29.1</b> %	17.5%	<b>-0.9</b> %	<b>-21.1%</b>	
Year on year %	235.8%	262.1%	343.2%	<b>391.7</b> %	349.7%	189.8%	224.8%	
% of week	8.5%	14.5%	18.4%	18.0%	15.4%	13.2%	12.0%	

# Footfall by hour

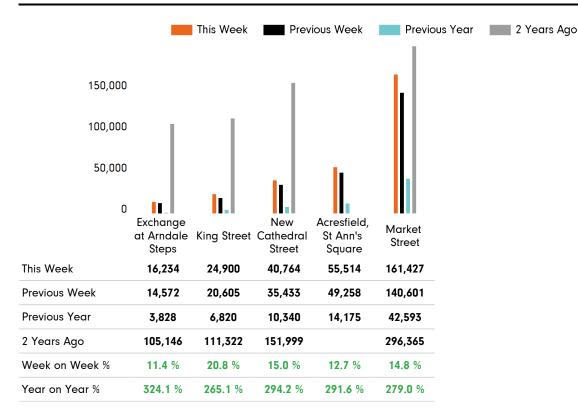




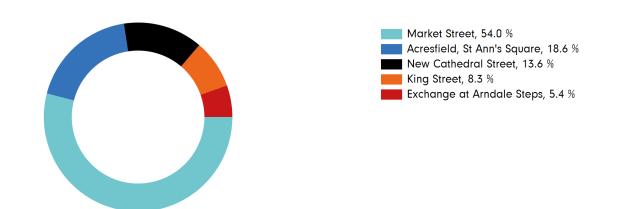




## Footfall by location



# 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 13 , 2021 Vs Week 1, 2020 to Week 13 , 2020

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year.Week13, 2021 Vs Week 13, 2020

Week on Week % Change is the % change in footfall for this week from the previous week. Week 13 2021 Vs Week 12 2021

2021 versus 2019 comparison follows on subsequent pages



# Week 13, 2021. 28 Mar 2021 - 03 Apr 2021 2019 Comparison for: Manchester BID

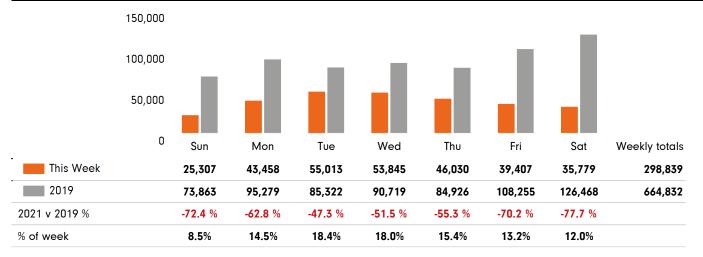
# 2019 comparison for Manchester BID

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	<b>-76.8</b> %	<b>-63.4</b> %
North & Yorkshire	<b>-65.0</b> %	-56.5 %
High Street Index(Regional City)	<b>-81.0</b> %	-73.1 %
High Street Index - BDSU(BDSU - Comparison)	<b>-76.1</b> %	<b>-67.5</b> %
UK	<b>-69.0</b> %	-58.4 %

## Footfall by day



# Footfall by location

	This week	2019	2021 - 2019 %	This week 2019
Acresfield, St Ann's Square	55,514	0		
Exchange at Arndale Steps	16,234	105,146	-84.6 %	
King Street	24,900	111,322	-77.6 %	
Market Street	161,427	296,365	-45.5 %	
New Cathedral Street	40,764	151,999	-73.2 %	