

Week 15, 2021. 11 Apr 2021 - 17 Apr 2021 Footfall Report for: Manchester BID

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2021	2020	2021	2020	2021	2020
Manchester BID	-58.5%	-30.2%	736.6%	-90.3 %	175.7%	-1.6%
North & Yorkshire	-0.9 %	-25.0%	348.8%	-83.4%	108.8%	-0.4%
High Street Index(Regional City)	17.9%	-29.4%	569.9%	-93.2 %	127.3%	-0.3%
High Street Index - BDSU(BDSU - Comparison)	9.6%	-28.4%	494.9%	-90.0 %	128.3%	-2.1 %
UK	-3.2 %	-26.5%	335.1%	-85.3%	93.2%	-4.2%

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 16,433,799 which is 62.2% down on the previous year.

The total number of visitors for the year to date is 3,441,968 which is 58.5% down on the previous year.

The total number of visitors to Manchester BID in week commencing 11 April 2021 was 732,121.

The busiest day in week commencing 11 April 2021 was Saturday with 147,459 visitors.

The peak hour of the week was 15:00 on Saturday 17 April 2021 with footfall of 19,105.

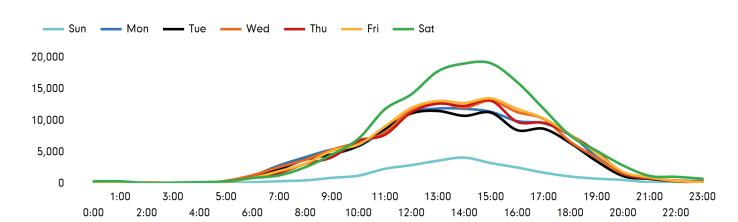
Weather Footfall by week Wed Sun Mon Tue Thu Fri Sat This week 8° 9° 11° 12° 13° 13° 14° 732,121 265,509 Previous week 778,562 13° 10° 9° 9° 6° 5° 7° Previous year This Week Previous Year 20° 19° 10° 13° 18° 15° 14° Previous Week 2 Years Ago

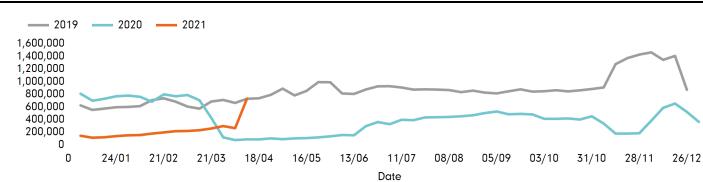
SPRINGBOARD.

Footfall by day

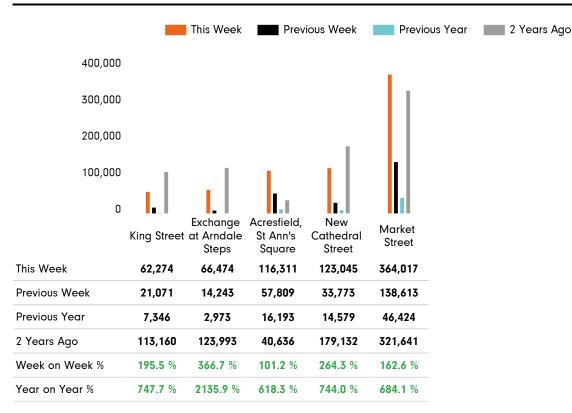
150,000						_	1.1	
100,000		1.1	1.1	11	11	11		
50,000								
0	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Weekly totals
This Week	28,255	111,076	102,127	114,813	110,905	117,486	147,459	732,121
Previous Week	23,351	37,901	41,592	38,711	41,526	50,962	31,466	265,509
Previous Year	5,696	10,923	14,864	14,692	14,325	15,541	11,474	87,515
2 Years Ago	65,214	106,500	101,805	113,104	118,889	128,943	144,107	778,562
Week on week %	21.0%	193.1%	145.5%	196.6%	167.1%	130.5%	368.6%	
Year on year %	396.0%	916.9%	587.1%	681.5%	674.2%	656.0%	1185.2%	
% of week	3.9 %	15.2%	13. 9 %	15.7%	15.1%	16.0%	20.1%	

Footfall by hour

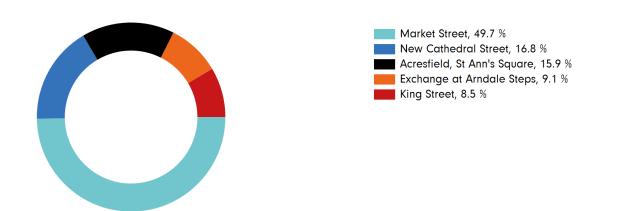




Footfall by location



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 15 , 2021 Vs Week 1, 2020 to Week 15 , 2020

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 15, 2021 Vs Week 15, 2020

Week on Week % Change is the % change in footfall for this week from the previous week. Week 15 2021 Vs Week 14 2021

2021 versus 2019 comparison follows on subsequent pages



Week 15, 2021. 11 Apr 2021 - 17 Apr 2021 2019 Comparison for: Manchester BID

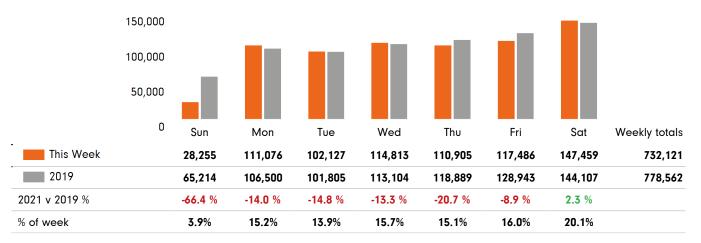
2019 comparison for Manchester BID

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	-71.9 %	-16.5 %		
North & Yorkshire	-62.2 %	-23.9 %		
High Street Index(Regional City)	-78.6 %	-49.1 %		
High Street Index - BDSU(BDSU - Comparison)	-73.4 %	-37.7 %		
UK	-66.5 %	-34.9 %		

Footfall by day



Footfall by location

	This week	2019	2021 - 2019 %	This week 2019
Acresfield, St Ann's Square	116,311	40,636	186.2 %	
Exchange at Arndale Steps	66,474	123,993	-46.4 %	
King Street	62,274	113,160	-45.0 %	
Market Street	364,017	321,641	13.2 %	
New Cathedral Street	123,045	179,132	-31.3 %	