

#### **Weekly Footfall**

	Year to date %		Year of	n year %	Week on week %		
	2021	2020	2021	2020	2021	2020	
Manchester BID	<b>-2.1%</b>	-53.4%	56.2%	<b>-60.9</b> %	-1.6%	21.8%	
North & Yorkshire	1.5%	-43.2%	<b>50.9</b> %	<b>-52.1%</b>	-4.0%	11.5%	
High Street Index(Regional City)	-15.5%	-51.1%	110.2%	-72.3%	3.2%	15.3%	
High Street Index - BDSU(BDSU - Comparison)	-12.4%	-48.5%	72.0%	<b>-63.1</b> %	1.6%	11.7%	
UK	<b>-6.0</b> %	-45.0%	60.8%	-58.8%	0.2%	<b>9.5</b> %	

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 21,075,545 which is 42.1% down on the previous year.

The total number of visitors for the year to date is 9,721,181 which is 2.1% down on the previous year.

The total number of visitors to Manchester BID in week commencing 20 June 2021 was 566,841.

The busiest day in week commencing 20 June 2021 was Saturday with 125,694 visitors.

The peak hour of the week was 15:00 on Saturday 26 June 2021 with footfall of 15,740.

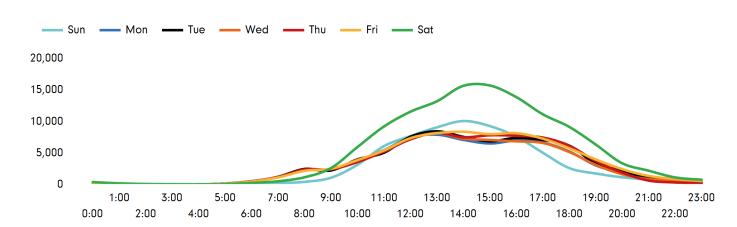
Footfall by week	Weather							
		Sun	Mon	Tue	Wed	Thu	Fri	Sat
	This week			Č				Č
566,841		17°	18°	19°	18°	21°	14°	22°
<b>576,112</b> 362,783	Previous week	ඊ		ඊ	ඊ			ඊ
927,199		25°	18°	22°	24°	19°	19°	20°
This Week Previous Year	Previous year		උ	ඊ	ඊ	ඊ	-	<b></b>
Previous Week 2 Years Ago		18°	21°	25°	29°	29°	27°	19°

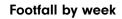
# **SPRINGBOARD.**

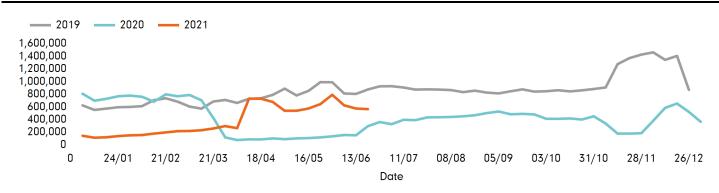
# Footfall by day

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50,000 0								
U	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Weekly totals
This Week	68,482	70,892	75,455	71,682	75,475	79,161	125,694	566,841
Previous Week	65,622	70,601	79,215	79,201	76,183	83,474	121,816	576,112
Previous Year	39,024	52,429	53,365	52,643	49,850	55,093	60,379	362,783
2 Years Ago	139,530	116,964	106,505	135,714	132,818	147,330	148,338	927,199
Week on week %	4.4%	0.4%	-4.7%	<b>-9.5</b> %	<b>-0.9</b> %	-5.2%	3.2%	
Year on year %	75.5%	35.2%	41.4%	36.2%	51.4%	43.7%	108.2%	
% of week	12.1%	12.5%	13.3%	12.6%	13.3%	14.0%	22.2%	

# Footfall by hour

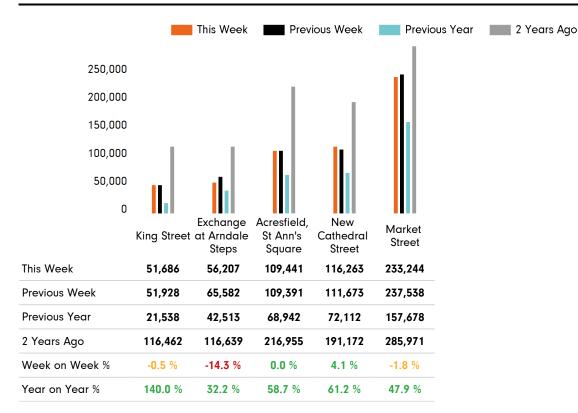




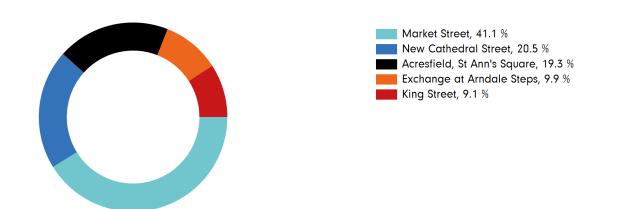




#### Footfall by location



# 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 25 , 2021 Vs Week 1, 2020 to Week 25 , 2020

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year.Week25, 2021 Vs Week 25, 2020

Week on Week % Change is the % change in footfall for this week from the previous week. Week 25 2021 Vs Week 24 2021

2021 versus 2019 comparison follows on subsequent pages



# Week 25, 2021. 20 Jun 2021 - 26 Jun 2021 2019 Comparison for: Manchester BID

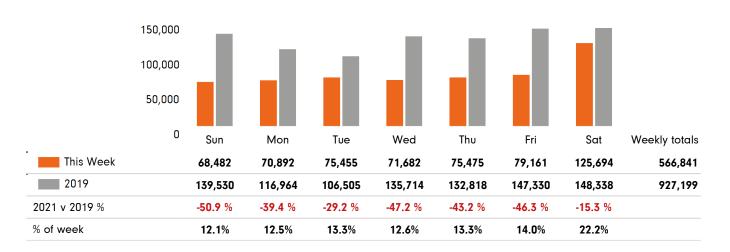
# 2019 comparison for Manchester BID

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>-52.7</b> %	<b>-38.9</b> %		
North & Yorkshire	-38.0 %	-27.2 %		
High Street Index(Regional City)	<b>-61.1</b> %	-40.4 %		
High Street Index - BDSU(BDSU - Comparison)	-55.4 %	-35.0 %		
UK	<b>-47.6</b> %	<b>-32.1</b> %		

Manchester BID is compared to the high street index.



# Footfall by day

# Footfall by location

	This week	2019	2021 - 2019 %	This week 2019
Acresfield, St Ann's Square	109,441	216,955	-49.6 %	
Exchange at Arndale Steps	56,207	116,639	-51.8 %	
King Street	51,686	116,462	-55.6 %	
Market Street	233,244	285,971	-18.4 %	
New Cathedral Street	116,263	191,172	-39.2 %	