

Week 27, 2021. 04 Jul 2021 - 10 Jul 2021 Footfall Report for: Manchester BID

Weekly Footfall

	Year to date %		Year o	n year %	Week on week %		
	2021	2020	2021	2020	2021	2020	
Manchester BID	1.8%	-54.0%	39.1 %	-56.2%	-4.0%	21.1%	
North & Yorkshire	4.7%	-43.7%	30.2 %	-43.6%	-1.5%	19.9 %	
High Street Index(Regional City)	-9.9 %	-52.3%	58.8%	-64.8%	0.5%	22.1%	
High Street Index - BDSU(BDSU - Comparison)	-8.2%	-49.3%	37.9 %	-56.4 %	-0.4%	15.7%	
UK	-2.1 %	-45.8%	37.2%	-51.9 %	0.0%	16.5%	

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 21,479,945 which is 39.1% down on the previous year.

The total number of visitors for the year to date is 10,852,909 which is 1.8% up on the previous year.

The total number of visitors to Manchester BID in week commencing 4 July 2021 was 554,270.

The busiest day in week commencing 4 July 2021 was Saturday with 118,521 visitors.

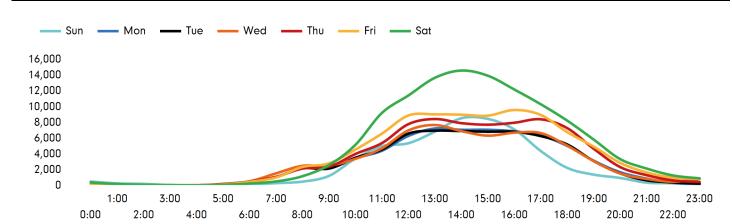
The peak hour of the week was 14:00 on Saturday 10 July 2021 with footfall of 14,613.

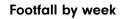
Footfall by week	Weather							
		Sun	Mon	Tue	Wed	Thu	Fri	Sat
	This week					ඊ	ථ	
554,270		19°	19°	17°	20°	21°	22°	21°
577,458 398,355	Previous week	ඊ		උ	උ	ඊ		•
908,505		21°	21°	23°	22°	22°	21°	20°
This Week Previous Year	Previous year						ඊ	ď
Previous Week 2 Years Ago		15°	17°	14°	17°	15°	17°	17°

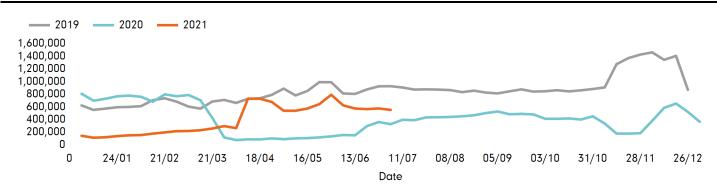
SPRINGBOARD.

150,000		_			_		1	
100,000	1.1	- 1	- L	I.,		I.		
50,000								
0	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Weekly totals
This Week	58,737	67,236	66,547	69,527	82,177	91,525	118,521	554,270
Previous Week	73,645	72,720	71,920	78,413	86,045	89,563	105,152	577,458
Previous Year	43,442	59,348	48,614	53,162	52,290	64,964	76,535	398,355
2 Years Ago	102,891	123,332	117,809	131,268	125,253	143,235	164,717	908,505
Week on week %	-20.2 %	-7.5%	-7.5%	-11.3%	-4.5%	2.2%	12.7 %	
Year on year %	35.2%	13.3%	36.9 %	30.8%	57.2%	40.9 %	54.9 %	
% of week	10.6%	12.1 %	12.0 %	1 2.5 %	14.8%	16.5%	21.4%	

Footfall by hour

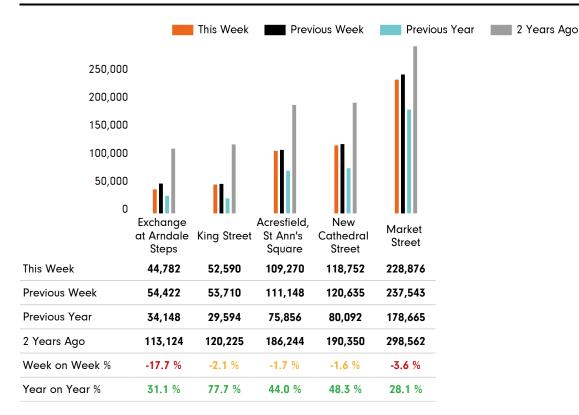




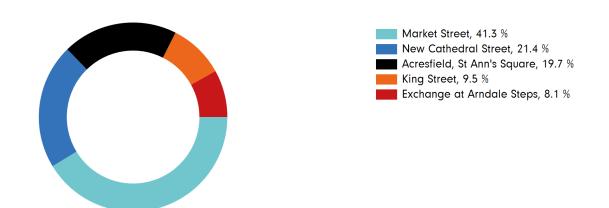


Footfall Report Manchester BID

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 27 , 2021 Vs Week 1, 2020 to Week 27 , 2020

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 27, 2021 Vs Week 27, 2020

Week on Week % Change is the % change in footfall for this week from the previous week. Week 27 2021 Vs Week 26 2021

2021 versus 2019 comparison follows on subsequent pages



Week 27, 2021. 04 Jul 2021 - 10 Jul 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	-51.5 %	-39.0 %		
North & Yorkshire	-36.4 %	-26.9 %		
High Street Index(Regional City)	-59.3 %	-41.6 %		
High Street Index - BDSU(BDSU - Comparison)	-53.9 %	-38.0 %		
UK	-46.1 %	-33.3 %		

Manchester BID is compared to the high street index.

150,000 100,000 50,000 0 Sun Fri Mon Tue Wed Thu Sat Weekly totals This Week 58,737 67,236 66,547 69,527 82,177 91,525 118,521 554,270 2019 102,891 123,332 117,809 131,268 125,253 143,235 164,717 908,505 2021 v 2019 % **-42.9** % -45.5 % -43.5 % **-47.0** % -34.4 % -36.1 % -28.0 % % of week 10.6% 12.1% 12.0% 12.5% 14.8% 16.5% 21.4%

Footfall by day

Footfall by location

	This week	2019	2021 - 2019 %	This week 2019
Acresfield, St Ann's Square	109,270	186,244	-41.3 %	
Exchange at Arndale Steps	44,782	113,124	-60.4 %	
King Street	52,590	120,225	-56.3 %	
Market Street	228,876	298,562	-23.3 %	
New Cathedral Street	118,752	190,350	-37.6 %	