

Week 2, 2022. 09 Jan 2022 - 15 Jan 2022 Footfall Report for: Manchester BID

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2022	2021	2022	2021	2022	2021
Manchester BID	209.3%	-81.8%	259.4 %	-84.3%	4.9%	-21.2 %
North & Yorkshire	135.5%	-67.8%	176.3%	-71.5%	9.0%	-20.4%
High Street Index(Regional City)	283.9%	-83.0%	328.3%	-84.7 %	4.7%	-15.0%
High Street Index - BDSU(BDSU - Comparison)	206.7%	-79.1 %	243.3%	-80.8%	5.6%	-15.2%
UK	160.4%	-72.2%	186.4%	-74.1%	7.2%	-11.5%

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 28,476,217 which is 41.5% up on the previous year.

The total number of visitors for the year to date is 806,503 which is 209.3% up on the previous year.

The total number of visitors to Manchester BID in week commencing 9 January 2022 was 412,987.

The busiest day in week commencing 9 January 2022 was Saturday with 94,963 visitors.

The peak hour of the week was 15:00 on Saturday 15 January 2022 with footfall of 13,674.

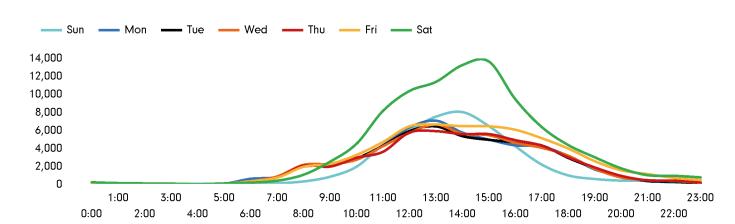
Weather Footfall by week Sun Mon Tue Wed Thυ Fri Sat This week 7° 8° 9° 7° 6° 5° 5° 412,987 393,516 Previous 114,921 week 729,882 10° 5° 6° 4° 8° 10° 4° Previous year This Week **Previous Year** 5° 8° 1° 8° 5° ۸ Δ° Previous Week 2 Years Ago

SPRINGBOARD.

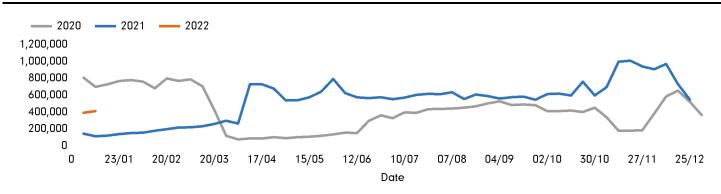
Footfall by day

150,000								
100,000		. 1	1	1	1	1		
50,000	ı.				1.1			
0	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Weekly totals
This Week	46,318	53,019	51,775	52,671	52,006	62,235	94,963	412,987
Previous Week	53,212	71,356	57,499	50,465	44,516	48,529	67,939	393,516
Previous Year	10,425	18,394	21,087	14,103	15,663	18,721	16,528	114,921
2 Years Ago	71,690	95,281	96,630	109,918	105,539	112,651	138,173	729,882
Week on week %	-13.0%	-25.7%	-10.0%	4.4%	16.8%	28.2%	39.8 %	
Year on year %	344.3%	188.2%	145.5%	273.5%	232.0%	232.4%	474.6%	
% of week	11. 2 %	12.8%	12.5%	12.8 %	12.6%	15.1%	23.0%	

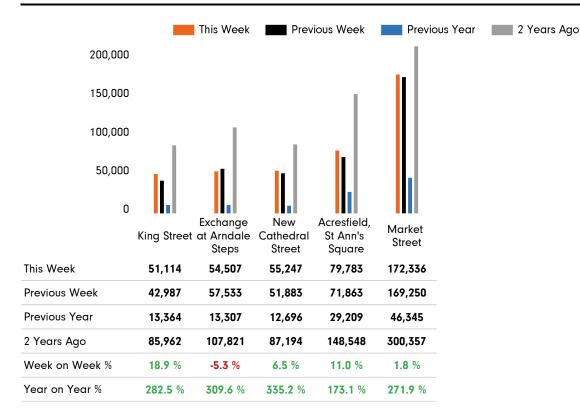
Footfall by hour



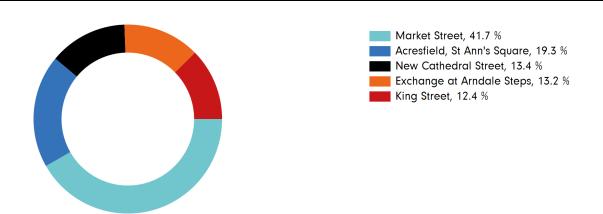
Footfall by week



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, 2022 to Week 2, 2022 Vs Week 1, 2021 to Week 2, 2021

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 2, 2022 Vs Week 2, 2021

Week on Week % Change is the % change in footfall for this week from the previous week. Week 2 2022 Vs Week 1 2022

2021 versus 2019 comparison follows on subsequent pages



Week 2, 2022. 09 Jan 2022 - 15 Jan 2022 2019 Comparison for: Manchester BID

2019 comparison for Manchester BID

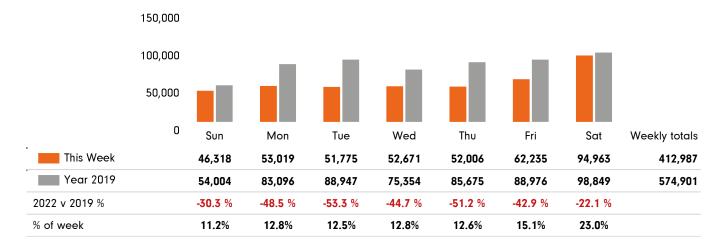
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your current performance in 2022 against the similar time period in 2019

Headlines

	Year to date %	Year on year %		
	2022 Vs 2019	2022 Vs 2019		
Manchester BID	-42.0 %	-42.0 %		
North & Yorkshire	-26.1 %	-23.7 %		
High Street Index(Regional City)	-36.2 %	-35.6 %		
High Street Index - BDSU(BDSU - Comparison)	-34.2 %	-32.9 %		
UK	-28.9 %	-26.9 %		

Manchester BID is compared to the high street index.

Footfall by day



Footfall by location

	This week	2019	2022 - 2019 %	This week Year 2019
Acresfield, St Ann's Square	79,783	0		
Exchange at Arndale Steps	54,507	91,530	-40.4 %	
King Street	51,114	105,634	-51.6 %	
Market Street	172,336	277,850	-38.0 %	
New Cathedral Street	55,247	99,887	-44.7 %	

