

Weekly Footfall

	Year to date %		Year o	n year %	Week on week %		
	2021	2020	2021	2020	2021	2020	
Manchester BID	7.2%	-53.6%	38.6%	-49.0%	-0.6%	1.0%	
North & Yorkshire	8.0%	-42.8%	20.9 %	-31.8%	2.1%	3.9 %	
High Street Index(Regional City)	-2.0%	-52.9 %	42.9 %	-52.5%	3.6%	6.7%	
High Street Index - BDSU(BDSU - Comparison)	-2.9 %	-49.2%	26.6%	-44.6%	1.8%	4.3%	
UK	2.4%	-45.6%	23.7%	-40.2%	2.6%	4.5%	

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 22,179,325 which is 33.7% down on the previous year.

The total number of visitors for the year to date is 13,262,617 which is 7.2% up on the previous year.

The total number of visitors to Manchester BID in week commencing 1 August 2021 was 613,711.

The busiest day in week commencing 1 August 2021 was Saturday with 106,701 visitors.

The peak hour of the week was 15:00 on Saturday 7 August 2021 with footfall of 13,764.

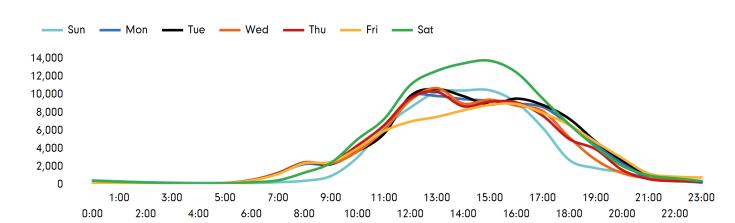
Footfall by week	Weather							
		Sun	Mon	Tue	Wed	Thu	Fri	Sat
	This week		\bigcirc	ඊ				
613,711		19°	19°	21°	22°	19°	17°	17°
617,445 442,933	Previous week	ථ	ඊ		•			
867,892		24°	25°	20°	17°	16°	16°	18°
	Previous year		ඊ			උ	ඊ	ඊ
This Week Previous Year Previous Week 2 Years Ago		17°	18°	20°	22°	25°	28°	25°

SPRINGBOARD.

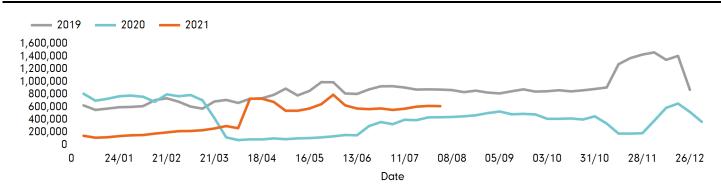
Footfall by day

150,000					_			
100,000				. [al.		
50,000								
0	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Weekly totals
This Week	76,142	87,904	91,032	83,541	85,127	83,264	106,701	613,711
Previous Week	76,244	87,166	79,883	70,387	86,480	92,430	124,855	617,445
Previous Year	53,754	65,024	59,641	63,834	60,896	68,175	71,609	442,933
2 Years Ago	88,995	127,384	133,350	128,484	136,058	128,144	125,477	867,892
Week on week %	-0.1%	0.8%	14.0%	18.7%	-1.6%	-9.9 %	-14.5%	
Year on year %	41.6%	35.2%	52.6%	30.9 %	39.8 %	22.1%	49.0%	
% of week	12.4%	14.3%	14.8%	13.6%	13.9 %	13.6%	17.4%	

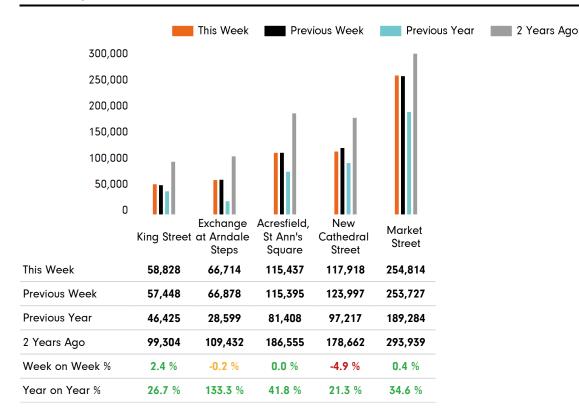
Footfall by hour



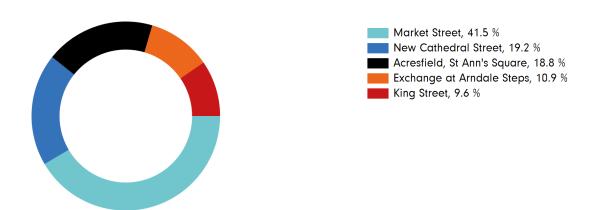
Footfall by week



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, 2021 to Week 31 , 2021 Vs Week 1, 2020 to Week 31 , 2020

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year.Week31, 2021 Vs Week 31, 2020

Week on Week % Change is the % change in footfall for this week from the previous week. Week 31 2021 Vs Week 30 2021

2021 versus 2019 comparison follows on subsequent pages



Week 31, 2021. 01 Aug 2021 - 07 Aug 2021 2019 Comparison for: Manchester BID

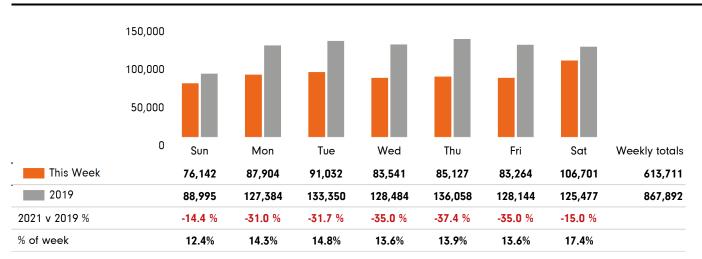
2019 comparison for Manchester BID

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	-48.5 %	-29.3 %		
North & Yorkshire	-33.0 %	-20.5 %		
High Street Index(Regional City)	-55.5 %	-32.0 %		
High Street Index - BDSU(BDSU - Comparison)	-50.7 %	-29.4 %		
UK	-43.0 %	-26.2 %		

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	115,437	186,555	-38.1 %	
Exchange at Arndale Steps	66,714	109,432	-39.0 %	
King Street	58,828	99,304	-40.8 %	
Market Street	254,814	293,939	-13.3 %	
New Cathedral Street	117,918	178,662	-34.0 %	