

Weekly Footfall

	Year to date %		Year o	n year %	Week on week %		
	2021	2020	2021	2020	2021	2020	
Manchester BID	8.4%	-53.4%	40.3%	-45.7%	3.7%	2.4%	
North & Yorkshire	8.6%	-42.3%	20.8%	- 27.0 %	3.6%	3.6%	
High Street Index(Regional City)	-0.2%	-52.9 %	46.3%	-52.7%	4.2%	-0.7 %	
High Street Index - BDSU(BDSU - Comparison)	-1.7%	-49.1 %	30.1%	-44.6%	3.4%	-0.4%	
UK	3.4%	-45.4%	27.3%	-39.2%	3.1%	-0.5%	

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 22,362,257 which is 32.4% down on the previous year.

The total number of visitors for the year to date is 13,899,035 which is 8.4% up on the previous year.

The total number of visitors to Manchester BID in week commencing 8 August 2021 was 636,418.

The busiest day in week commencing 8 August 2021 was Saturday with 114,635 visitors.

The peak hour of the week was 15:00 on Saturday 14 August 2021 with footfall of 14,488.

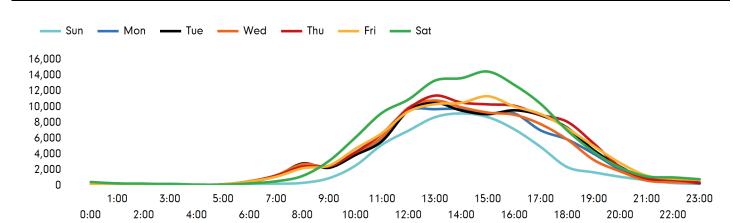
Footfall by week	Weather							
		Sun	Mon	Tue	Wed	Thu	Fri	Sat
	This week					Č	ඊ	
636,418		16°	20°	20°	21°	21°	21°	17°
613,711 453,486	Previous week		凸	ඊ				
835,225		19°	19°	21°		19°	17°	17°
	Previous year	ඊ	凸	•	•	ඊ	ඊ	<u>ප්</u>
This Week Previous Year Previous Week 2 Years Ago		24°	27°	29°	30°	26°	25°	23°

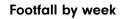
SPRINGBOARD.

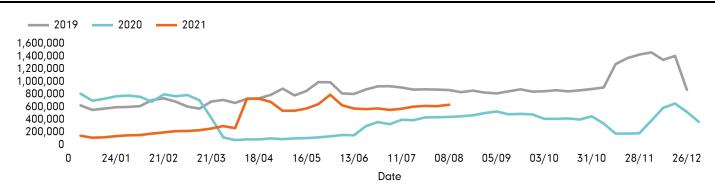
Footfall by day

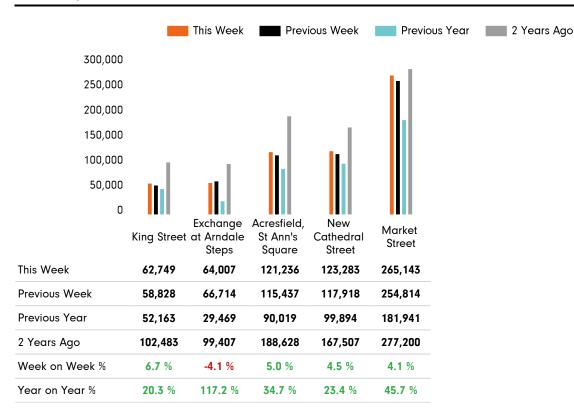
150,000					_			
100,000		a la	.	n L	ъĿ		LL.	
50,000								
0	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Weekly totals
This Week	63,246	85,412	90,315	87,647	97,507	97,656	114,635	636,418
Previous Week	76,142	87,904	91,032	83,541	85,127	83,264	106,701	613,711
Previous Year	49,854	67,440	65,112	66,016	61,157	67,947	75,960	453,486
2 Years Ago	83,191	119,662	123,664	108,580	133,685	124,193	142,250	835,225
Week on week %	-16.9%	-2.8 %	-0.8 %	4.9%	14.5%	17.3%	7.4%	
Year on year %	26.9%	26.6%	38.7%	32.8%	59.4 %	43.7%	50.9 %	
% of week	9.9 %	13.4%	14.2%	13.8%	15.3%	15.3%	18.0%	

Footfall by hour

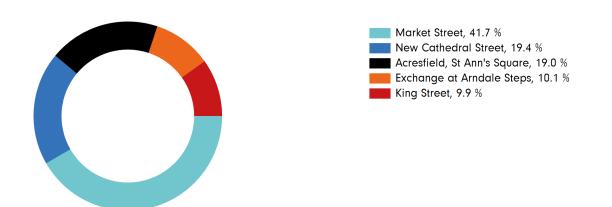








Footfall by location



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 32 , 2021 Vs Week 1, 2020 to Week 32 , 2020

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year.Week32, 2021 Vs Week 32, 2020

Week on Week % Change is the % change in footfall for this week from the previous week. Week 32 2021 Vs Week 31 2021

2021 versus 2019 comparison follows on subsequent pages



Week 32, 2021. 08 Aug 2021 - 14 Aug 2021 2019 Comparison for: Manchester BID

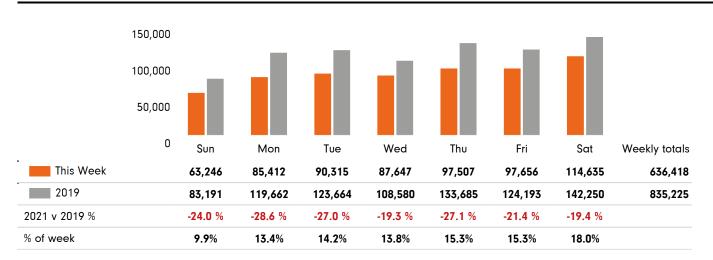
2019 comparison for Manchester BID

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	-47.7 %	-23.8 %
North & Yorkshire	-32.1 %	-14.0 %
High Street Index - BDSU(BDSU - Comparison)	-49.8 %	-25.8 %
High Street Index(Regional City)	-54.5 %	-27.7 %
UK	-42.1 %	-21.7 %

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	121,236	188,628	-35.7 %	
Exchange at Arndale Steps	64,007	99,407	-35.6 %	
King Street	62,749	102,483	-38.8 %	
Market Street	265,143	277,200	-4.3 %	
New Cathedral Street	123,283	167,507	-26.4 %	