

Weekly Footfall

	Year to date %		Year o	n year %	Week on week %		
	2021	2020	2021	2020	2021	2020	
Manchester BID	11.5%	-51.4%	45.8%	-52.3%	10.1%	-0.2%	
North & Yorkshire	12.0%	-40.0%	36.1 %	-36.5%	5.2%	-1.1%	
High Street Index(Regional City)	9.4%	-51.6%	67.0%	-51.3%	4.9%	-1.9 %	
High Street Index - BDSU(BDSU - Comparison)	4.8%	-47.4%	42.2%	-44.5%	5.9%	0.3%	
UK	8.1%	-43.5%	35.6%	-39.0%	7.1%	0.1%	

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 23,203,136 which is 22.9% down on the previous year.

The total number of visitors for the year to date is 18,529,951 which is 11.5% up on the previous year.

The total number of visitors to Manchester BID in week commencing 3 October 2021 was 602,280.

The busiest day in week commencing 3 October 2021 was Saturday with 143,689 visitors.

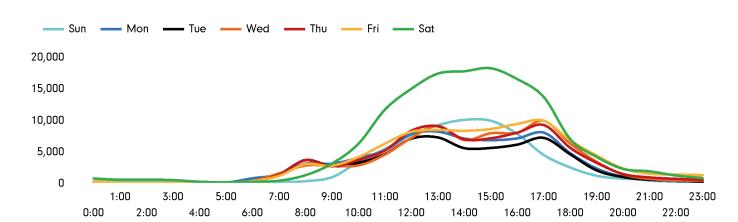
The peak hour of the week was 15:00 on Saturday 9 October 2021 with footfall of 18,301.

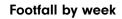
Footfall by week	Weather							
		Sun	Mon	Tue	Wed	Thu	Fri	Sat
	This week				ඊ		ඊ	
602,280		14°	14°	11°	14°	18°	20°	17°
547,190 413,092	Previous week	ඊ						
865,482		20°	18°	13°	13°	17°	14°	12°
This Week Previous Year Previous Week 2 Years Ago	Previous year	() 16°	• 16°	() 13°	• 13°	• 13°	• 11°	** 13°

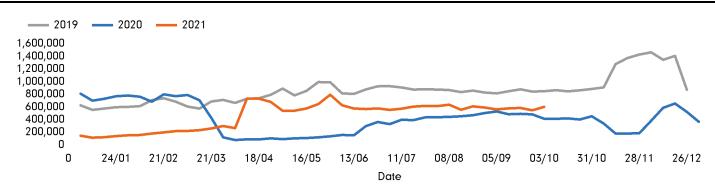
SPRINGBOARD.

150,000							• L	
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50,000								
0	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Weekly totals
. This Week	68,447	73,986	65,922	78,760	80,486	90,990	143,689	602,280
Previous Week	81,471	61,193	65,129	70,491	68,178	92,644	108,084	547,190
Previous Year	62,819	49,461	45,931	54,653	52,130	57,462	90,636	413,092
2 Years Ago	94,364	116,220	120,184	118,161	119,546	133,723	163,284	865,482
Week on week %	-16.0%	20.9%	1.2%	11.7%	18.1%	-1.8%	32.9%	
Year on year %	9.0%	49.6%	43.5%	44.1%	54.4%	58.3%	58.5%	
% of week	11.4%	12.3%	1 0.9 %	13.1%	13.4%	15.1%	23.9%	

Footfall by hour

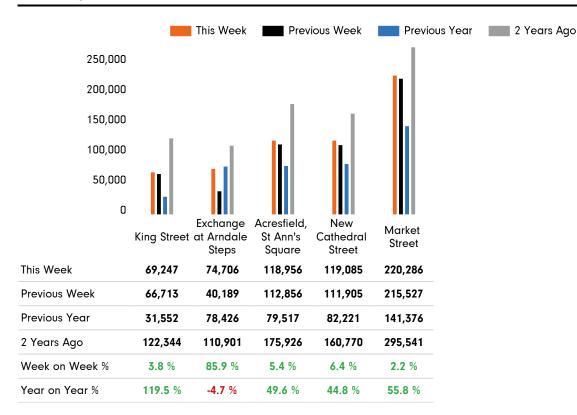




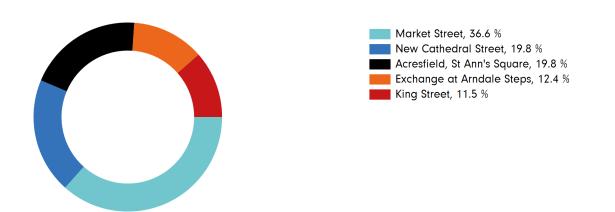




Footfall by location



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 40 , 2021 Vs Week 1, 2020 to Week 40 , 2020

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 40, 2021 Vs Week 40, 2020

Week on Week % Change is the % change in footfall for this week from the previous week. Week 40 2021 Vs Week 39 2021

2021 versus 2019 comparison follows on subsequent pages



Week 40, 2021. 03 Oct 2021 - 09 Oct 2021 2019 Comparison for: Manchester BID

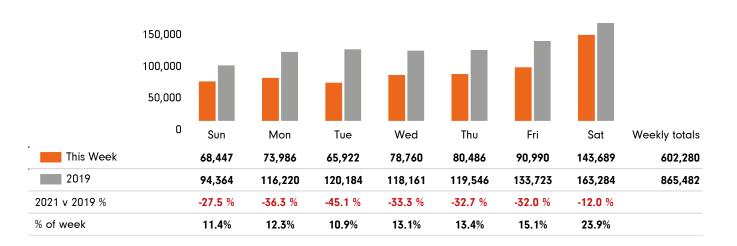
2019 comparison for Manchester BID

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	-44.5 %	-30.4 %		
North & Yorkshire	-26.7 %	-14.8 %		
High Street Index(Regional City)	-47.6 %	-19.3 %		
High Street Index - BDSU(BDSU - Comparison)	-44.0 %	-14.7 %		
UK	-36.6 %	-14.7 %		

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	118,956	175,926	-32.4 %	
Exchange at Arndale Steps	74,706	110,901	-32.6 %	
King Street	69,247	122,344	-43.4 %	
Market Street	220,286	295,541	-25.5 %	
New Cathedral Street	119,085	160,770	-25.9 %	