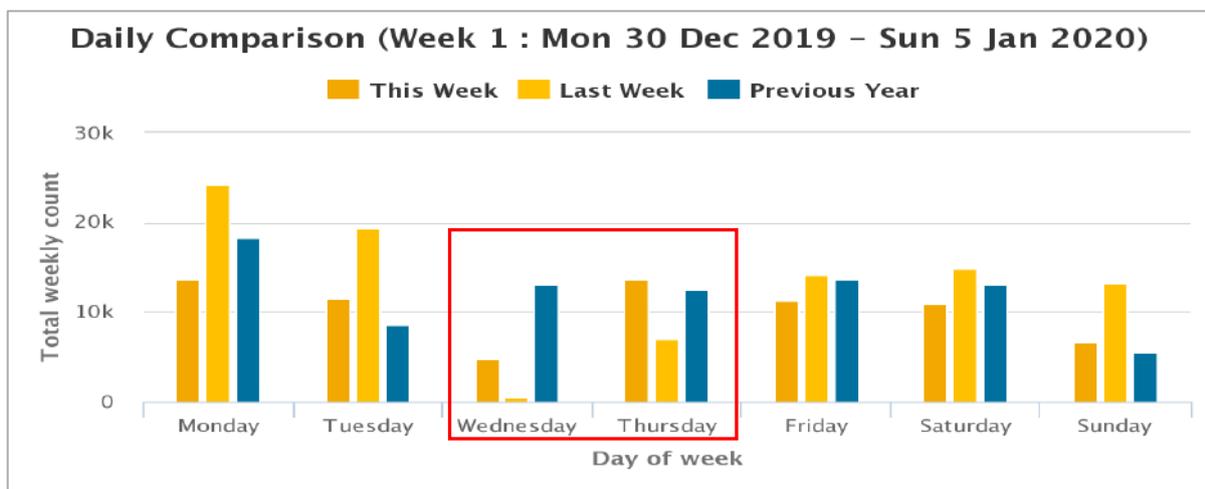


Enniskillen BID have two footfall counters in the Dimond, one on Pat’s Bar and other on the Houstons Building. Footfall is recorded in a real time 24h per day 7 days per week. Enniskillen footfall is benchmarked against other towns in NI and in the UK.

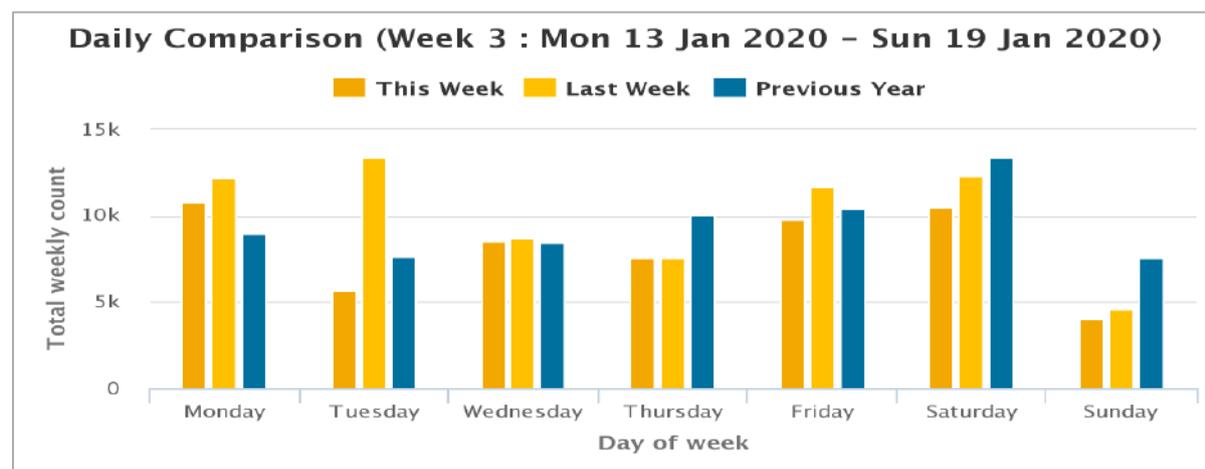
January 2020

According to data from Springboard, Enniskillen town suffered a tough January. Every week across this month experienced a drop in footfall, with the sharpest decrease seen in Week 1 (-22.4%) and Week 3 (-19.2%) - these weeks were the greatest compared with footfall in other regions (UK and NI).

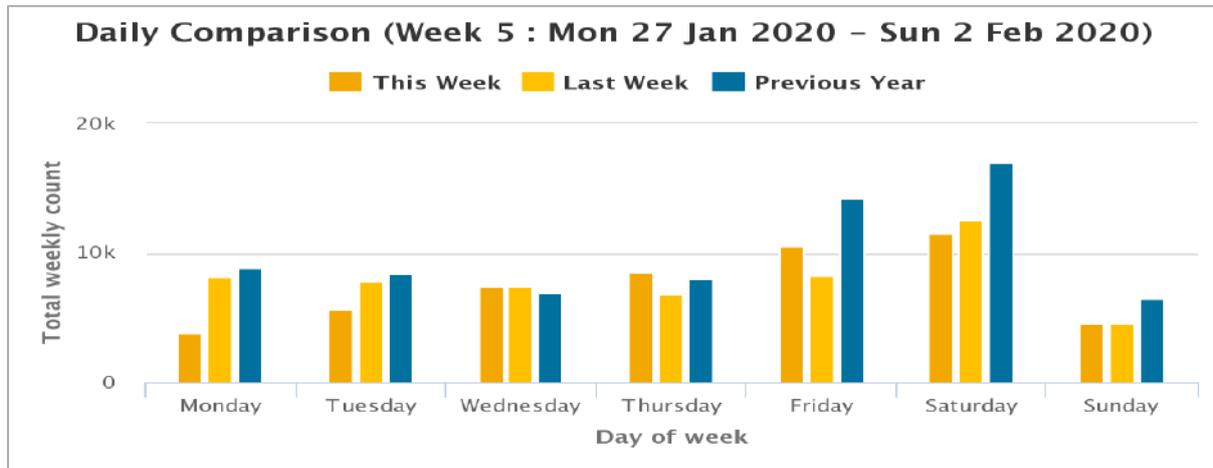
By looking at individual days of week 1, it is clearly seen that footfall rose only on Wednesday and Thursday compare to previous week. However, this is because in previous week it was Christmas day and Boxing day that were falling on these days.



The figures in the third week of January show the dramatic impact of extreme weather conditions that has been brought by storm Brendan. As it is seen on the graph below, every day of this week has recorded drop in footfall.

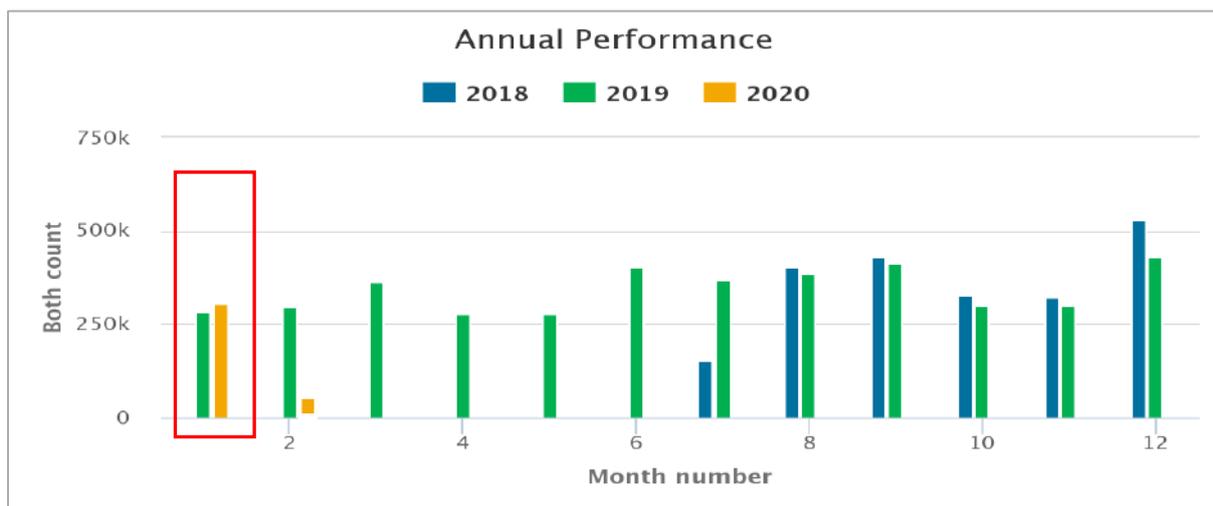


Week 2 and Week 4 of January also saw a decline in footfall by 3.2% and 2.6%, but the drop was less severe than the same weeks last year. In the fifth week of January, footfall continued to drop with -6.5% week on week. It is a significant drop compared to +10.5% in footfall in the same week last year.



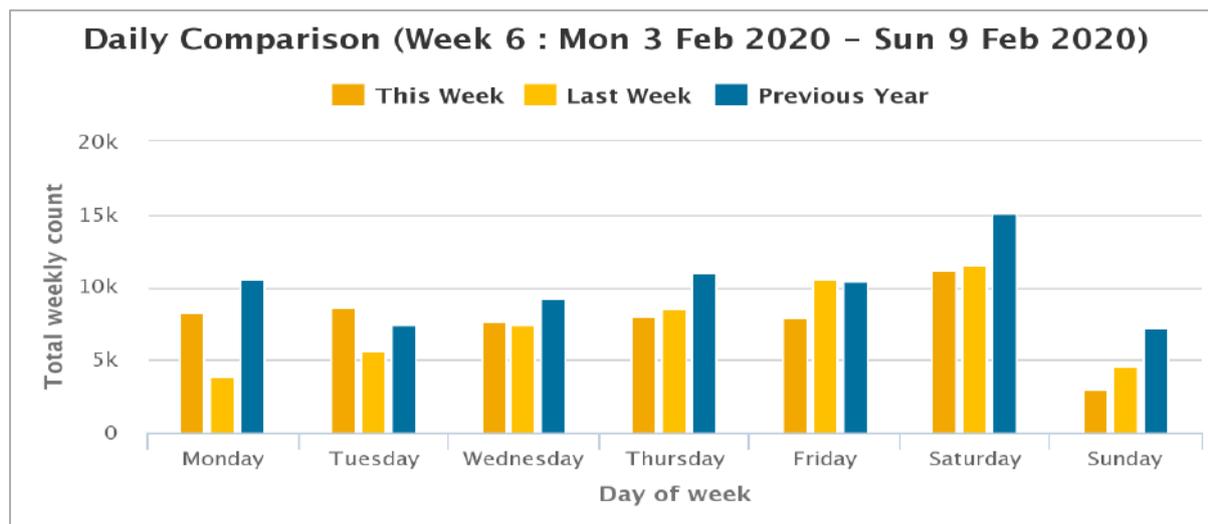
ANNUAL PERFORMANCE JANUARY 2020

Springboard footfall figures covering the five weeks of January revealed a notable decline in footfall for the month. The total footfall in Enniskillen town **dropped by 22.8%**. The Enniskillen Public Realm scheme which has started in January could have been damaging to footfall. However, while it might sound like a lower rate of a decline than in January 2019 (-33.1%), it is still -12.8% on the previous year and it is very low compared with other NI and UK regions.



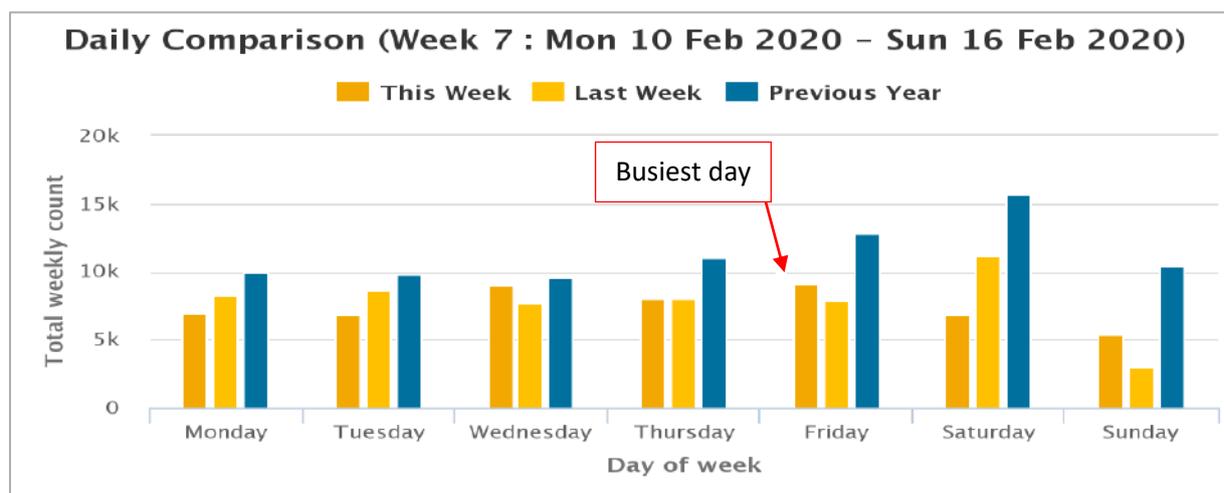
February 2020

Springboard's data for the first week of February has revealed that the number of shoppers heading to the high street **ROSE BY 5.4%**. However, the data shows that the first week of February was split in terms of performance, with footfall rising on Monday, Tuesday, and Wednesday, and worsening Thursday until Sunday, when compared with last year's performance. The wet and windy weather at the end of the week could be to blame for it. Footfall across the UK and NI regions were all down this week.

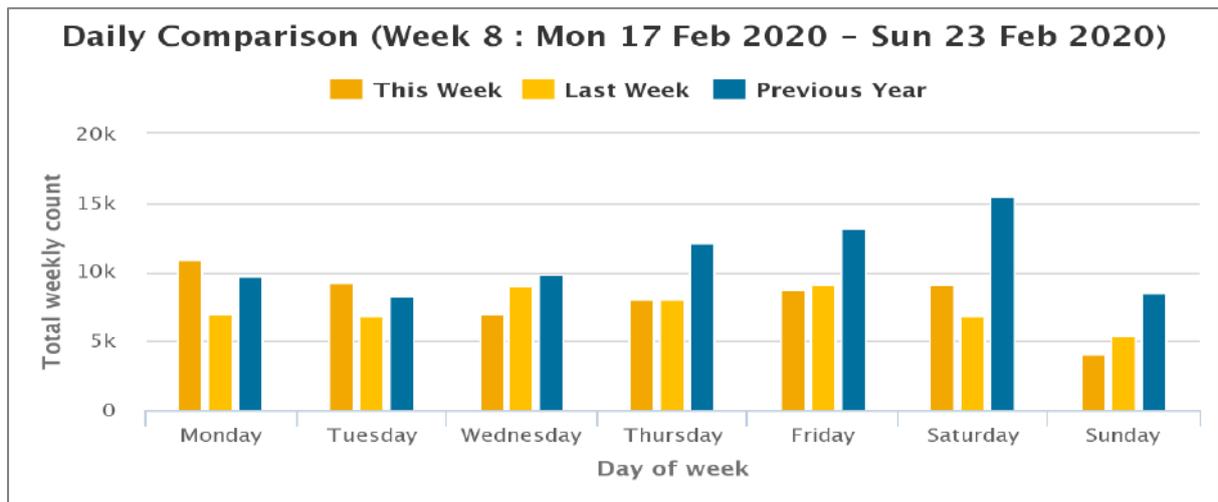


In the second week of February, Enniskillen saw a week on week drop of -5.2% presumably again because of poor weather – this time it was storm Dennis. This figure is broadly in line with the decline in footfall seen in other UK and NI regions.

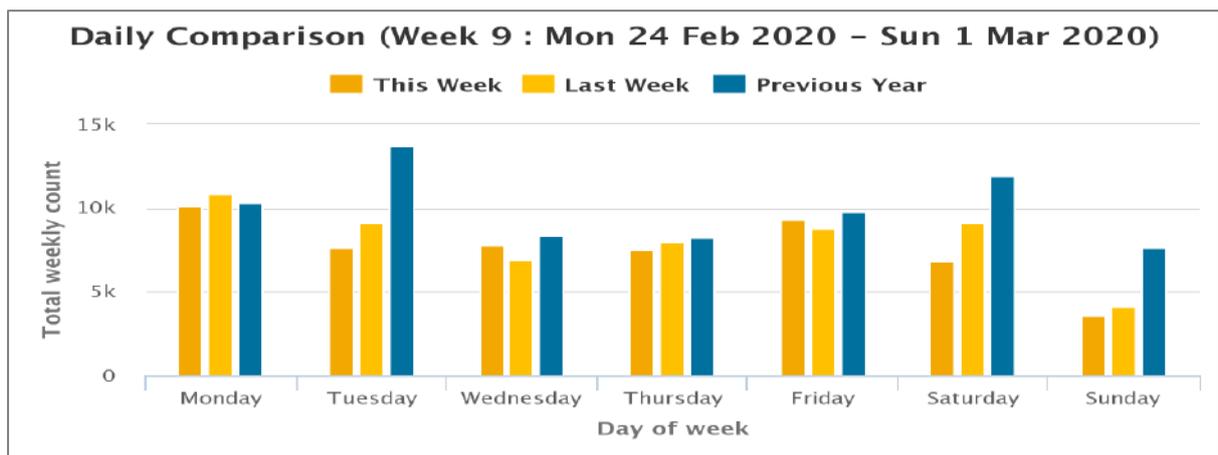
By looking at individual days of this week, it is clearly seen that footfall rose only on Wednesday, Thursday, Friday, and Sunday when compared with the previous week. The busiest day of this week was Friday (Valentine's Day) with 9,055 visitors. However, despite this being the highlight of the week, figures still indicate the change in footfall for Enniskillen is **10.6% DOWN** on the same period the previous year.



School half – term week (17th – 23rd February) brought a welcomed boost to footfall in Enniskillen, with an **INCREASE OF 9.9%**. The peak shopping day this week was Monday, with 10,905 visitors, rather than Saturday as would normally be expected.



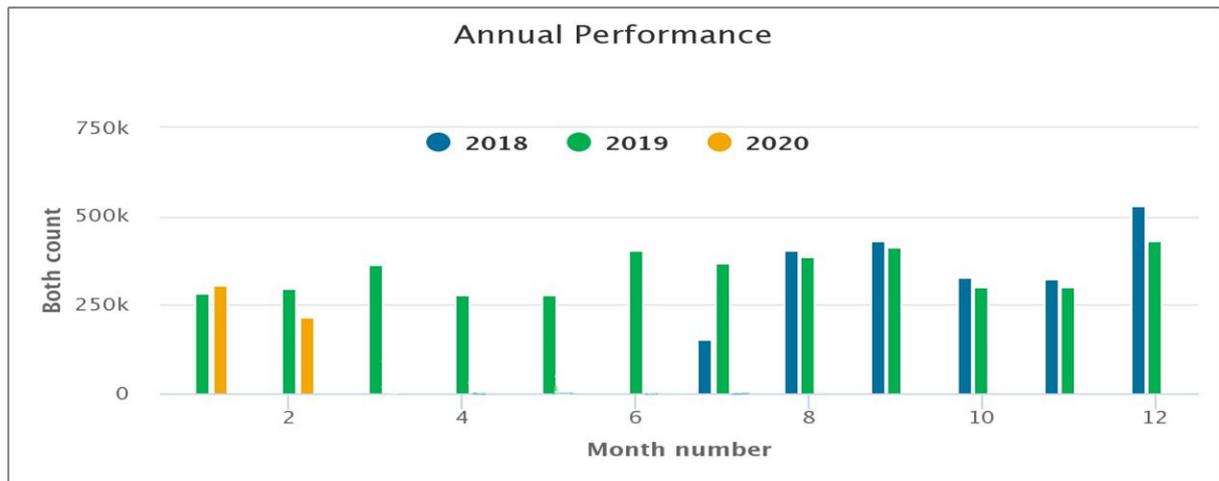
The week commencing February 24th was the quietest week of the month. This is the second lowest week in February with footfall -7.3%, after the week February 10th when the snowstorm Ciara hit the town. This drop in footfall underlines the battering impact that storm Jorge may have had on day to day life and retail businesses in Enniskillen town. Additionally, the contributing factor to restricted shopping experience this week could be the Enniskillen Public Realm Scheme works that closed the town centre.



ANNUAL PERFORMANCE FEBRUARY 2020

According to Springboard's Monitor (covering the four weeks from 3rd to 29th of February), February's rainy weather led to a **DROP IN FOOTFALL** of 11.9%. We also had multiple storms which arrived over weekend trading and these undoubtedly had an impact on shopper traffic levels. It is a significant drop compared to the +5.2% increase in footfall in the same month last year. February's footfall for the year to date is 18.5% down on the previous year.

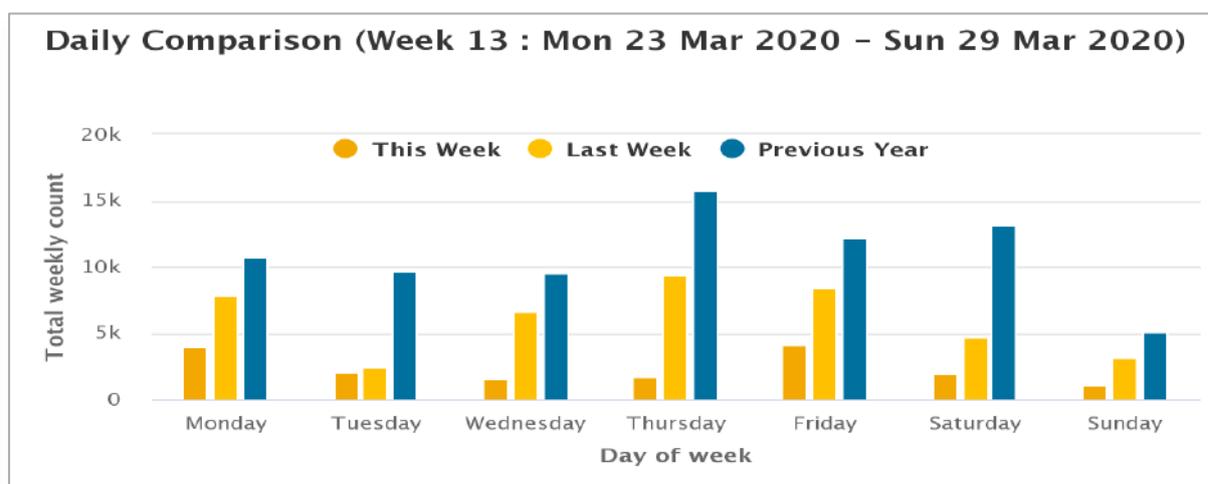
Growing concerns over Coronavirus may also have started to have a slight impact on footfall in February, particularly amongst the older aged demographic of shoppers who considered themselves more at risk.



March 2020

There was a slight **boost in footfall** in the first week of March (+20.8%) and the second week (+5.1%), where the Shop & Win Enniskillen Gift Card Competition, as well as concerns around Coronavirus (due to people stocking up on essential goods in case of a potential lockdown scenario) may have contributed to an increase in shops visits.

However, footfall in Enniskillen plummeted to the lowest level on the record in the second half of March. The third week of this month experienced a **footfall drop of 36.7%** after people were advised to stay at home, and in the week commencing 23rd March, this number fell further to -61.6%, when the town entered lockdown in response to the Coronavirus outbreak. The chart below shows the definite drop in shoppers activity from day to day over the last week of March.



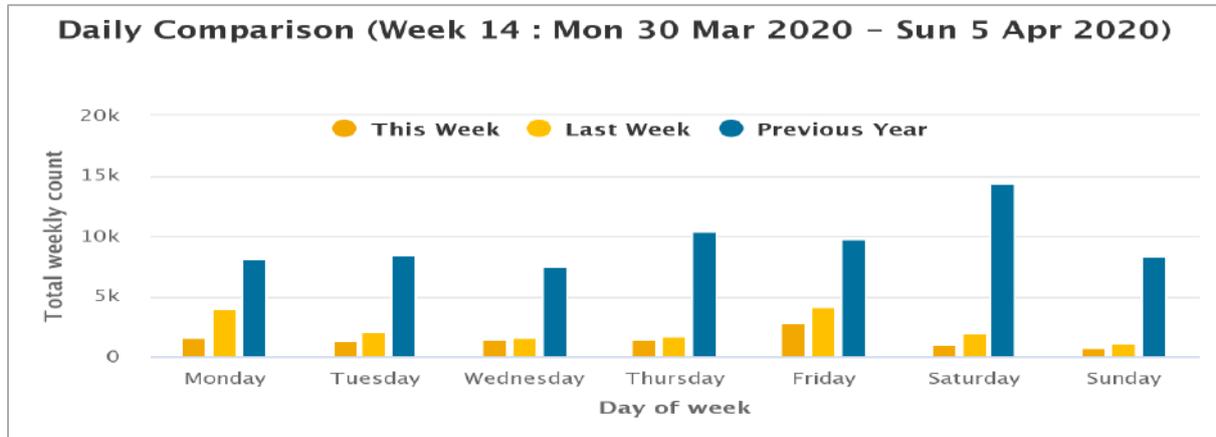
ANNUAL PERFORMANCE MARCH

Enniskillen's High Street saw a **FOOTFALL DECLINE OF 26.1%** across March compared with the previous month. Following the Government's announcement to close all non-essential shops, Enniskillen's footfall saw a year on year decrease of 44.8%. The number of visitors counted for the month commencing 2nd March was 200,113. The busiest day of the month was 15th March with 14,997 visitors. The peak hour of the month was 15:00 on Sunday 15th March with footfall of 3,140 people, according to data from Springboard.



April 2020

During the second week of lockdown, which was the week beginning Mon 30th March – Sun 5th April), Enniskillen’s **footfall slumped by 36.6%**. This shows that shoppers adhered to the Government’s advice and stayed at home.



The second negative week of footfall (-0.5%) – in the second week of April – contrasts with Easter weekend last year with footfall +4.2%. This shows the detrimental impact the closing of non-essential shops had on trading over the long weekend.

Despite lockdown restrictions, there was a significant uplift in footfall during the third and fourth week of April. **footfall rose by 10.3% and 28.0%** respectively. This boost in footfall during the second half of the month was helped by warm, sunny weather. In addition, those last two weeks of the month shows a big **rise** contrasting with footfall in other UK (8.55% average) and NI (8.85% average) regions.

However, the week leading up to May Bank Holiday (4th May) seen a drop in footfall again (-16.1%).

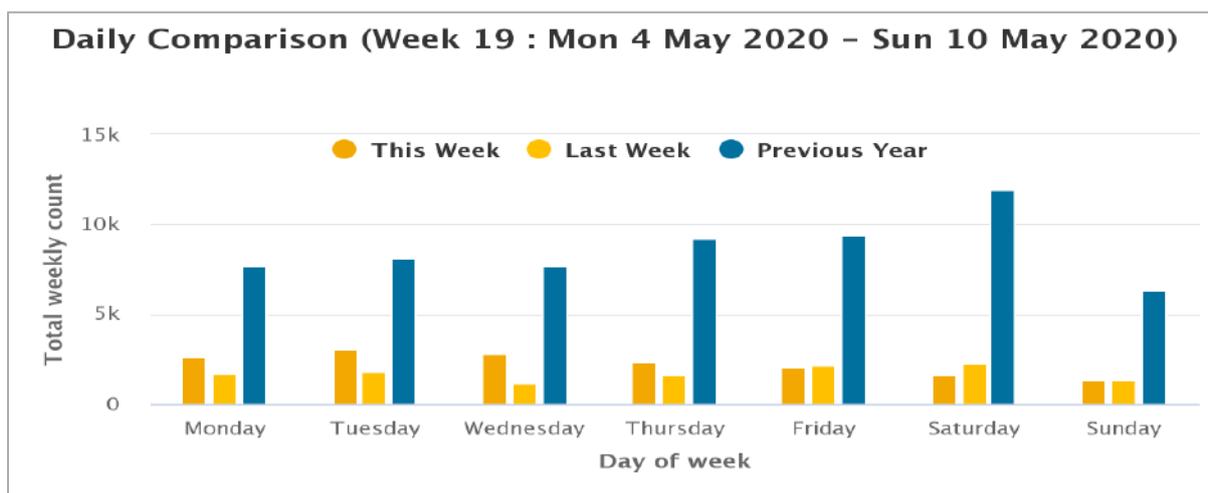
ANNUAL PERFORMANCE APRIL

Enniskillen footfall **DECREASED by 69.7%** in April due to Covid-19 lockdown. It marks the fourth month of decline and the worst month on record in terms of footfall. Footfall for the year to date is 40.4% down on the previous year, and -82.9% year on year. The busiest day in the month was Monday 20th April with 2,607 visitors. The peak hour of the month was 16:00 on Saturday 2nd May 2020 with 525 visitors.

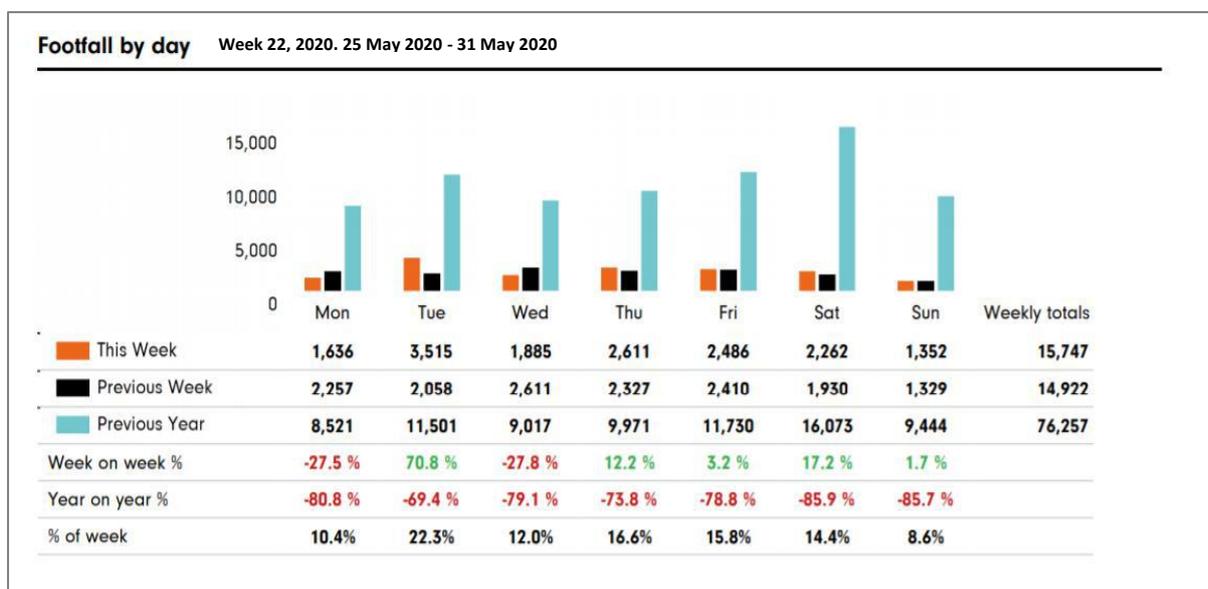


May 2020

The first week of this month has seen a **growth in footfall of 29.1%**. By looking at individual days of the first week of the month, it is clearly seen that there were definite peaks in activity from Monday to Thursday, which could be the result of the nice weather compared to the cold, wet weather the previous week. Although travel restrictions were still in place, Enniskillen's High Street seen an **INCREASE in footfall of 53.8%** on 4th **May Bank Holiday Monday**.



The week after, footfall fell by 9.7%. However, in the last two weeks of March, footfall figures did strengthen slightly by **+4.6%** and **+5.5%** respectively. This single digit uplift could be down to the reopening of DIY stores and garden centres, as well as the **Spring Bank Holiday** on May 25th. The chart below, measuring the volume of footfall by day, shows that during the late Bank Holiday on Monday 25th, footfall in Enniskillen town saw a double digit decrease (-27.5%) compared to the previous week and it was down 80.8% compared to the same day last year. This could be the consequences of people taking advantage of the nice Bank Holiday weather and outdoor leisure.



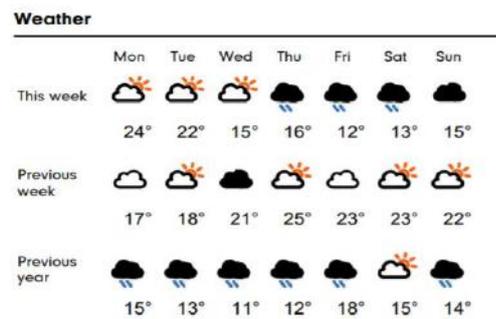
ANNUAL PERFORMANCE MAY

Footfall figures for the four weeks covering May 4th to May 31st are showing slow signs of recovery. The number of visitors counted for the month commencing 4th May in Enniskillen was 60,742, compared to 48,544 in April. This is **up by 25.1%** against the previous month. However, footfall in May continued to remain low, declining by 78.3% year on year. This is a marginal improvement on the drop of 82.9% in April.

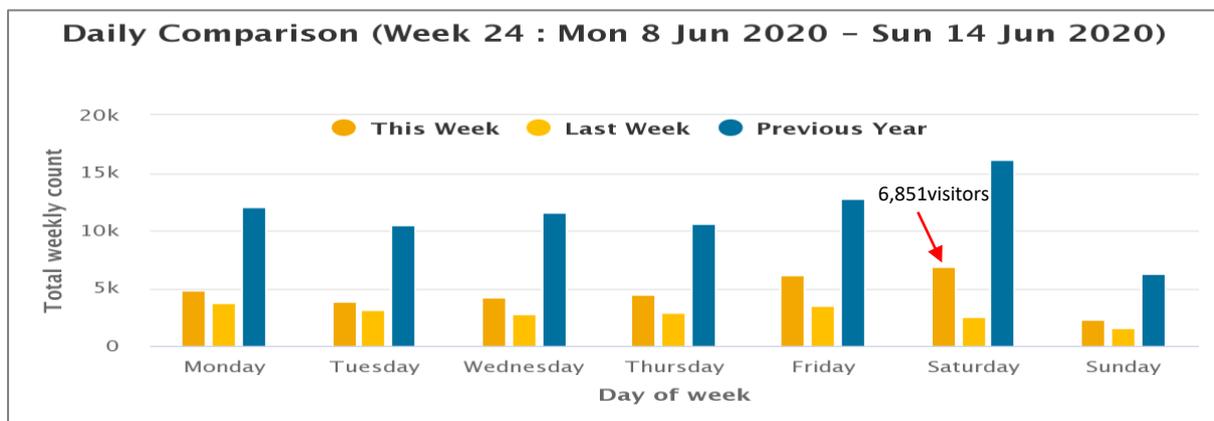


June 2020

During the first week of June, when shoppers could return to the high street and stores slowly began to reopen, figures show that **FOOTFALL INCREASED by 27.6%**. Geographically, Enniskillen had better footfall than all other regions (UK -3.4% and NI -7.7%). The busiest day commencing week 1st June was Monday with 3,755 visitors, undoubtedly assisted by the sunny and hot weather.



After the reopening of non-essential shops from June 12th, the anticipation to return to the town after three months of closure led to a large **SPIKE IN FOOTFALL of 62.3%** from the week before. The chart below with a daily comparison in the second week of the month (week 24) clearly shows a rise in number of visitors across every day of the week, with Saturday being the busiest day.



However, this demand for shopping did not last long as footfall slowed noticeably over the following two weeks to +25.7% and -4.4%. The contributing factors to this drop in footfall could have been due to a restricted shopping experience due to social distancing and 'poor' weather. In addition, the week with footfall drop of -4.4% presents a sharp contrast with other UK regions (NI -0.3% and UK +7.1%).

In the last week of June (the week following the pay day weekend for many) successfully delivered a jump in footfall of 17.2%.

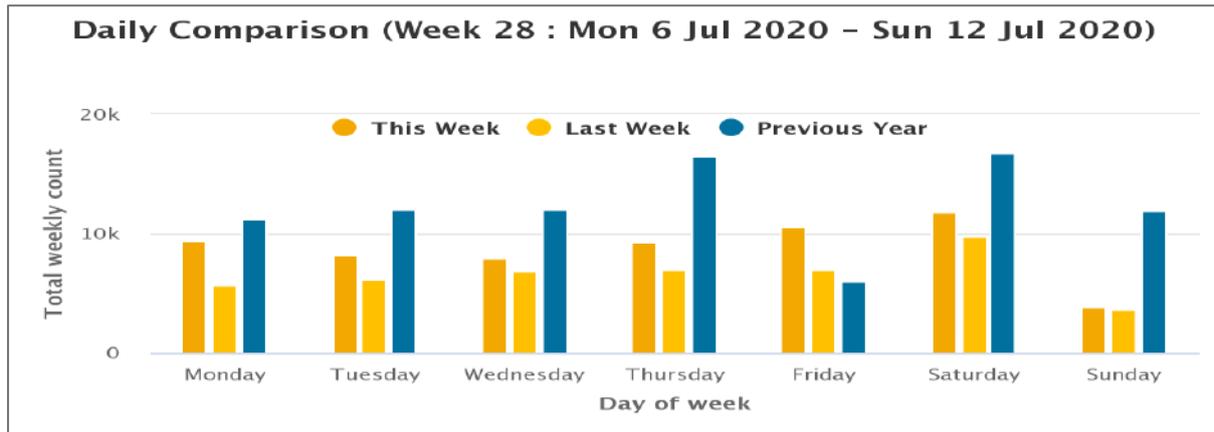
ANNUAL PERFORMANCE JUNE 2020

Overall footfall for the month **INCREASED by 146.8%** month on month. The number of visitors counted for this month was 178,893. Footfall decreases by 57.4% year on year. However, this is an improvement on Mays year on year slump of 78.3%, which reflects the immediate response of consumers to the easing of the Government's restrictions as more non – essential shops were given the green light to reopen. The busiest day of the month was Saturday 4th of July.



July 2020

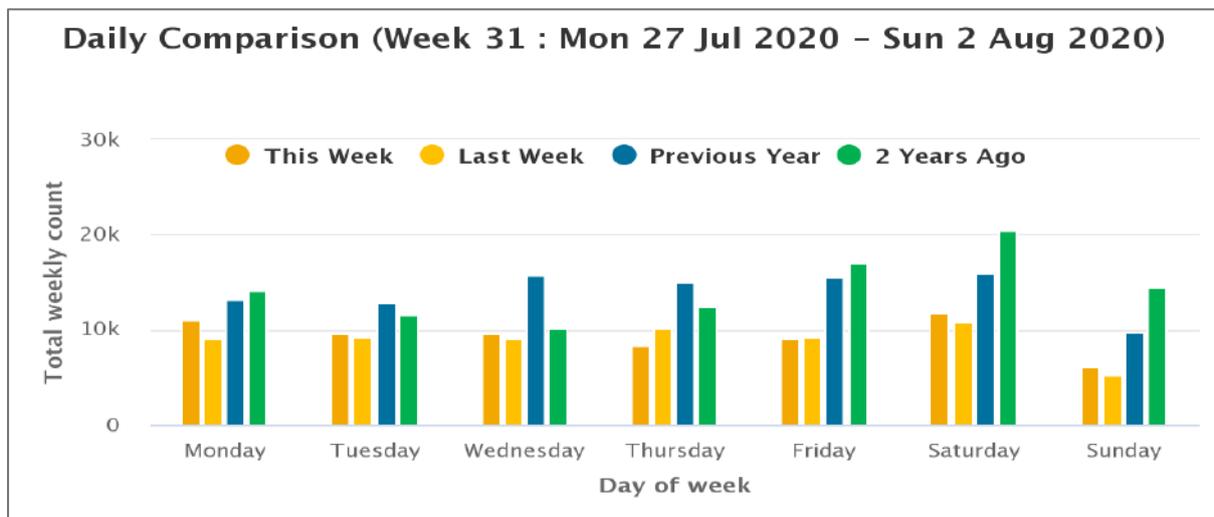
Data from Springboard shows that footfall in Enniskillen continued to improve in the first week of July (+32.6%) against the previous week. This represented the highest **INCREASE of footfall** in any week over this month. This could be the consequences of pubs, restaurants, and hotels reopening during this week, which gave more consumers reasons to visit. The graph below compares the number of shoppers visiting the town on different days in the week from 6th to 12th of July. As is presented in the given data, every day of the week has seen an increase in footfall with the busiest day being Saturday with 11,808 people.



Between the 13th and 19th of July, footfall remained up by 4.1% week on week. It is a similar rise to the same week last year (+5.8%), according to data from Springboard.

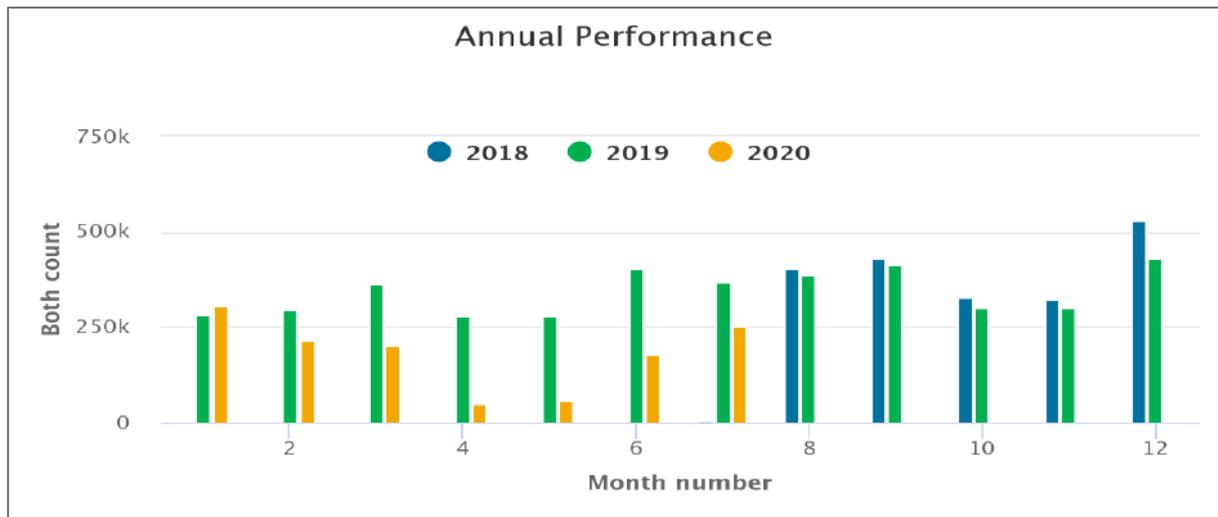
Across the week from 20th to 26th July, the seven-day average of overall footfall decreased slightly to -1.0% and it was the most negatively affected region when benchmarking with UK (+6.1%) and NI (+9.3%).

Footfall monitoring covering the week ending 2nd August shows that footfall increased by 4.6% compared with the week before but remained -33.1% year – on year. As it is seen on the graph below, the busiest day in the week commencing 27th July was Saturday 1st August.



ANNUAL PERFORMANCE JULY 2020

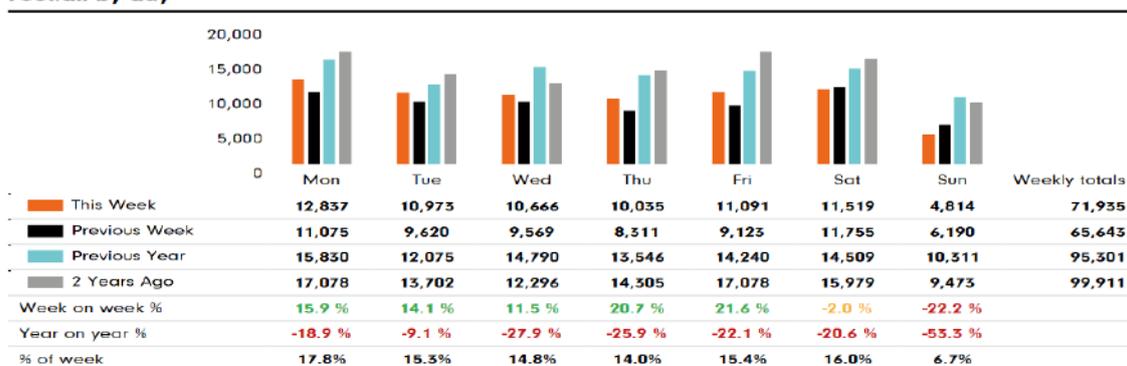
With lockdown restrictions easing, and more places reopening, visitors are slowly re-emerging into the town. Monthly footfall in July was **up by 76.6%** on June. However, yearly figures were down by 46.7%. This is still well below pre-coronavirus levels, but the decline is softer than it was in April or May.



August 2020

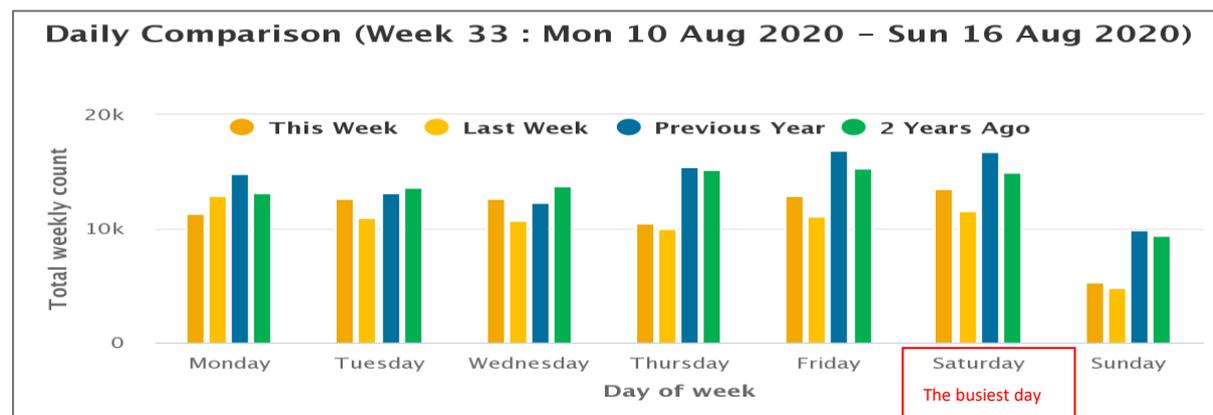
Footfall in Enniskillen during the first week of August **GREW by 9.6%**, making Enniskillen the region experiencing the highest footfall growth. This spike in footfall could be attributed to 'Eat Out to Help Out' scheme launched on Monday the 3rd. The busiest day in the first week of August was Monday with 12,837 visitors. The data of daily shopper visits shows that 15.9% more people visited the town compared with the same day last week, however it is drop of 18.9% year –on – year. In addition, at the hourly comparison in footfall results for the three days from Monday to Wednesday in the first week of August indicate that the 'Eat Out to Help Out' scheme has benefited retail destinations across Enniskillen by 81.3% between 6pm - 9pm versus a rise of 11.4% at lunch time (12-2pm) when compared with last week of July.

Footfall by day



During the second week of August, footfall in Enniskillen was **up by 9.4%** week on week and it was the greatest when compared with footfall in other regions (UK and NI). This uplift was likely to be a result of a warmer weather in Enniskillen during the end of week as well as the government scheme 'Eat Out to Help Out' which operated Monday to Wednesday. Over the three-day period of the scheme footfall rose by 97.8% between 6-9pm, versus a rise of 12.9% at lunch time (12-2pm) when compared with last week of July.

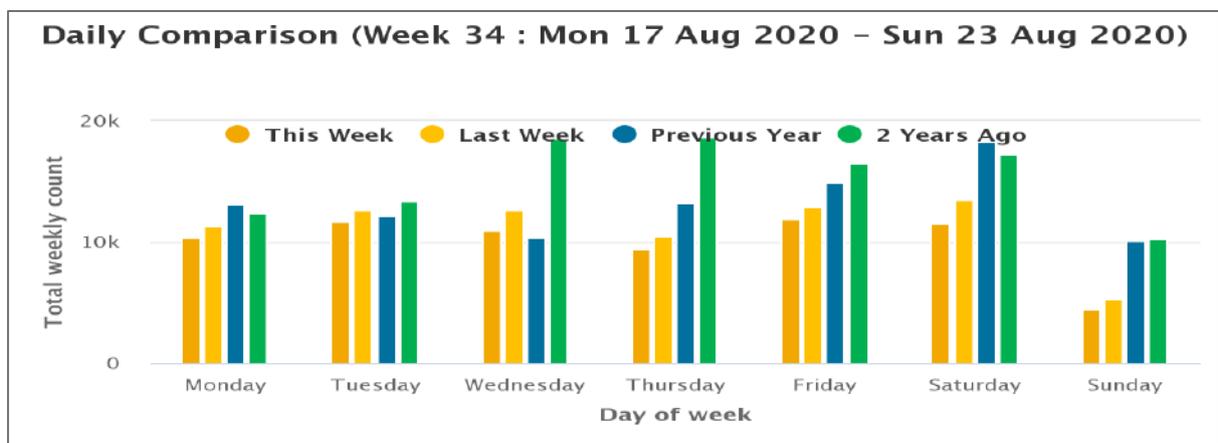
By looking at individual days in the second week of August (graph below), it is clearly seen that footfall rose everyday apart from Monday (this could be due to the wet weather) compared to the previous week.



Visits to Enniskillen town appeared to slow down in third week of August. The data from Springboard, relating to the week of 17th – 23rd August, has revealed a **footfall DROP of 10.8%**, largely driven by storm Ellen which brought wet, and windy weather.

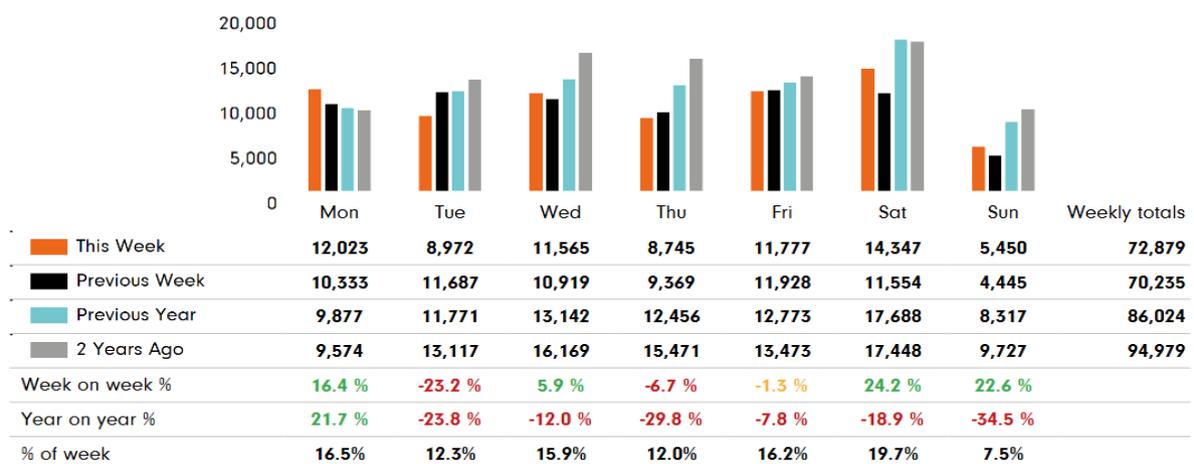
Over the three-day period of the 'Eat Out to Help Out' Scheme (Monday to Wednesday) in third week of August, footfall dropped down compared to previous week. The cool, rainy weather encouraged shoppers inside covered centres, leading to a drop of 9.0% on Monday, Drop of 7.6% on Tuesday, and drop of 13.5% on Wednesday. However, it is still better than in late July. It rose by 57.1% between 6-9pm, versus a rise of 7.1% at lunch time (12-2pm) when compared with last week of July.

The busiest day of the third week of August was Friday with 11,928 visitors. The peak hour was 3pm on Friday.



The number of shoppers venturing out to shops and restaurants **ROSE** in last week of August to 3.8% on the previous seven days. This could be related to shoppers getting ahead of the **Summer Bank Holiday (31st August)** and due to a rise in consumers picking school essentials with last minute promotions. It was also the final week of the Eat Out to Help Out scheme. Looking at the single days this week (graph below) it could be said that the Enniskillen town experienced the greatest footfall over the Bank Holiday weekend.

Footfall by day



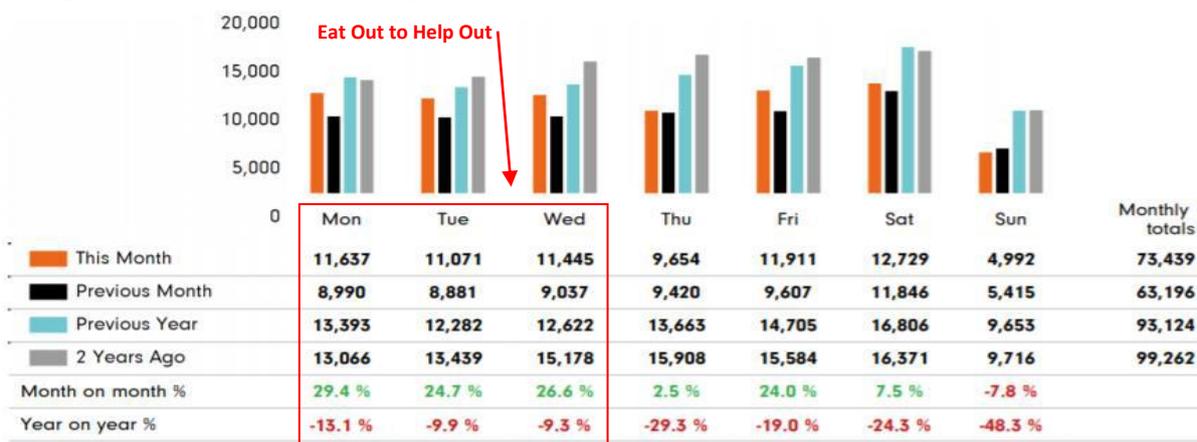
ANNUAL PERFORMANCE AUGUST 2020

Footfall on Enniskillen's high street **GREW by 16.2%** in August, making Enniskillen the best region when benchmarking with other regions (NI +12.6% and UK +14.9%). It also compares to 4.8% increase the same month last year. Besides, it is leading to a decline of 22.1% year – on – year, a noticeable improvement offering a glimmer of hope for Enniskillen retailers.

The data with the footfall by day shows that footfall jumped up from Monday to Saturday with Monday, Tuesday and Wednesday having the highs rise month – on – month. This shows how significant impact on the footfall, over the course of the month, had the Government's '**Eat Out to Help Out**' scheme. The scheme been extremely important to the hospitality sector. Restaurants have been able to bring back staff off furlough and vitally it has benefited trade through the whole week.

Footfall by day

The figures shown below are calculated using weekly averages.



In addition, it could be said that increased quarantine measures imposed in July and August on a few overseas destinations are having a positive impact on Enniskillen footfall too.

Footfall for the year to date is 43.3% down on the previous year. The number of visitors counted for the month commencing 3rd August 2020 was 293,749. The busiest day was Saturday the 29th August, and the peak hour was 13:00pm on Friday 21st August.