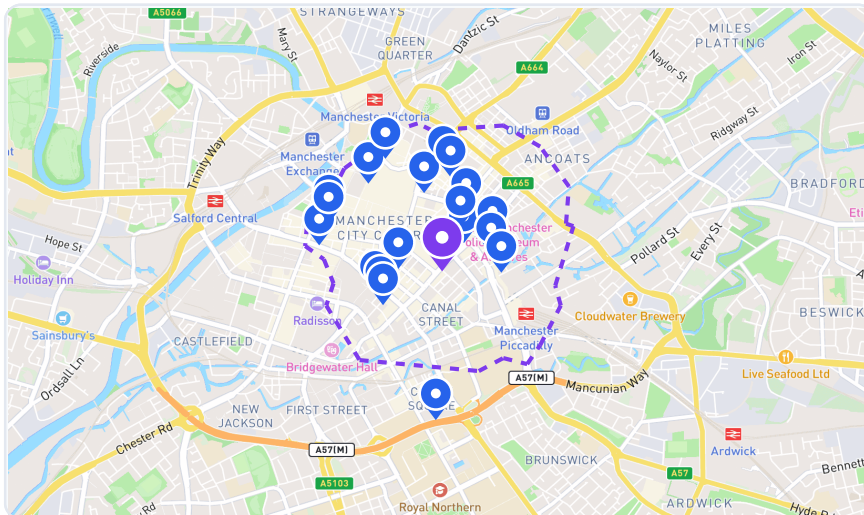
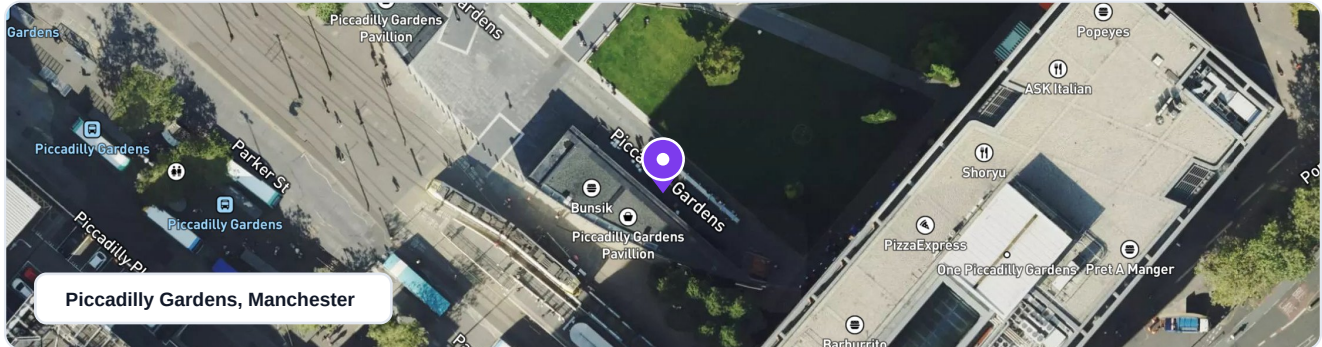


Location Analysis Report

Sample analysis | Café around Piccadilly Gardens | cafe

19 direct competitors found | 16 October 2026

Site Context Map



Mapped competitor context

19 visible competitors found; 19 plotted around the subject area. The report uses the 10 min drive area;

Top visible competitors

1. Fiori Cafe
2. Maison Cafe Manchester
3. The Brewtists cafe

AI Location Assessment

The 6.2/10 score reflects strong cafe fit from the 18-44 age profile (77%) and Walk Score of 98, offset by 19 direct competitors and a mean observed activity index of 27/100. The strongest evidence is a resident base of 18,011 with median household income of GBP 39,494, 26% above the national average. The largest risk is that 18 of 19 competitors are rated at least 4.2/5, while leading operators have between 3,482 and 6,830 reviews. Proceed only if exact-premises counts confirm viable passing trade and a differentiated offer can clear the proposed lease

AI Location Assessment

Location Score



Demographics, competition & market potential

Opportunities

- Residents are concentrated in cafe-relevant age groups, with 47% aged 18-29 and 30% aged 30-44, while 45% of households are one-person; test a solo-friendly weekday breakfast and lunch menu before fixing the offer.
- Access is strong, with 28 public-transport stops, a bus stop 201 metres away, Manchester Piccadilly 526 metres away, Manchester Arndale 0.4 km away and a measured noon peak on Wednesday, Friday and Saturday; schedule manual counts and a noon trading trial on those days.
- The tracked term "cafe in manchester" records 5,400 monthly searches, growth of 179%, low paid-search competition and a GBP 0.25 paid-click cost; run a tightly geofenced search pilot and measure in-store redemption before budgeting ongoing spend.

Challenges

- Competition is both dense and well established: there are 19 cafes, 18 are rated at least 4.2/5, the average rating is 4.5 and the three review-volume leaders have 3,482-6,830 reviews; mystery-shop the leading operators and document a defensible product, price or service gap before committing.
- A Walk Score of 98 and 39 nearby transit stops do not guarantee capture at the proposed unit because the mean observed activity index is only 27/100 and comes from a business 52 metres away; conduct exact-frontage pedestrian counts across the noon peak and morning and afternoon dayparts.
- The ratio of one cafe per 948 residents leaves limited room for an undifferentiated entrant, while the 5,400-search digital signal is Manchester-wide rather than site-specific; build the revenue case from verified site counts and conservative conversion assumptions rather than resident population or search volume alone.

Demographic Profile

Population

18,011

Pop. Density

15,499 / sq. mile

Male / Female

56% / 44%

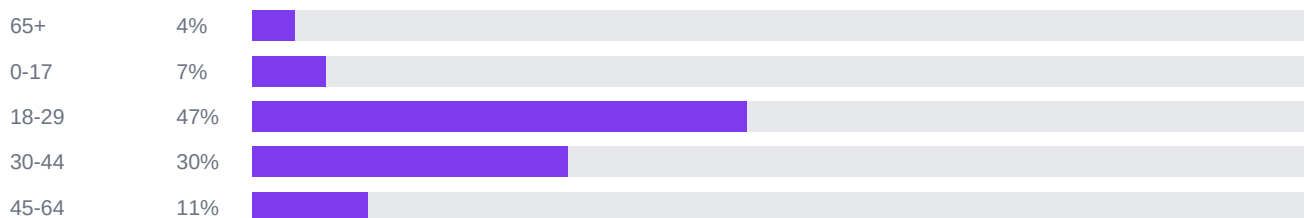
Median Household Income

GBP 39,494

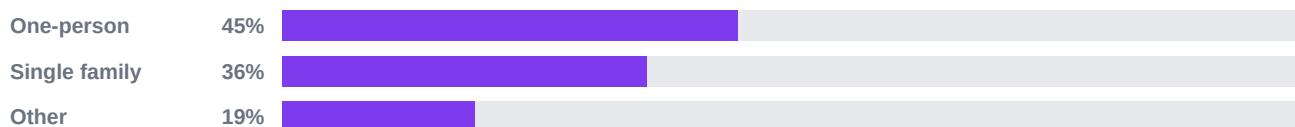
Vs national avg (GBP 31,400)

+26%

Age Distribution



Household Composition



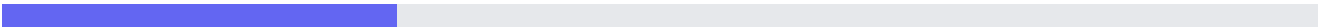
Working residents

Employed residents aged 16+: 11,118

Management & professional: 7,773 (70%)



Other employed residents: 3,345 (30%)



Reference period: 2021. Statistical areas: 2. Employed residents aged 16+. Management, professional and associate professional occupations (SOC groups 1–3). England and Wales.

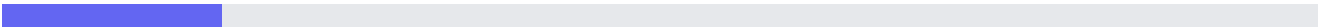
Source: ONS Census 2021 · Nomis TS063

[View original source](#)

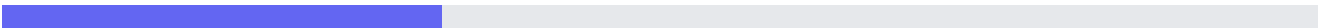
Workplace jobs and industry mix

Employee jobs: 149,000

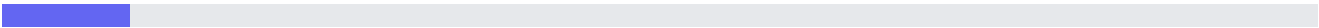
Finance & property: 25,000 (16.7%)



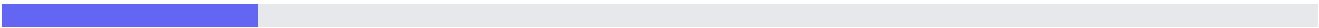
Professional & business services: 50,000 (33.4%)



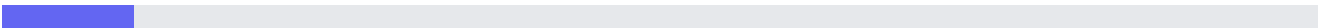
Information & technology: 14,500 (9.7%)



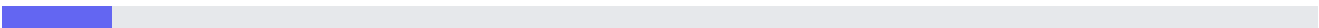
Retail, hospitality & leisure: 29,000 (19.4%)



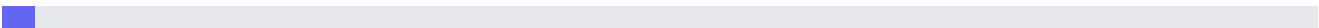
Public, education & care: 15,000 (10%)



Industry & logistics: 12,500 (8.3%)



Other services: 3,700 (2.5%)



Industry share basis: 149,700 jobs. Published totals and industry counts may be independently rounded.

Reference period: 2023. 2 2011 MSOA (England/Wales); 2011 intermediate zone (Scotland) areas. Rounded employee jobs, excluding farm agriculture. Whole source areas: the containing area plus areas with a centroid inside the search radius. Areas may extend beyond the radius. Workplace jobs are not daily attendance or resident employment. Industry shares use the summed industry counts; GB totals and industries are independently rounded.

Counts cover whole local statistical areas, which can extend beyond the search radius. Jobs do not measure daily attendance or office occupancy.

Source: ONS Business Register and Employment Survey · Nomis open access

[View original source](#)

UK MSOA area data

Market Indicators

Business Growth Rate

+6.1%

Opened: 3630

Closed: 3215

Property Price Index (Annual)

+5.0%

Median: GBP 241,250

Public Transport

Total Stops

28

Nearest Train

Manchester Piccadilly (0.3 mi)

Nearest Bus

Piccadilly (Stop EO) (0.1 mi)

Relevant POIs & Landmarks

Manchester Coach Station | Bus stop

Distance / access: 0.2 mi

Why it matters: Transport hubs improve customer access and can increase pass-through demand.

Manchester Arndale Shopping Centre | Shopping Mall

Distance / access: 0.3 mi

Why it matters: Retail destinations can create passing trade and support linked visits.

Q-Park Deansgate North | Parking Garage

Distance / access: 0.5 mi

Why it matters: Nearby parking can reduce access friction and support longer or destination visits.

Manchester Metropolitan University | University

Distance / access: 0.7 mi

Why it matters: Schools and universities can create predictable local demand and daily movement.

Manchester Piccadilly | Transit station

Distance / access: 0.3 mi

Why it matters: Transport hubs improve customer access and can increase pass-through demand.

Foot Traffic

Peak Days

Sat, Fri, Wed

Peak Hours

12:00

Avg Visit

45 min

Weekly foot traffic pattern



Sun



Mon



Tue



Wed



Thu



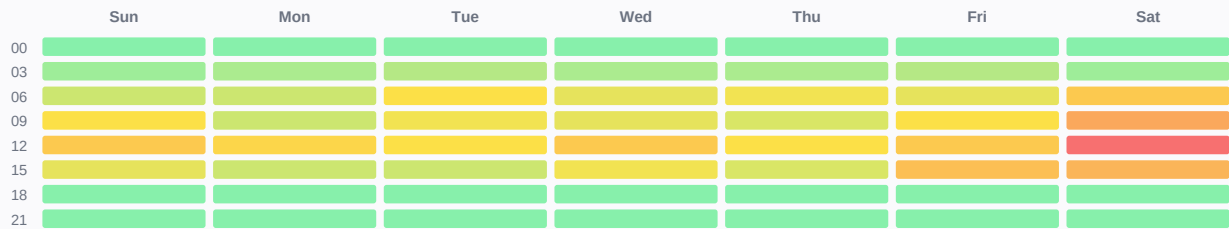
Fri



Sat

Weekly demand grid

Quiet ■ ■ ■ ■ Busy



Market Landscape

Direct Competitors

19

Equal-share potential

948

Average Rating

4.5 /5

#	Business Name	Drive access	Rating	Reviews
1	Fiori Cafe	0.5 mi	4.8	1,043
2	Maison Cafe Manchester	0.4 mi	4.8	324
3	The Brewentists cafe	0.2 mi	4.8	264
4	Federal Cafe Bar	0.3 mi	4.7	3,482
5	Cafe 19	0.1 mi	4.7	2,046
6	Moose	0.1 mi	4.6	6,830
7	Nür Cafe Manchester	0.4 mi	4.6	4,439
8	Ezra&Gil	0.2 mi	4.6	3,169
9	Cafe North	0.3 mi	4.6	1,525
10	Idle Hands Coffee	0.2 mi	4.6	1,171
11	Café W	0.4 mi	4.6	138
12	Gooley Cafe NQ	0.3 mi	4.5	1,523
13	Just Between Friends Coffee	0.2 mi	4.5	534
14	POT KETTLE BLACK Barton Arcade	0.4 mi	4.4	1,920
15	The Vienna Coffee House	0.2 mi	4.4	969
16	North Star Piccadilly	0.2 mi	4.4	300
17	Fig + Sparrow	0.1 mi	4.3	1,111
18	The Gallery Café	0.2 mi	4.3	349

#	Business Name	Drive access	Rating	Reviews
19	Todd St Café	0.4 mi	4.1	167

Data Sources & Coverage

Data availability, geographic detail and reference dates vary by location and metric. Results may use official statistics, modelled population grids, broader regional indicators or nearby-location proxies. Statistical areas may extend beyond your selected catchment, and regional figures do not describe an individual property or neighbourhood.

Some indicators may be unavailable, outdated, rounded or estimated. Missing data does not mean zero population, activity or demand. Scores and AI summaries provide decision support and do not guarantee business performance. Verify material findings through current local sources and on-site checks before making a commitment.

Venue busyness is a relative activity signal, not an absolute visitor count. A nearby venue may provide context for an area without measuring activity at the selected property. Workplace job counts do not measure daily attendance or pedestrian footfall.

How to interpret the evidence

Reported: Published statistics or listed information, subject to the original source methodology and reference period.

Modelled: An estimate produced from other evidence, such as a population grid or derived age band.

Regional: Information for a wider statistical area, rather than the selected property or exact catchment.

Proxy: An indirect indicator, such as nearby venue activity or a wider-area economic measure.

Unavailable: Evidence was not available for this result. It should not be interpreted as a measured zero.

Source descriptions and coverage notes

<https://www.locusintel.io/data-sources>