

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2021	2020	2021	2020	2021	2020
Fitzrovia BID	-65.8%	-22.8%	314.8%	-89.2%	66.3%	-8.6%
Greater London	-4.9%	-27.5%	332.5%	-87.3%	84.1%	-6.6%
High Street Index(Westminster)	34.3%	-29.9%	765.6%	-94.6%	147.6%	-4.7%
High Street Index - BDSU(BDSU - Multifunctional)	-4.5%	-25.9%	313.1%	-83.9%	87.1%	-5.0%
UK	-3.2%	-26.5%	335.1%	-85.3%	93.2%	-4.2%

Please note that Fitzrovia comprises counters we have year on year data for: Tottenham Court Road at Dominion, Tottenham Court Road at Maple House, Charlotte St at William Hill, Tottenham Court at Sainsburys, Tottenham Court Road at HealsBenchmark 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 Fitzrovia BID for the last 52 weeks is 14,040,369 which is 67.7% down on the previous year.

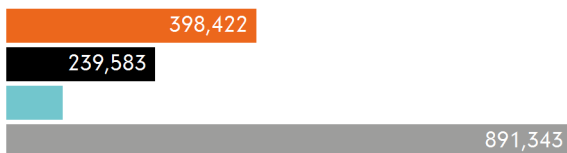
The total number of visitors for the year to date is 3,310,469 which is 65.8% down on the previous year.

The total number of visitors to Fitzrovia BID in week commencing 11 April 2021 was 398,422.

The busiest day in week commencing 11 April 2021 was Saturday with 68,121 visitors.

The peak hour of the week was 15:00 on Saturday 17 April 2021 with footfall of 7,986.

Footfall by week

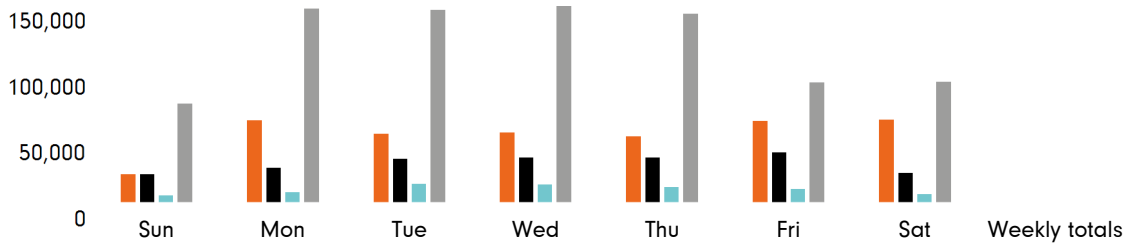


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

Weather

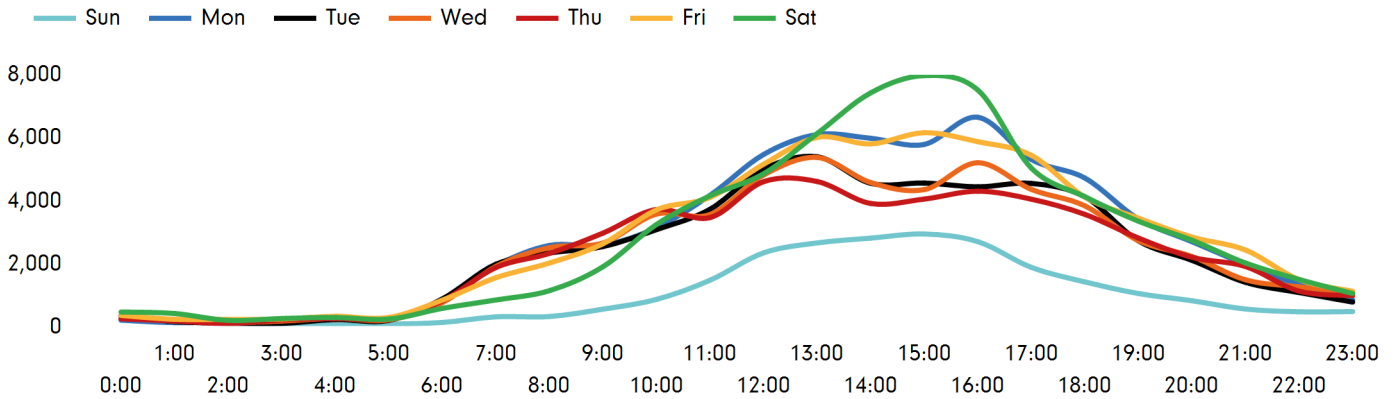
	Sun	Mon	Tue	Wed	Thu	Fri	Sat
This week	9°	11°	12°	11°	10°	11°	13°
Previous week	15°	7°	7°	8°	11°	12°	7°
Previous year	23°	12°	12°	17°	21°	15°	14°

Footfall by day

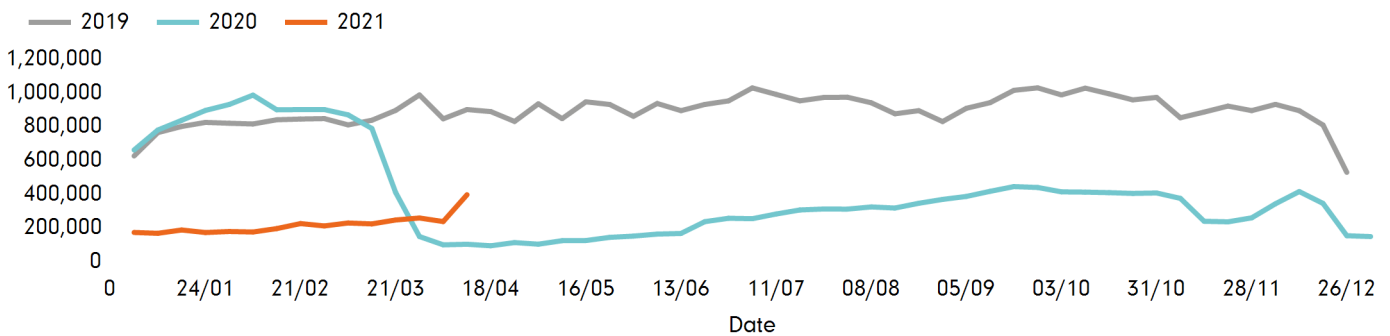


Week on week %	-0.1%	119.6%	51.5%	51.9%	42.8%	58.2%	157.0%	
Year on year %	187.9%	478.5%	213.6%	231.3%	254.8%	371.9%	577.8%	
% of week	6.3%	16.9%	14.3%	14.6%	13.9%	16.8%	17.1%	

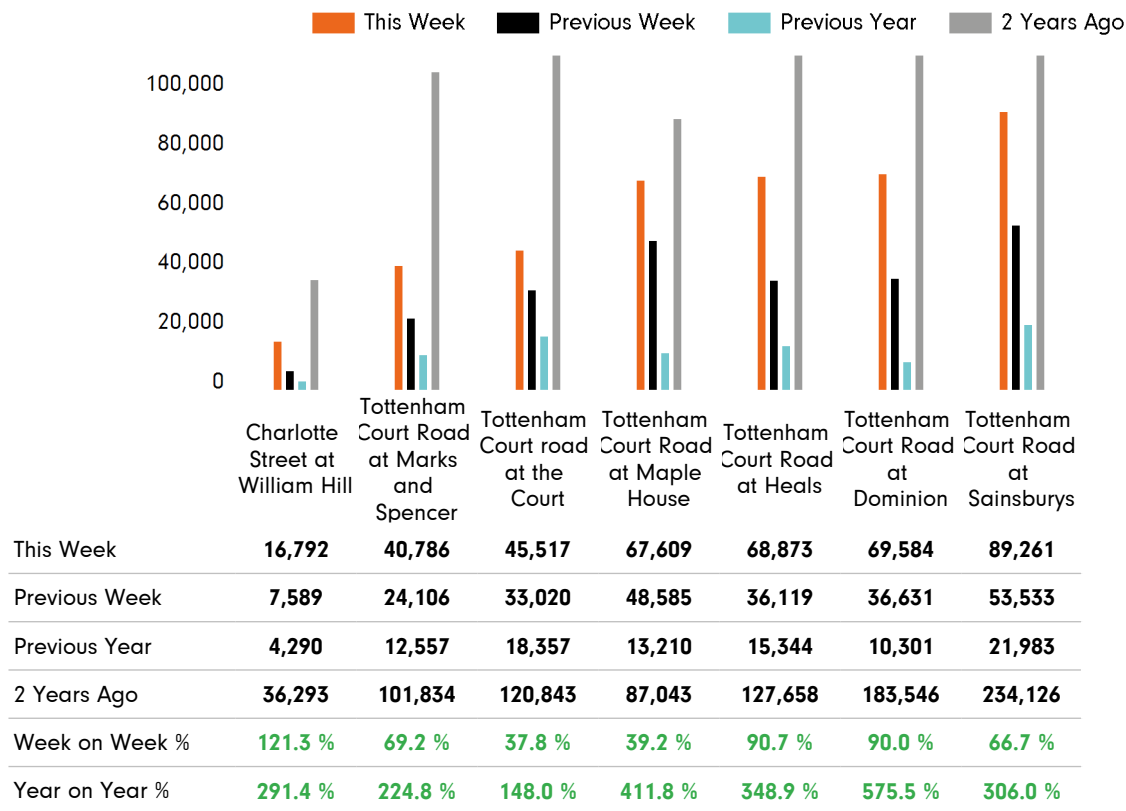
Footfall by hour



Footfall by week



Footfall by location



Footfall by location



Tottenham Court Road at Sainsburys, 22.4 %
Tottenham Court Road at Dominion, 17.5 %
Tottenham Court Road at Heals, 17.3 %
Tottenham Court Road at Maple House, 17.0 %
Tottenham Court road at the Court, 11.4 %
Tottenham Court Road at Marks and Spencer, 10.2 %
Charlotte Street at William Hill, 4.2 %

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 15, 2021 Vs Week 1, 2020 to Week 15, 2020

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 15, 2021 Vs Week 15, 2020

Week on Week % Change is the % change in footfall for this week from the previous week. Week 15 2021 Vs Week 14 2021

2021 versus 2019 comparison follows on subsequent pages

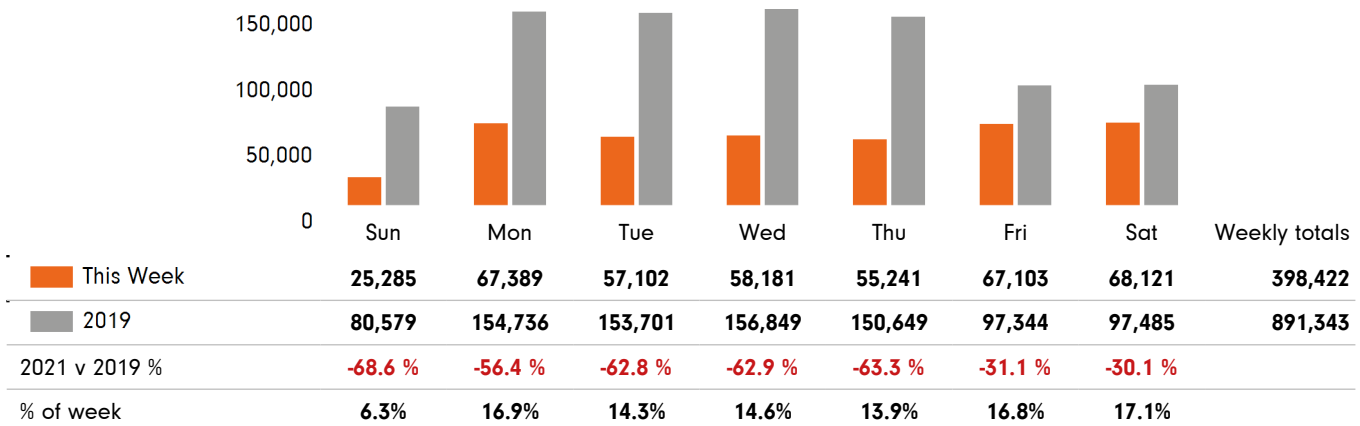
2019 comparison for Fitzrovia BID

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
Fitzrovia BID	-74.1 %	-55.3 %
Greater London	-71.2 %	-43.6 %
High Street Index(Westminster)	-84.1 %	-58.7 %
High Street Index - BDSU(BDSU - Multifunctional)	-64.4 %	-32.2 %
UK	-66.5 %	-34.9 %

Footfall by day



Footfall by location

	This week	2019	2021 - 2019 %	 This week  2019
Charlotte Street at William Hill	16,792	36,293	-53.7 %	
Tottenham Court Road at Dominion	69,584	183,546	-62.1 %	
Tottenham Court Road at Heals	68,873	127,658	-46.0 %	
Tottenham Court Road at Maple House	67,609	87,043	-22.3 %	
Tottenham Court Road at Marks and Spencer	40,786	101,834	-59.9 %	
Tottenham Court Road at Sainsburys	89,261	234,126	-61.9 %	
Tottenham Court road at the Court	45,517	120,843	-62.3 %	