

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2021	2020	2021	2020	2021	2020
Fitzrovia BID	-62.0%	-26.5%	257.3%	-86.2%	3.0%	19.6%
Greater London	11.3%	-30.7%	254.9%	-82.6%	1.1%	22.6%
High Street Index(Westminster)	63.0%	-33.6%	492.9%	-92.5%	-7.8%	29.4%
High Street Index - BDSU(BDSU - Multifunctional)	11.0%	-29.1%	242.6%	-78.9%	-1.3%	17.8%
UK	13.3%	-29.7%	260.5%	-80.2%	-0.8%	19.3%

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 14,335,993 which is 66.5% down on the previous year.

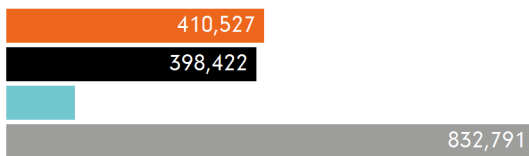
The total number of visitors for the year to date is 3,720,996 which is 62% down on the previous year.

The total number of visitors to Fitzrovia BID in week commencing 18 April 2021 was 410,527.

The busiest day in week commencing 18 April 2021 was Saturday with 67,398 visitors.

The peak hour of the week was 15:00 on Saturday 24 April 2021 with footfall of 7,651.

Footfall by week

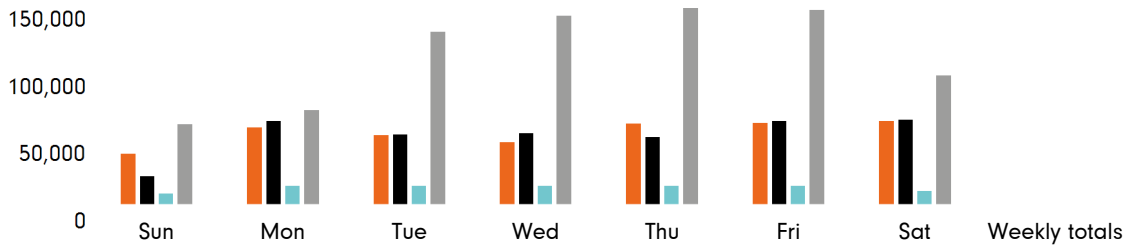


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

Weather

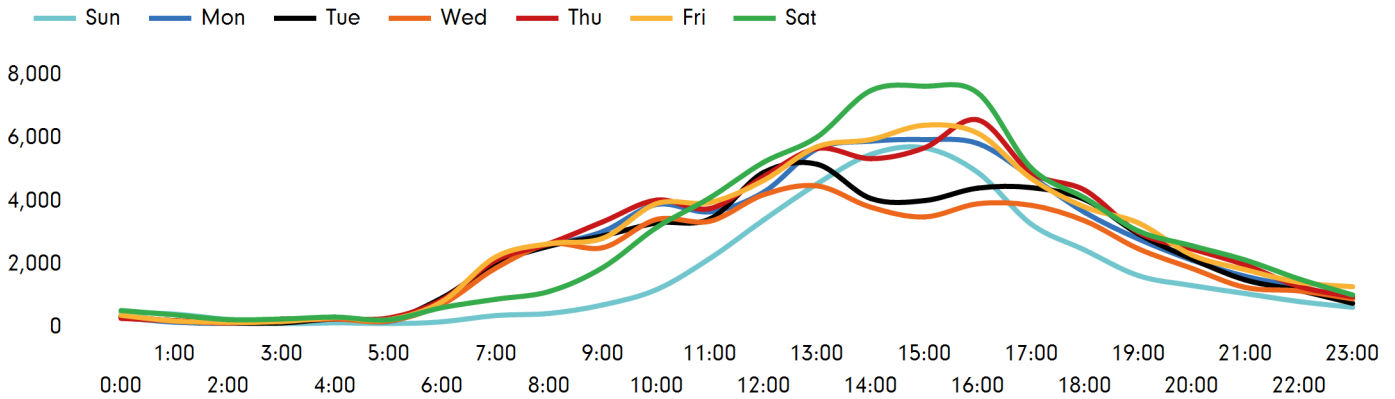
	Sun	Mon	Tue	Wed	Thu	Fri	Sat
This week	14°	17°	17°	14°	13°	16°	15°
Previous week	9°	11°	12°	11°	10°	11°	13°
Previous year	17°	16°	17°	20°	23°	22°	18°

Footfall by day

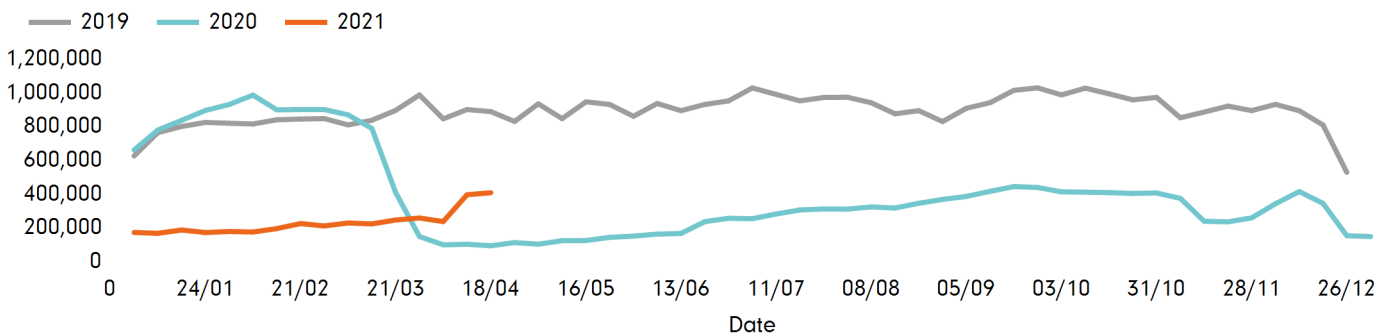


Week on week %	66.5%	-7.4%	-1.2%	-12.4%	18.7%	-2.1%	-1.1%	
Year on year %	254.3%	247.9%	217.4%	186.6%	267.1%	266.8%	389.9%	
% of week	10.3%	15.2%	13.7%	12.4%	16.0%	16.0%	16.4%	

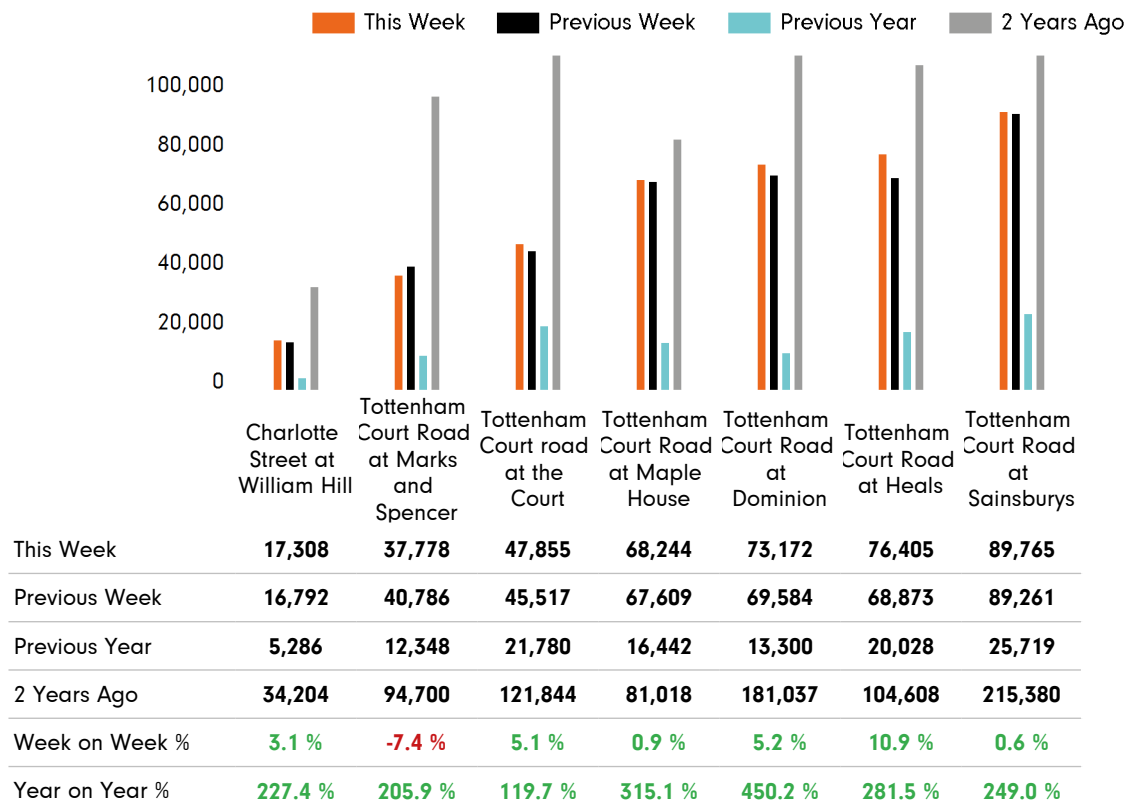
Footfall by hour



Footfall by week



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 16, 2021 Vs Week 1, 2020 to Week 16, 2020

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 16, 2021 Vs Week 16, 2020

Week on Week % Change is the % change in footfall for this week from the previous week. Week 16 2021 Vs Week 15 2021

2021 versus 2019 comparison follows on subsequent pages

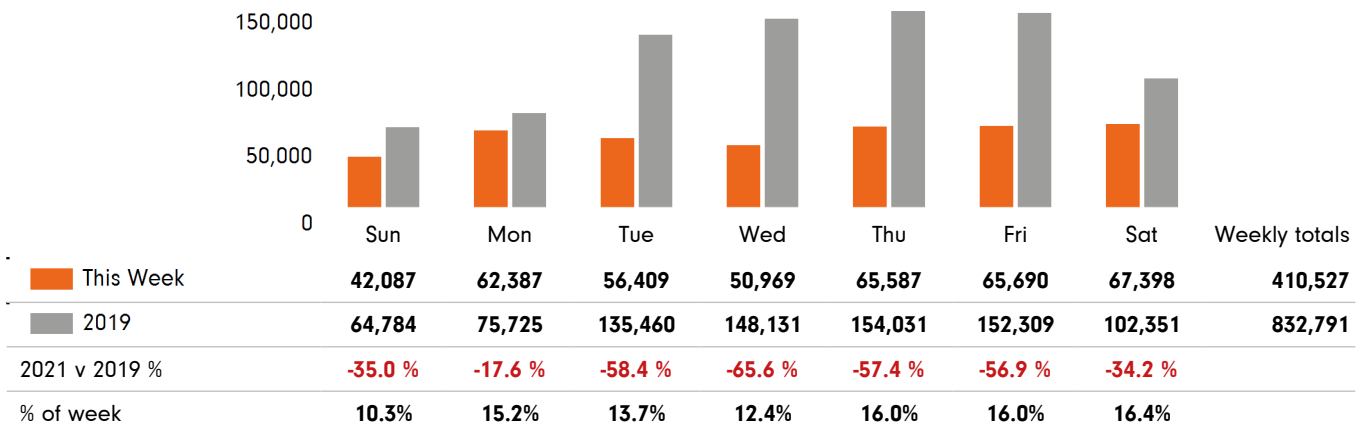
2019 comparison for Fitzrovia BID

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	-72.6 %	-50.7 %
Greater London	-69.0 %	-35.8 %
High Street Index(Westminster)	-82.5 %	-58.1 %
High Street Index - BDSU(BDSU - Multifunctional)	-62.0 %	-25.8 %
UK	-64.0 %	-27.2 %

Footfall by day



Footfall by location

