

Weekly Footfall

| | Year to date % | | Year on year % | | Week on week % | |
|--|----------------|--------|----------------|--------|----------------|--------|
| | 2022 | 2021 | 2022 | 2021 | 2022 | 2021 |
| Fitzrovia BID | 198.8% | -79.5% | 246.1% | -81.3% | 5.9% | -7.9% |
| Greater London | 192.9% | -77.1% | 217.4% | -77.8% | 4.6% | -7.7% |
| High Street Index(Westminster) | 491.6% | -88.8% | 568.0% | -89.4% | 5.5% | -10.4% |
| High Street Index - BDSU(BDSU - Multifunctional) | 159.3% | -71.1% | 174.9% | -71.8% | 3.8% | -3.0% |
| UK | 169.3% | -72.6% | 186.0% | -73.1% | 3.7% | -2.0% |

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 25,055,219 which is 41.8% up on the previous year.

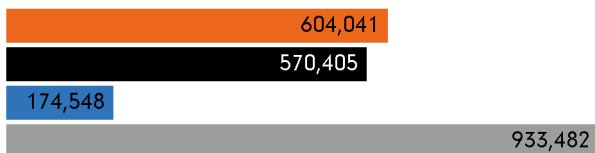
The total number of visitors for the year to date is 2,118,518 which is 198.8% up on the previous year.

The total number of visitors to Fitzrovia BID in week commencing 23 January 2022 was 604,041.

The busiest day in week commencing 23 January 2022 was Friday with 96,154 visitors.

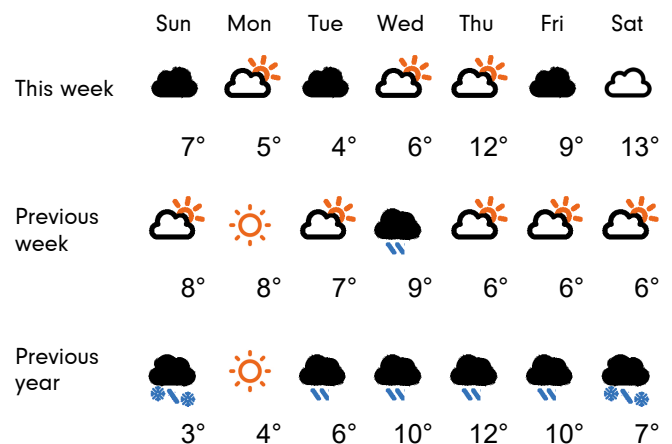
The peak hour of the week was 13:00 on Thursday 27 January 2022 with footfall of 8,396.

Footfall by week

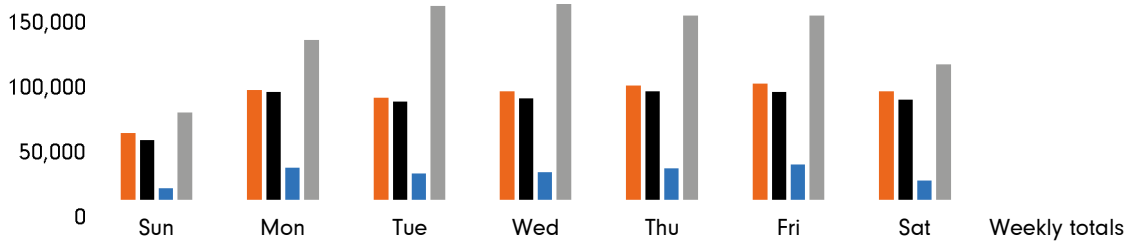


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

Weather

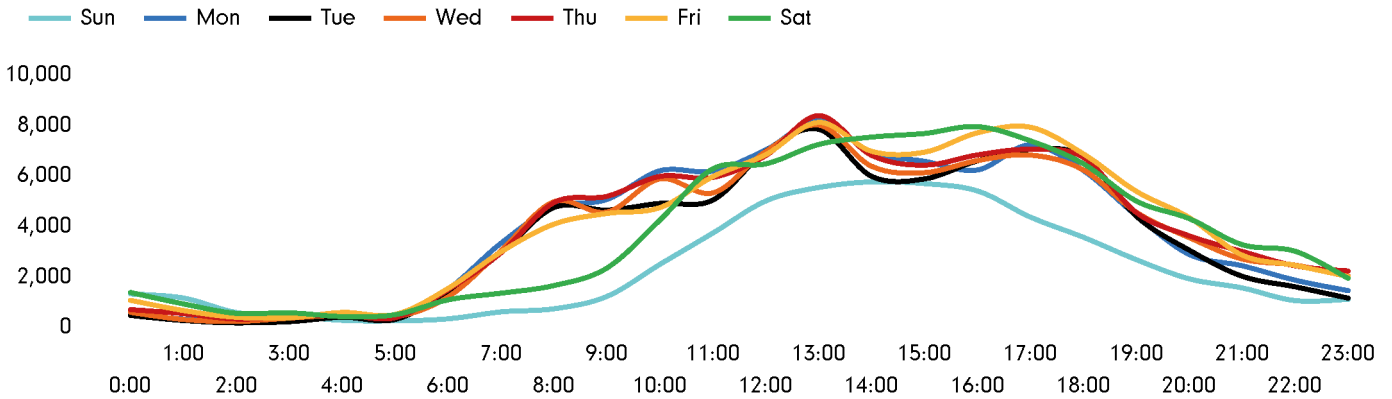


Footfall by day

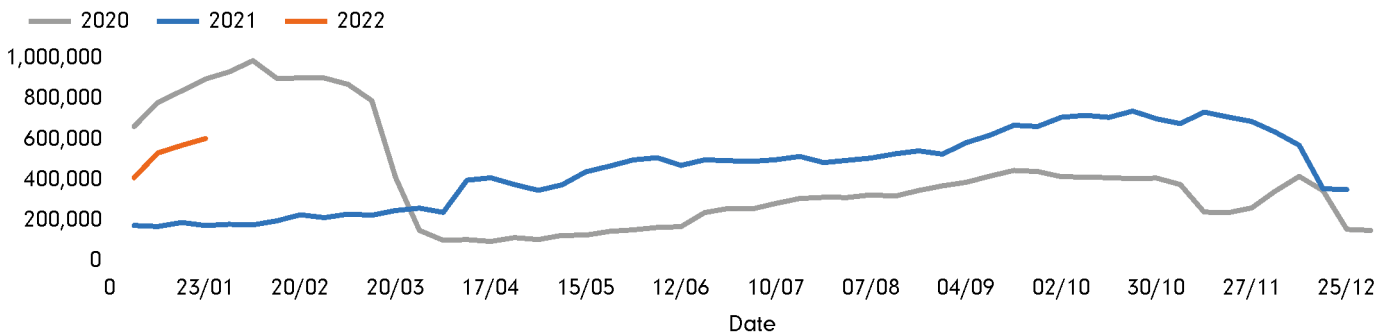


| | | | | | | | | |
|----------------|--------|--------|--------|--------|--------|--------|--------|--|
| Week on week % | 11.6% | 1.7% | 4.1% | 6.4% | 4.8% | 7.2% | 7.9% | |
| Year on year % | 330.3% | 207.9% | 239.7% | 244.4% | 224.8% | 200.2% | 365.1% | |
| % of week | 9.5% | 15.1% | 14.1% | 14.9% | 15.6% | 15.9% | 14.9% | |

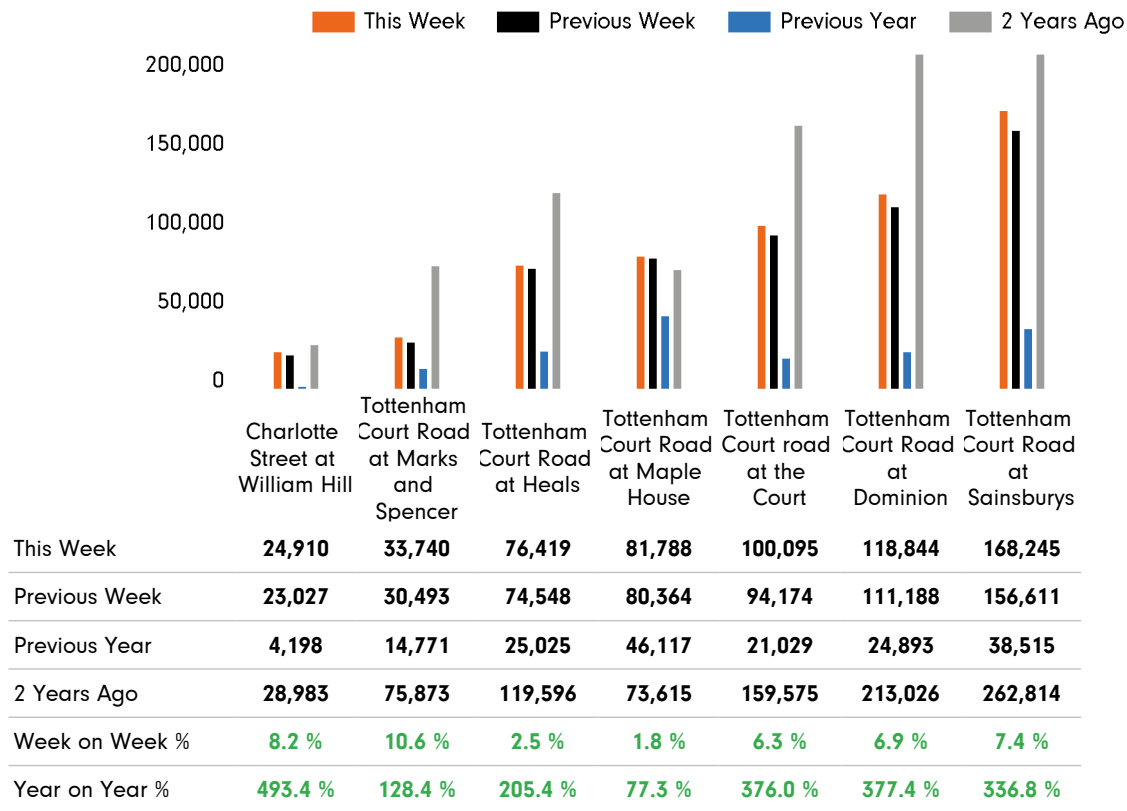
Footfall by hour



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. Week1, 2022 to Week 4, 2022 Vs Week 1, 2021 to Week 4, 2021

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week4, 2022 Vs Week 4, 2021

Week on Week % Change is the % change in footfall for this week from the previous week. Week4 2022 Vs Week 3 2022

2021 versus 2019 comparison follows on subsequent pages

2019 comparison for Fitzrovia BID

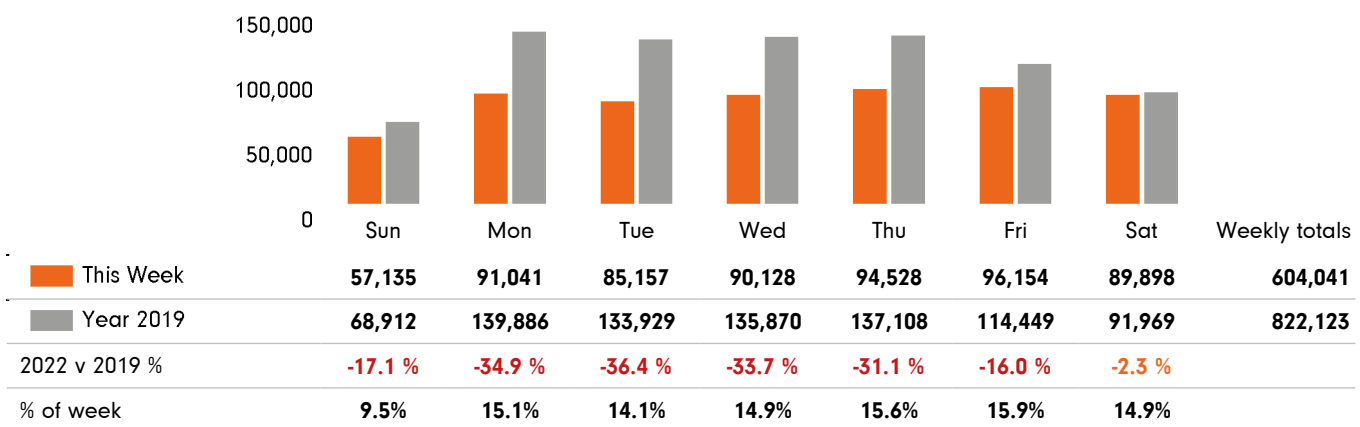
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section **below** and shows your current performance in 2022 against the similar time period in 2019

Headlines










| | Year to date % | Year on year % |
|--|----------------|----------------|
| | 2022 Vs 2019 | 2022 Vs 2019 |
| Fitzrovia BID | -34.2 % | -26.5 % |
| Greater London | -29.4 % | -23.9 % |
| High Street Index(Westminster) | -38.2 % | -32.6 % |
| High Street Index - BDSU(BDSU - Multifunctional) | -25.3 % | -21.0 % |
| UK | -25.6 % | -20.6 % |

Fitzrovia BID is compared to the high street index.

Footfall by day



Footfall by location

| | This week | 2019 | 2022 - 2019 % |  This week  Year 2019 |
|---|----------------|----------------|----------------|--|
| Charlotte Street at William Hill | 24,910 | 30,017 | -17.0 % |  |
| Tottenham Court Road at Dominion | 118,844 | 148,331 | -19.9 % |  |
| Tottenham Court Road at Heals | 76,419 | 107,567 | -29.0 % |  |
| Tottenham Court Road at Maple House | 81,788 | 116,435 | -29.8 % |  |
| Tottenham Court Road at Marks and Spencer | 33,740 | 74,732 | -54.9 % |  |
| Tottenham Court Road at Sainsburys | 168,245 | 218,106 | -22.9 % |  |
| Tottenham Court road at the Court | 100,095 | 126,935 | -21.1 % |  |