

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2022	2021	2022	2021	2022	2021
Fitzrovia BID	212.9%	-76.6%	221.5%	-45.2%	1.2%	-2.3%
Greater London	182.3%	-71.8%	165.8%	-36.1%	3.3%	0.9%
High Street Index(Westminster)	464.4%	-85.9%	396.8%	-48.1%	4.5%	5.3%
High Street Index - BDSU(BDSU - Multifunctional)	142.0%	-65.3%	122.3%	-39.2%	3.0%	2.1%
UK	153.3%	-67.1%	134.9%	-40.6%	4.2%	4.0%

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 28,251,663 which is 111.7% up on the previous year.

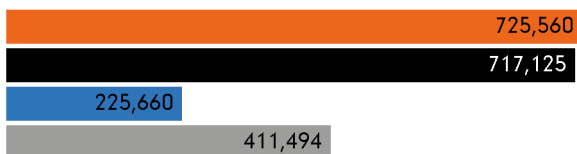
The total number of visitors for the year to date is 6,769,126 which is 212.9% up on the previous year.

The total number of visitors to Fitzrovia BID in week commencing 13 March 2022 was 725,560.

The busiest day in week commencing 13 March 2022 was Thursday with 129,197 visitors.

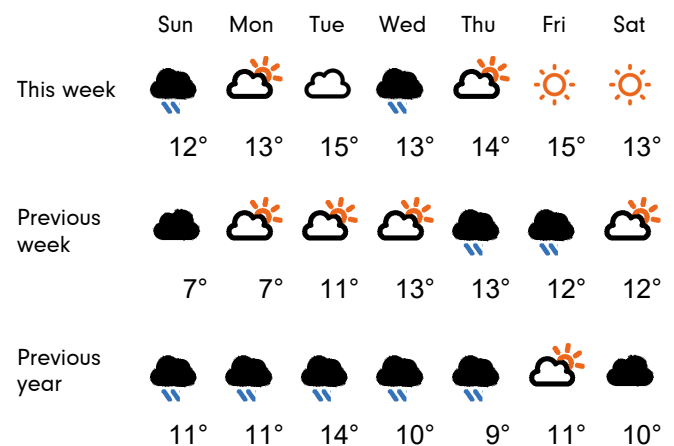
The peak hour of the week was 13:00 on Tuesday 15 March 2022 with footfall of 11,656.

Footfall by week

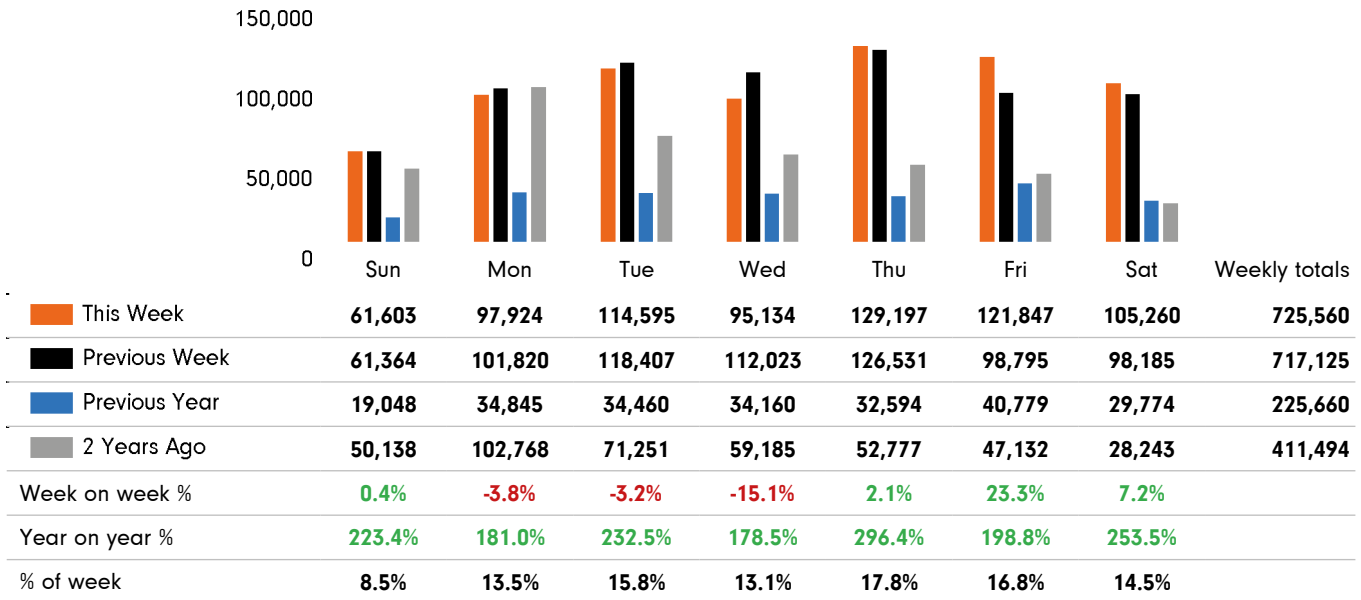


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

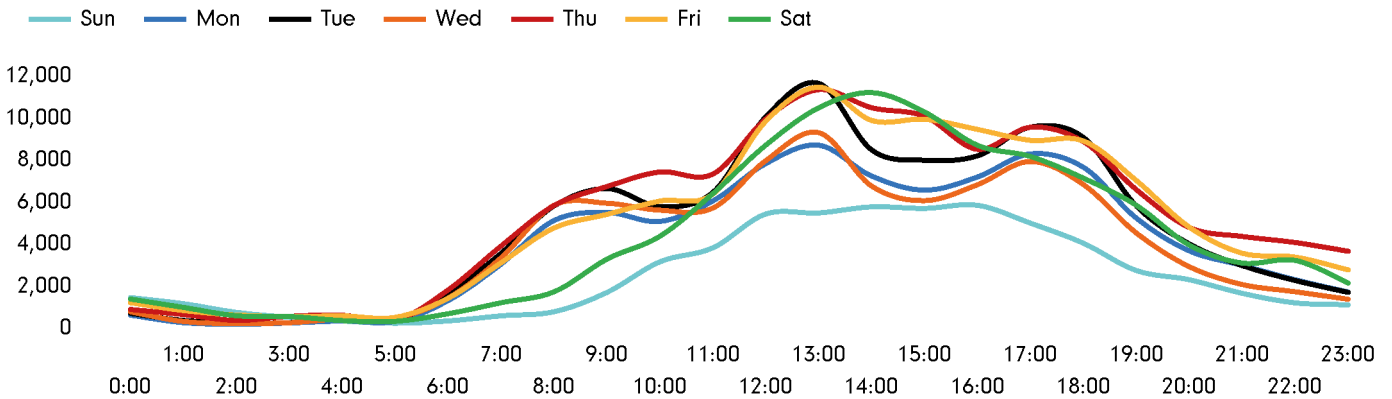
Weather



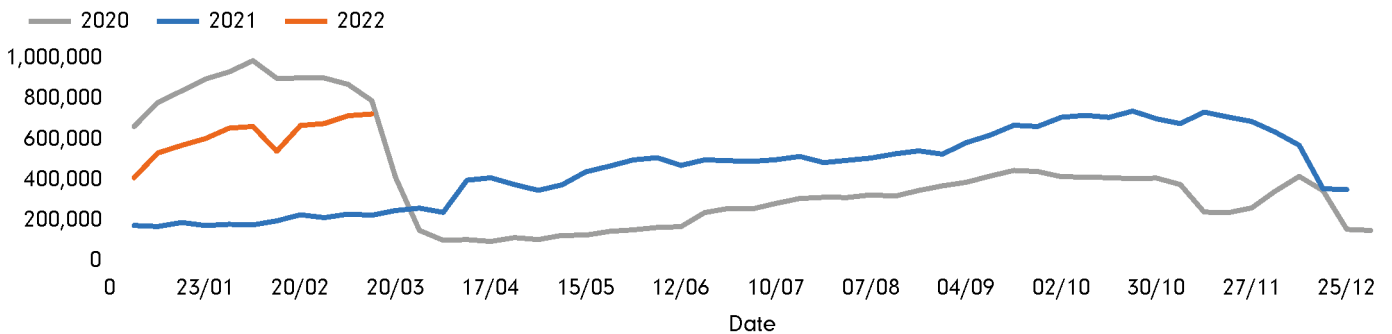
Footfall by day



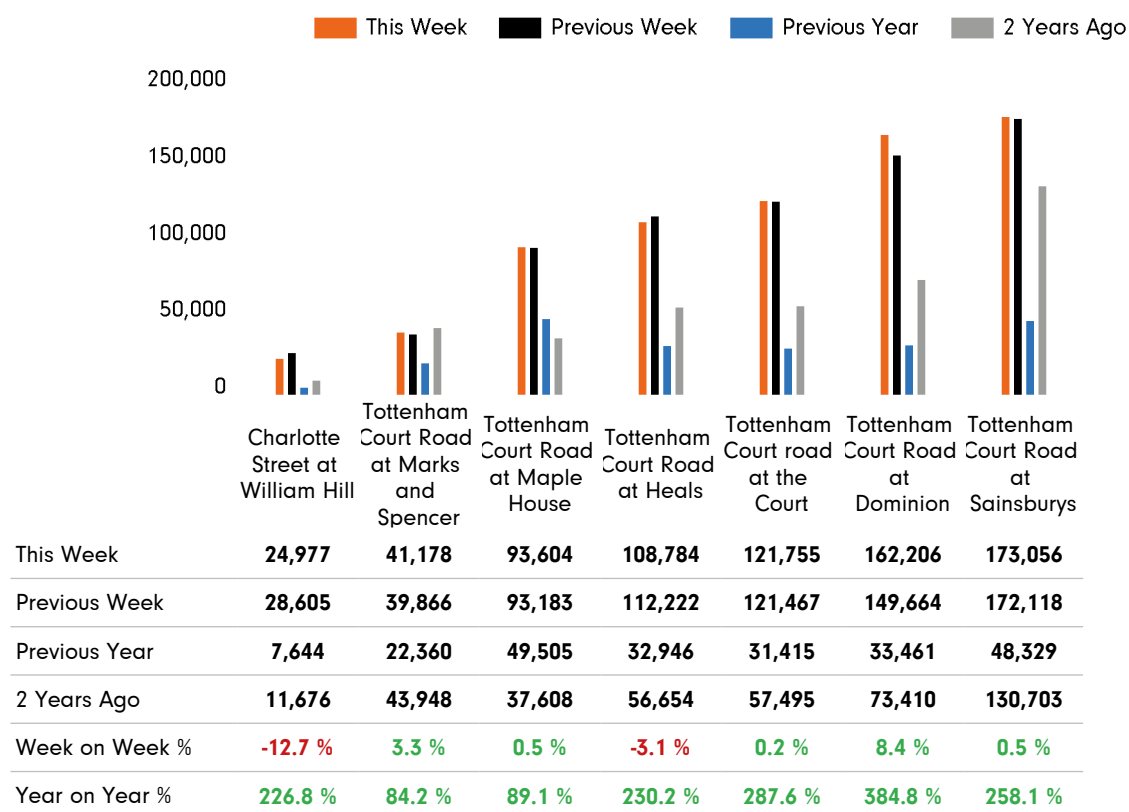
Footfall by hour



Footfall by week



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, 2022 to Week 11, 2022 Vs Week 1, 2021 to Week 11, 2021

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 11, 2022 Vs Week 11, 2021

Week on Week % Change is the % change in footfall for this week from the previous week. Week 11 2022 Vs Week 10 2022

2021 versus 2019 comparison follows on subsequent pages

2019 comparison for Fitzrovia BID

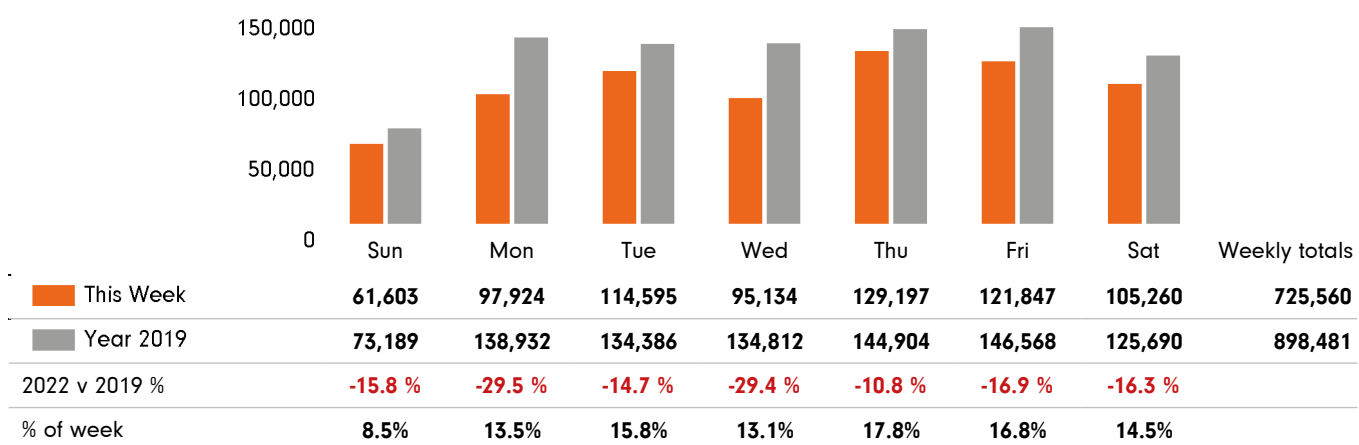
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your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

Headlines









	Year to date % 2022 Vs 2019	Year on year % 2022 Vs 2019
Fitzrovia BID	-25.8 %	-19.2 %
Greater London	-26.0 %	-19.6 %
High Street Index(Westminster)	-31.4 %	-24.6 %
High Street Index - BDSU(BDSU - Multifunctional)	-23.8 %	-16.8 %
UK	-23.4 %	-17.4 %

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	24,977	35,208	-29.1 %	
Tottenham Court Road at Dominion	162,206	189,638	-14.5 %	
Tottenham Court Road at Heals	108,784	132,723	-18.0 %	
Tottenham Court Road at Maple House	93,604	119,610	-21.7 %	
Tottenham Court Road at Marks and Spencer	41,178	101,675	-59.5 %	
Tottenham Court Road at Sainsburys	173,056	200,967	-13.9 %	
Tottenham Court road at the Court	121,755	118,660	2.6 %	