

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2022	2021	2022	2021	2022	2021
Fitzrovia BID	211.4%	-79.1%	222.7%	-78.8%	19.4%	10.6%
Greater London	190.0%	-75.2%	187.5%	-73.2%	17.5%	20.8%
High Street Index(Westminster)	488.0%	-88.0%	485.2%	-87.3%	24.1%	28.2%
High Street Index - BDSU(BDSU - Multifunctional)	151.3%	-68.6%	144.1%	-65.8%	12.2%	19.4%
UK	162.0%	-70.4%	155.1%	-68.2%	12.2%	18.0%

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 Month on Month) have been calculated using like for like data sets (only those counters available in both comparison periods) to ensure statistical accuracy

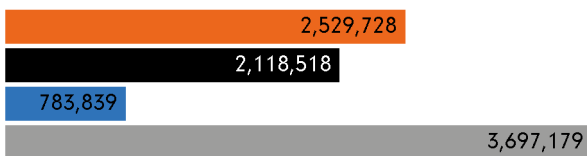
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2021 versus 2019 in order to provide a comparison to the last normal trading year. This comparison is provided on the final pages of this report.

Headlines

- The total number of visitors for the year to date is 4,648,246 which is 211.4% up on the previous year.
- The total number of visitors to Fitzrovia BID in month commencing 30 January 2022 was 2,529,728.
- The busiest day in month commencing 30 January 2022 was Friday 25 February with 116,473 visitors.
- The peak hour of the month was 13:00 on Thursday 24 February 2022 with footfall of 10,359.

Footfall by month

Figures shown below are calculated using monthly totals.



■ This Month ■ Previous Year
■ Previous Month ■ 2 Years Ago

Weather



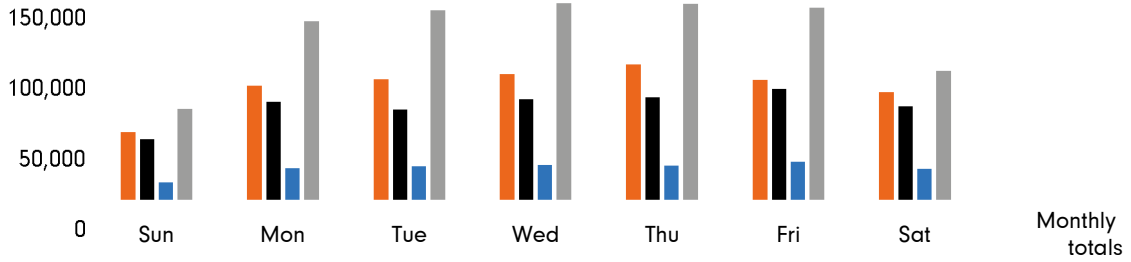
Number of days this month	4	9	15	
Number of days same month last year	6	3	12	7
Number of days same month two years ago	9	2	17	

Average temperature

	Maximum temperature	Minimum temperature
2022	11°	5°
2021	8°	4°
2020	11°	5°

Footfall by day

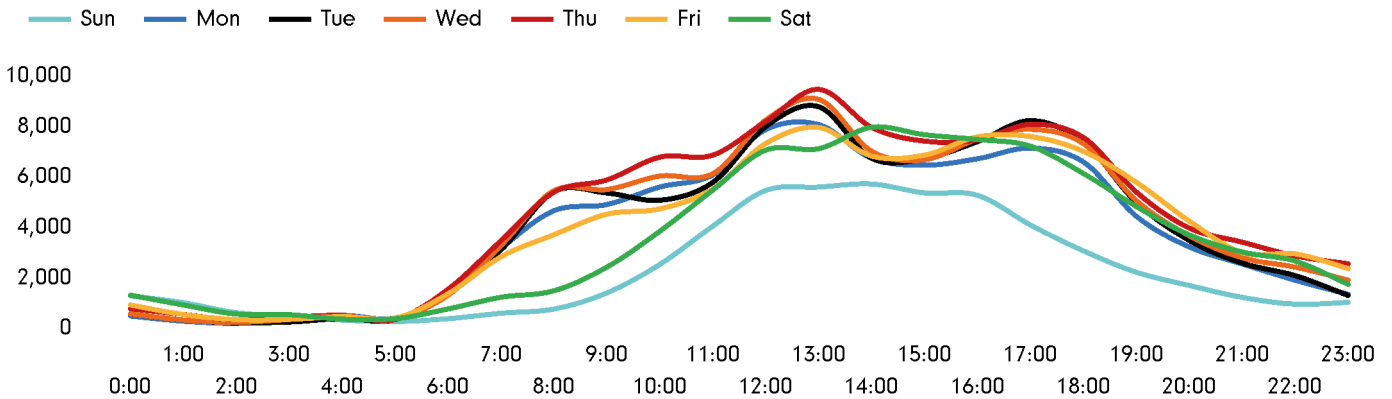
The figures shown below are calculated using weekly averages.



This Month	55,711	91,306	96,313	99,879	107,512	95,516	86,195	632,432
Previous Month	50,427	78,616	72,838	81,062	82,537	88,729	75,422	529,631
Previous Year	17,140	28,185	29,425	30,492	30,192	32,927	27,599	195,960
2 Years Ago	73,265	140,567	149,045	154,422	153,646	150,641	102,710	924,296
Month on month %	10.5%	16.1%	32.2%	23.2%	30.3%	7.6%	14.3%	
Year on year %	225.0%	224.0%	227.3%	227.6%	256.1%	190.1%	212.3%	

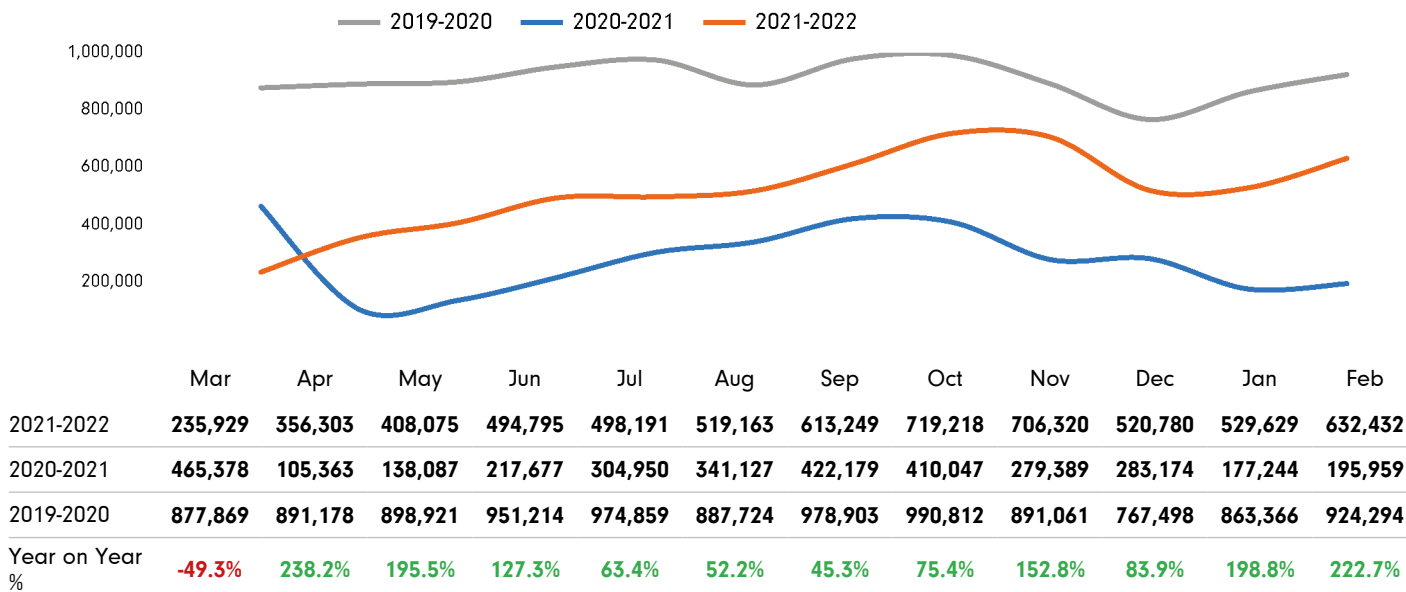
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

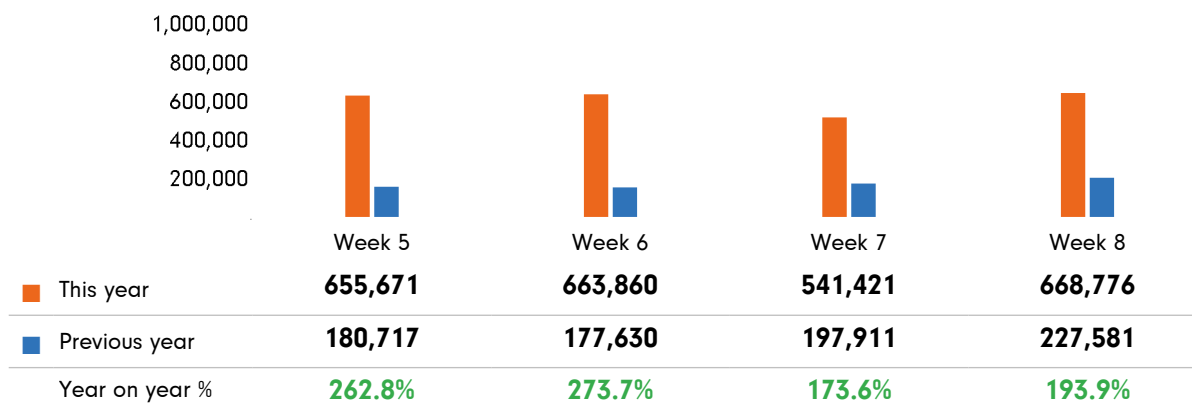
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2021-2022 period with the 2020-2021 period i.e the figure for February compares February 2022 to February 2021

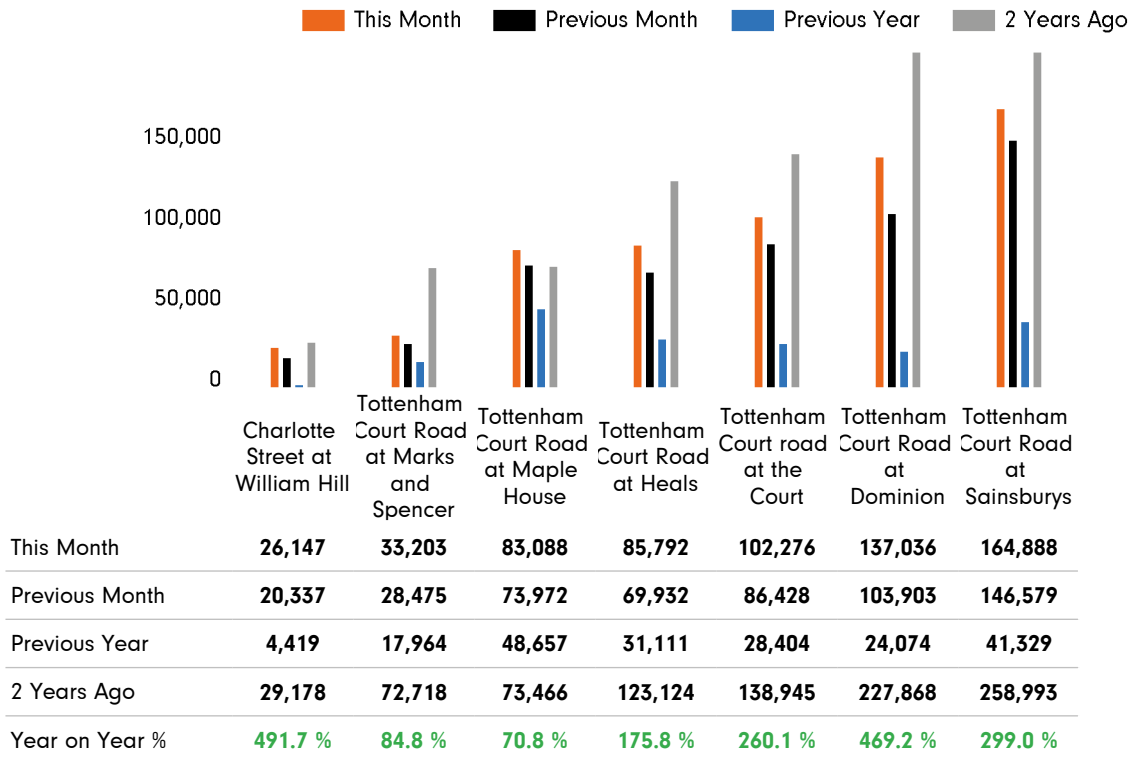
Footfall by week of month

The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.



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. January, 2022 to February, 2022 Vs January, 2021 to February, 2021

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 2 2022 Vs 1 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

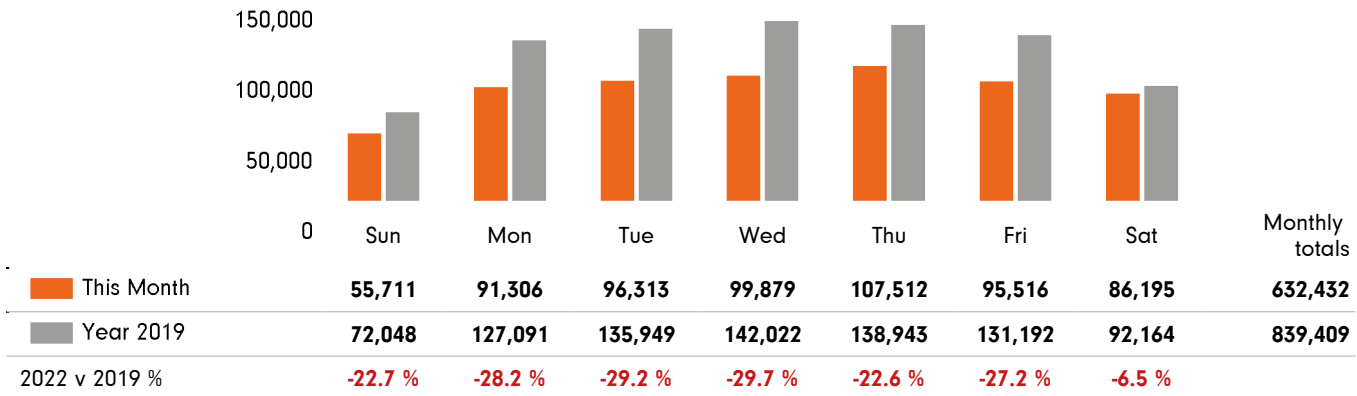
Headlines

	Year to date %	Year on year %
	2022 Vs 2019	2022 Vs 2019
Fitzrovia BID	-29.3 %	-24.7 %
Greater London	-28.4 %	-27.8 %
High Street Index(Westminster)	-34.0 %	-30.2 %
High Street Index - BDSU(BDSU - Multifunctional)	-26.0 %	-26.6 %
UK	-25.9 %	-26.2 %

Fitzrovia BID is compared to the high street index.

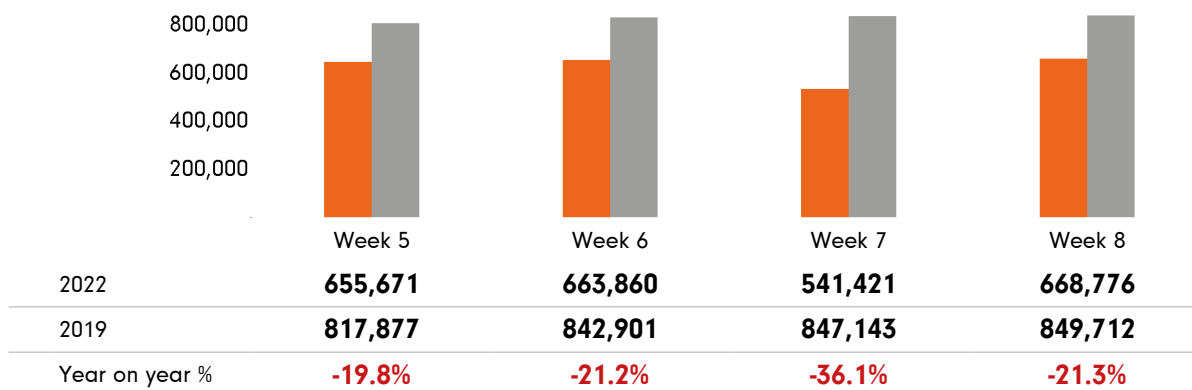
Footfall by day

The figures shown below are calculated using weekly averages.



Footfall by week of month

The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

