

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2022	2021	2022	2021	2022	2021
Fitzrovia BID	206.5%	-71.8%	200.2%	-49.3%	12.0%	20.4%
Greater London	173.1%	-65.7%	153.0%	-37.5%	11.5%	26.1%
High Street Index(Westminster)	428.1%	-82.0%	365.4%	-58.4%	8.8%	35.8%
High Street Index - BDSU(BDSU - Multifunctional)	135.5%	-58.3%	115.4%	-30.7%	9.2%	23.5%
UK	146.0%	-60.5%	126.9%	-34.5%	11.7%	25.2%

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 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 8,190,113 which is 206.5% up on the previous year.

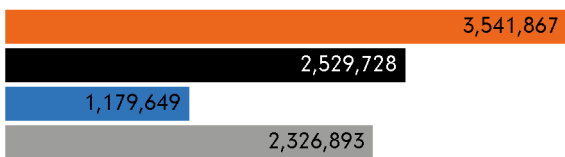
The total number of visitors to Fitzrovia BID in month commencing 27 February 2022 was 3,541,867.

The busiest day in month commencing 27 February 2022 was Friday 25 March with 129,761 visitors.

The peak hour of the month was 13:00 on Thursday 24 March 2022 with footfall of 13,129.

Footfall by month

Figures shown below are calculated using monthly totals.



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

Weather



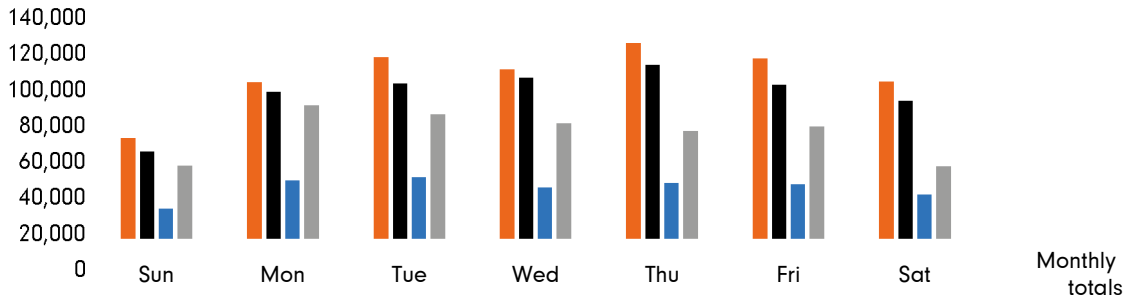
	Sun	Cloud	Rain	Sun behind cloud
Number of days this month	18	4	12	1
Number of days same month last year	14	8	13	
Number of days same month two years ago	18	8	9	

Average temperature

	Maximum temperature	Minimum temperature
2022	13°	5°
2021	12°	5°
2020	12°	4°

Footfall by day

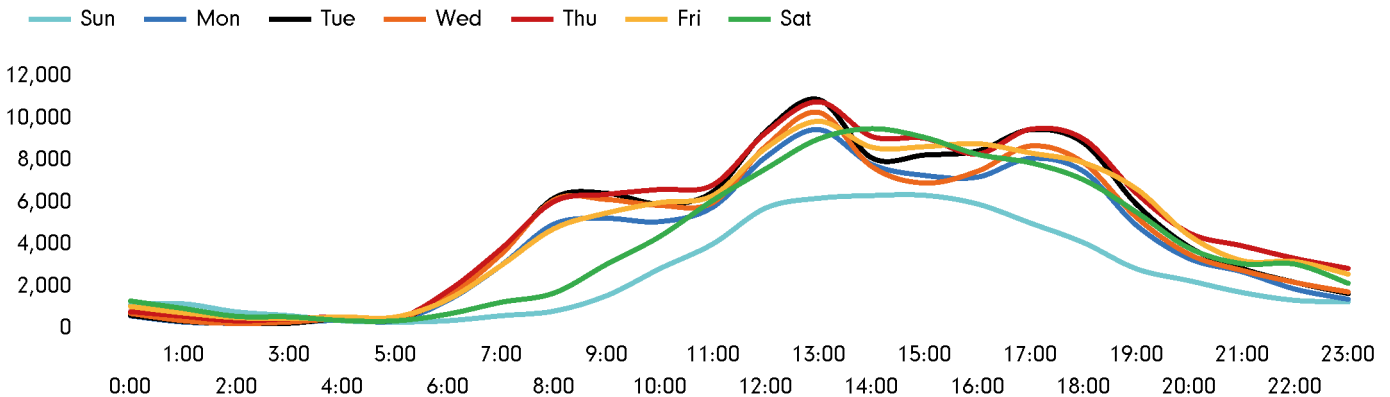
The figures shown below are calculated using weekly averages.



This Month	63,764	97,329	112,386	104,905	120,868	111,671	97,450	708,373
Previous Month	55,711	91,306	96,313	99,879	107,513	95,515	86,195	632,432
Previous Year	21,273	38,311	39,971	33,936	36,630	35,976	29,832	235,929
2 Years Ago	46,876	83,237	77,767	72,400	67,800	70,593	46,705	465,378
Month on month %	14.5%	6.6%	16.7%	5.0%	12.4%	16.9%	13.1%	
Year on year %	199.7%	154.0%	181.2%	209.1%	230.0%	210.4%	226.7%	

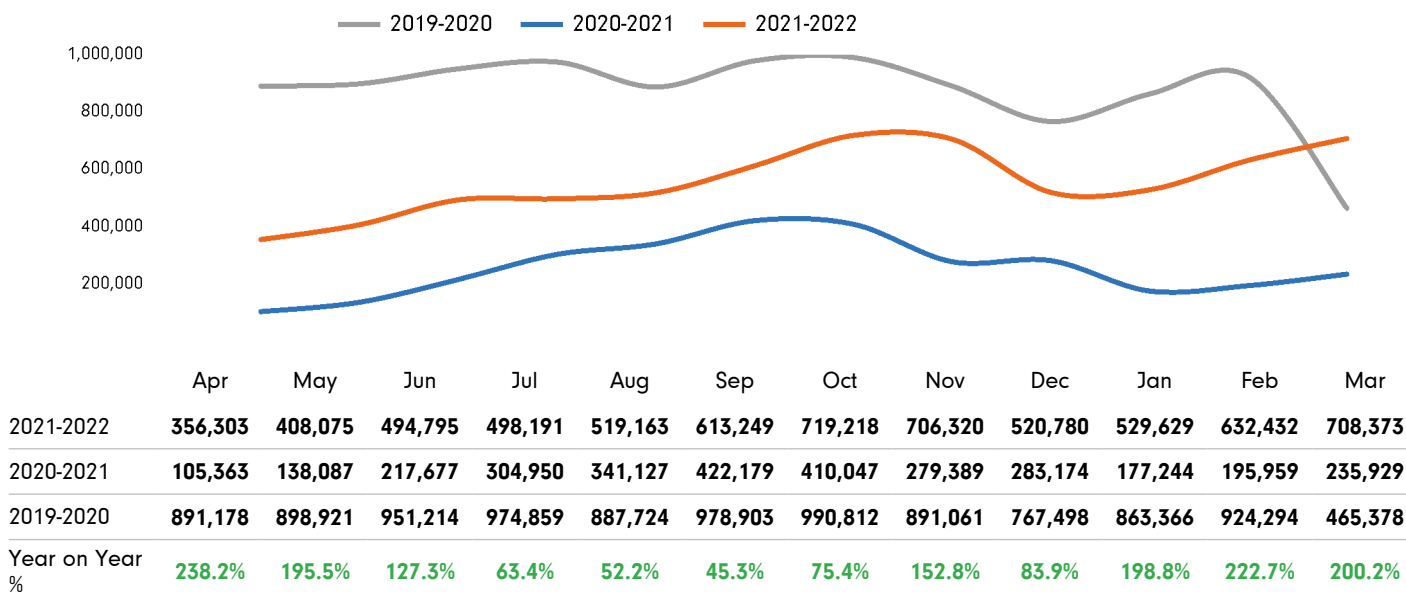
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

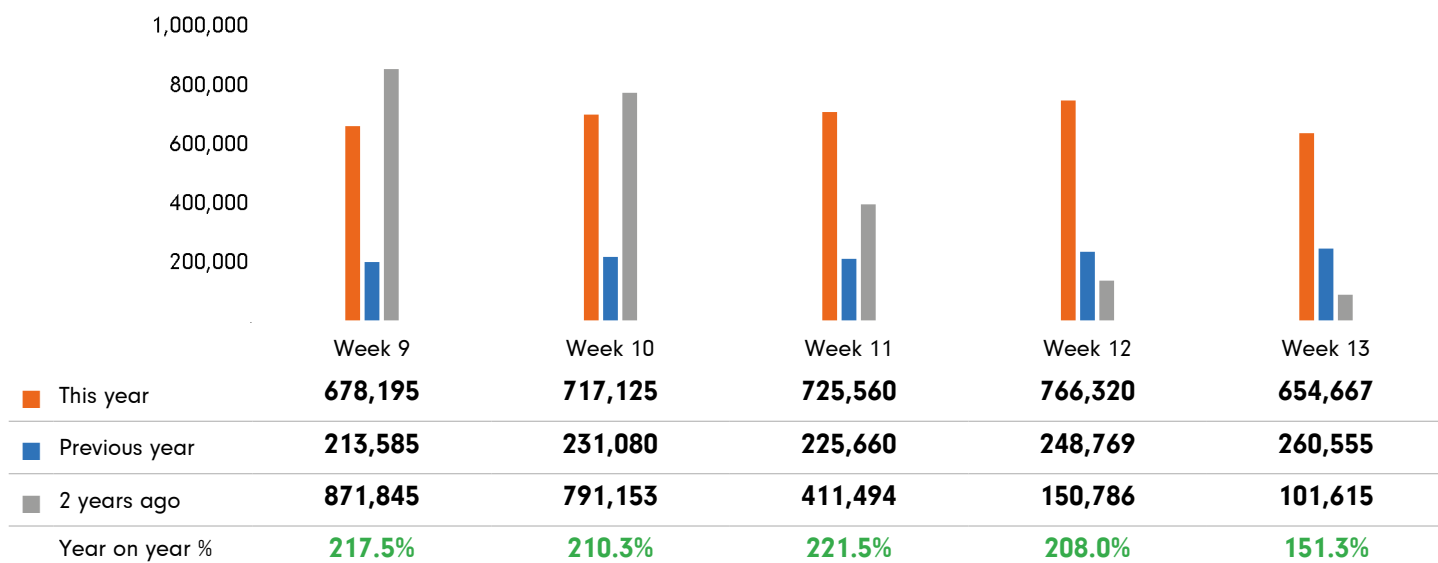
The figures shown below are calculated using weekly averages.



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

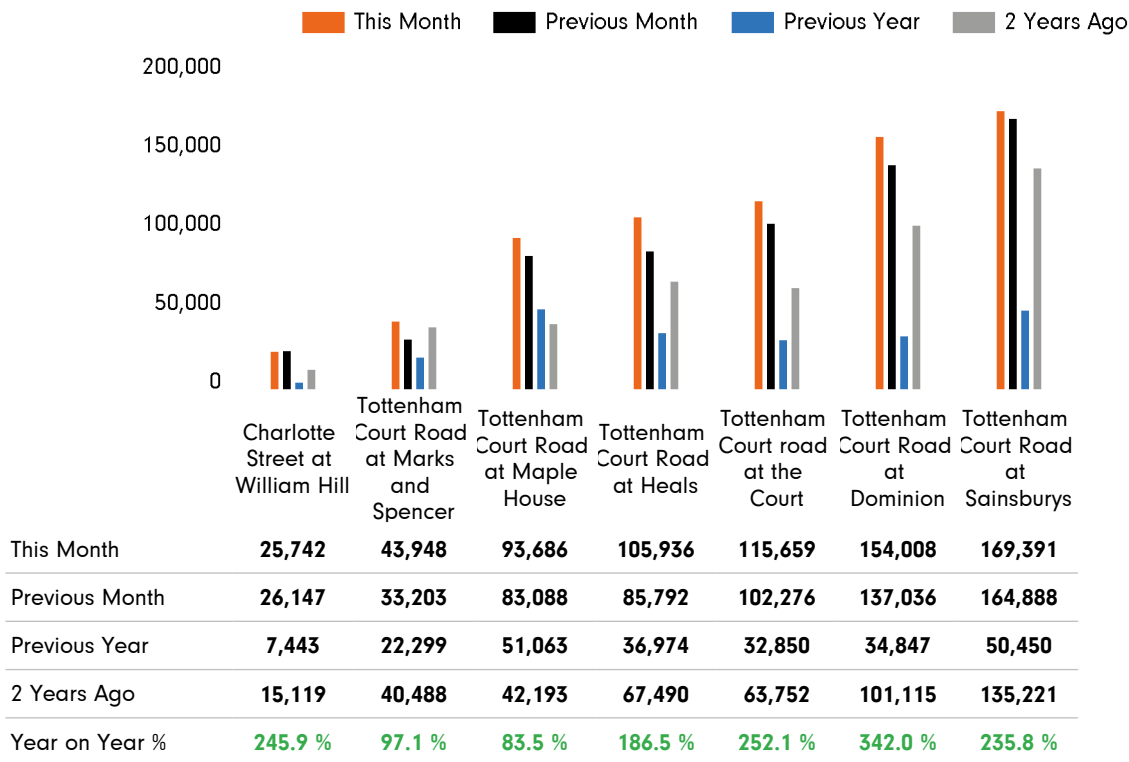
Footfall by week of month

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 March, 2022 Vs January, 2021 to March, 2021

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 3 2022 Vs 2 2022

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

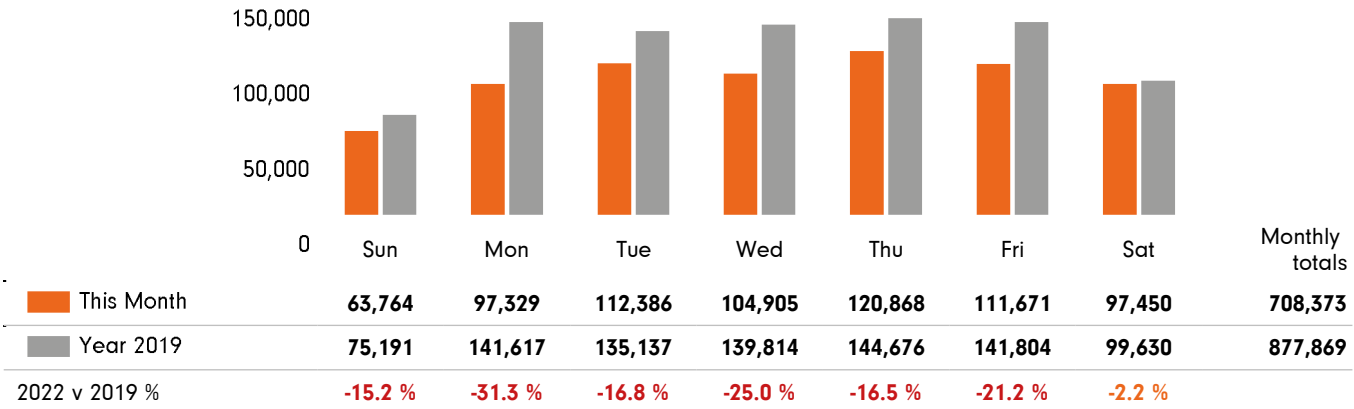
Headlines

	Year to date %	Year on year %
	2022 Vs 2019	2022 Vs 2019
Fitzrovia BID	-25.3 %	-19.3 %
Greater London	-25.0 %	-19.9 %
High Street Index(Westminster)	-30.2 %	-24.4 %
High Street Index - BDSU(BDSU - Multifunctional)	-22.8 %	-17.8 %
UK	-22.5 %	-17.4 %

Fitzrovia BID is compared to the high street index.

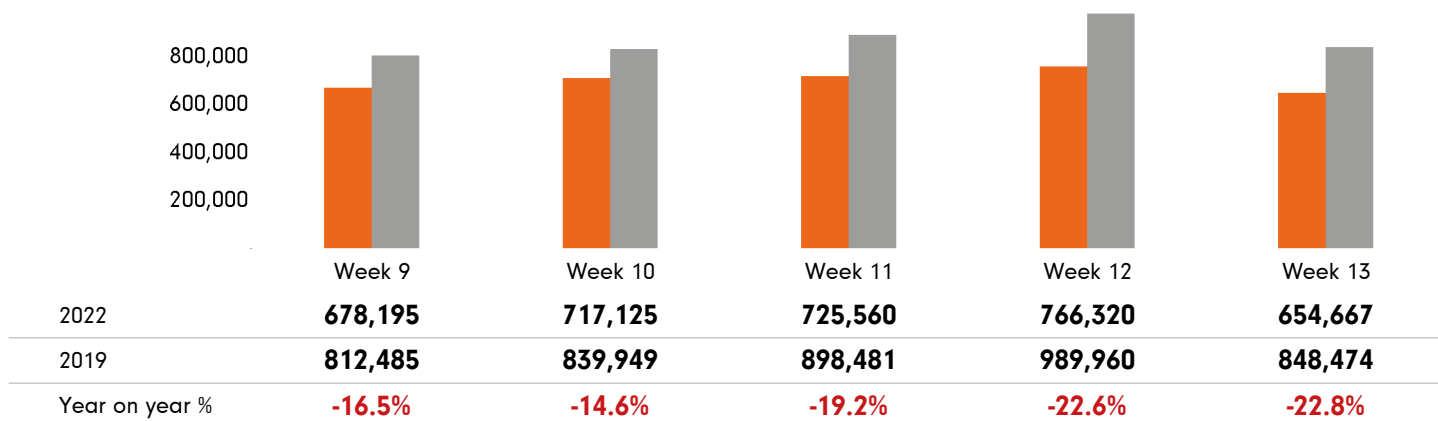
Footfall by day

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.

