

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2022	2021	2022	2021	2022	2021
Fitzrovia BID	165.4%	-58.6%	88.3%	238.2%	-5.3%	51.0%
Greater London	128.5%	-47.6%	57.0%	242.0%	4.7%	69.4%
High Street Index(Westminster)	283.7%	-68.7%	123.0%	480.1%	9.0%	119.1%
High Street Index - BDSU(BDSU - Multifunctional)	97.0%	-38.0%	33.6%	236.8%	3.1%	66.2%
UK	104.7%	-39.9%	39.0%	247.7%	3.8%	70.1%

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 10,874,282 which is 165.4% up on the previous year.

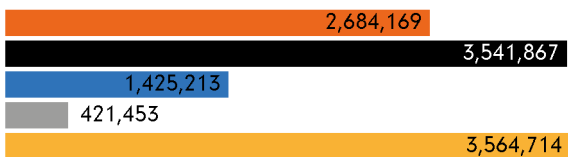
The total number of visitors to Fitzrovia BID in month commencing 3 April 2022 was 2,684,169.

The busiest day in month commencing 3 April 2022 was Thursday 28 April with 120,125 visitors.

The peak hour of the month was 13:00 on Tuesday 26 April 2022 with footfall of 10,828.

Footfall by month

Figures shown below are calculated using monthly totals.



■ This Month ■ Previous Year ■ 2019
■ Previous Month ■ 2 Years Ago

Weather



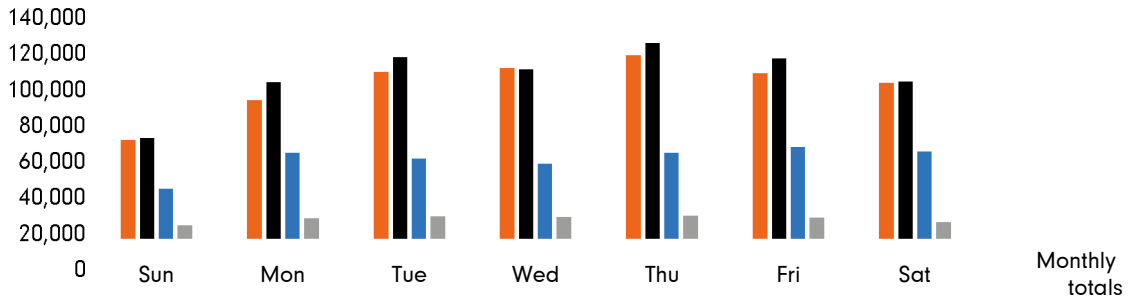
Number of days this month	13	8	7	
Number of days same month last year	19	1	7	1
Number of days same month two years ago	19	2	7	

Average temperature

	Maximum temperature	Minimum temperature
2022	16°	7°
2021	12°	3°
2020	18°	7°

Footfall by day

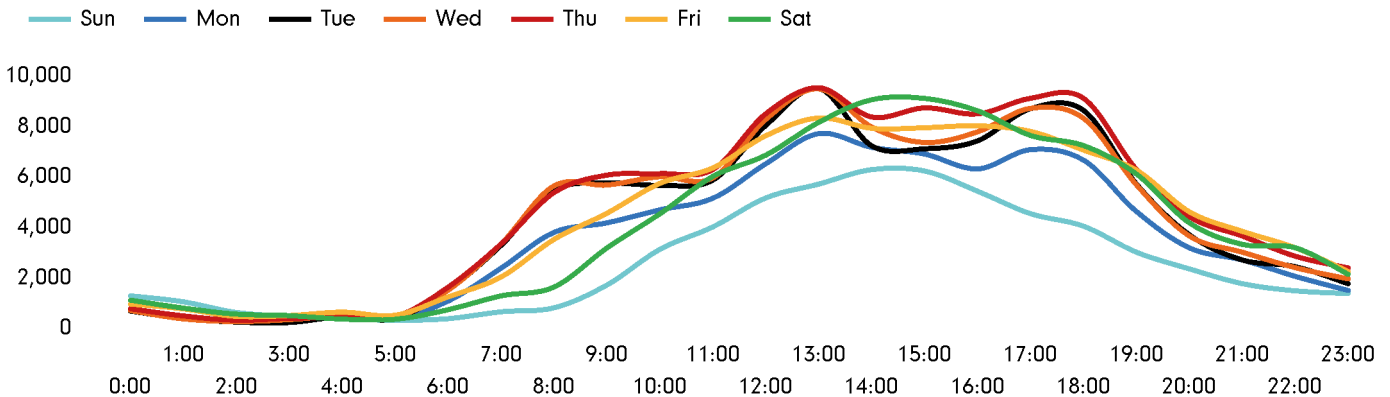
The figures shown below are calculated using weekly averages.



	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Monthly totals
■ This Month	62,569	86,591	103,220	105,679	113,463	102,508	97,012	671,042
■ Previous Month	63,764	97,329	112,386	104,905	120,868	111,671	97,450	708,373
■ Previous Year	33,188	54,893	51,361	48,269	54,892	58,231	55,469	356,303
■ 2 Years Ago	11,100	15,470	16,605	16,353	16,832	15,979	13,024	105,363
Month on month %	-1.9%	-11.0%	-8.2%	0.7%	-6.1%	-8.2%	-0.4%	
Year on year %	88.5%	57.7%	101.0%	118.9%	106.7%	76.0%	74.9%	

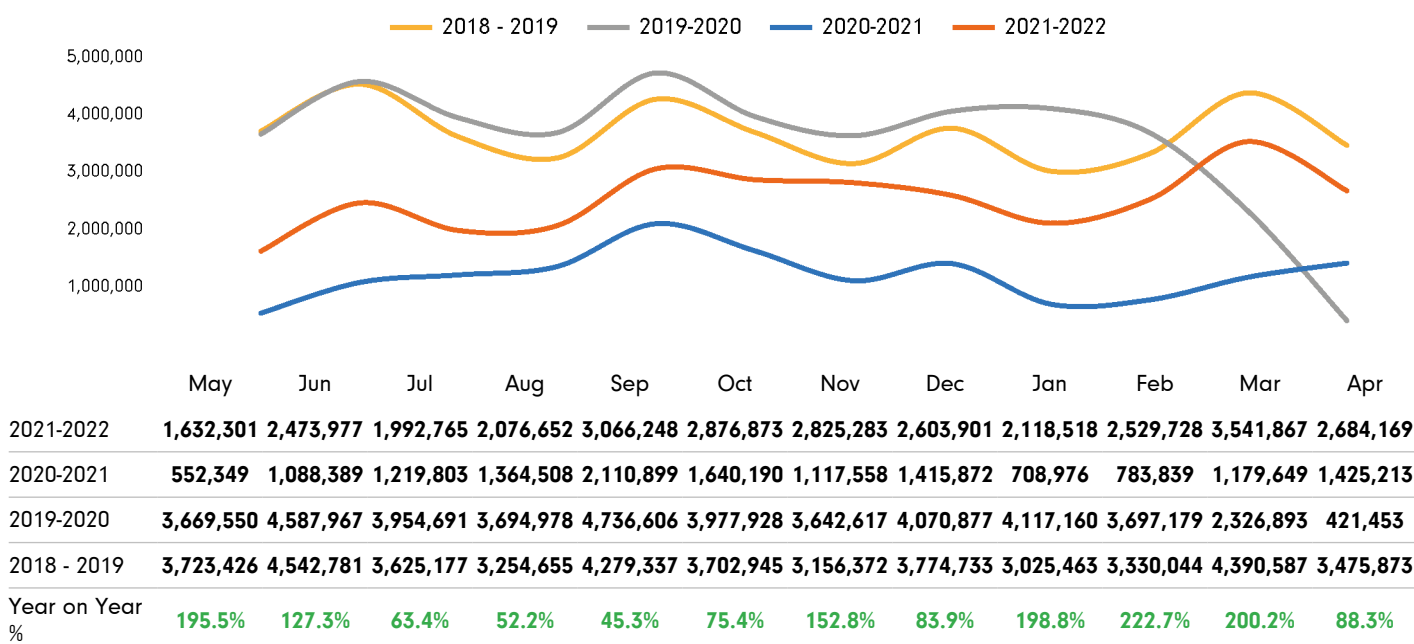
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

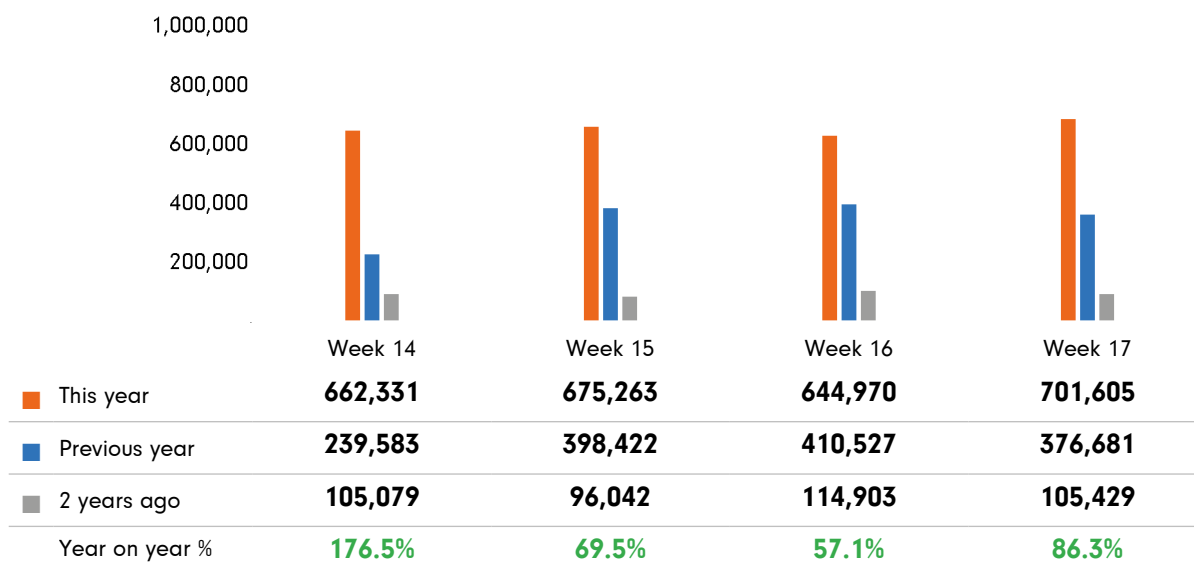
The figures shown below are calculated using weekly averages.



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

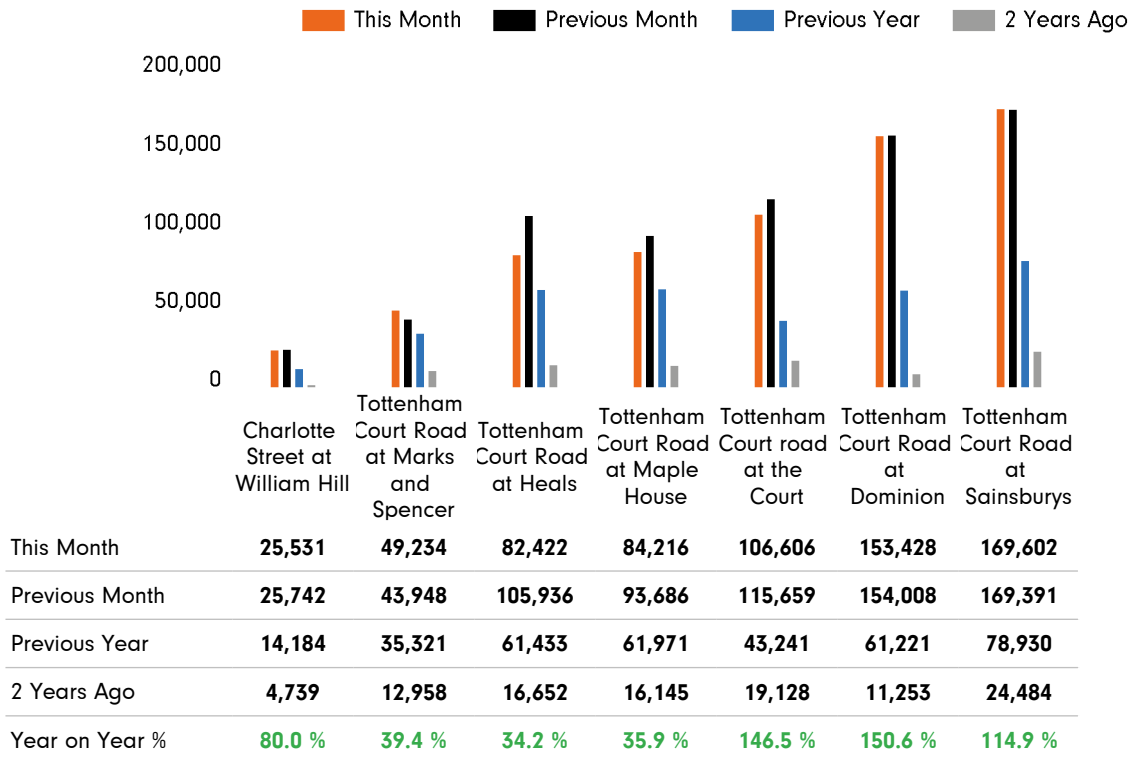
Footfall by week of month

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 April, 2022 Vs January, 2021 to April, 2021

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 4 2022 Vs 3 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

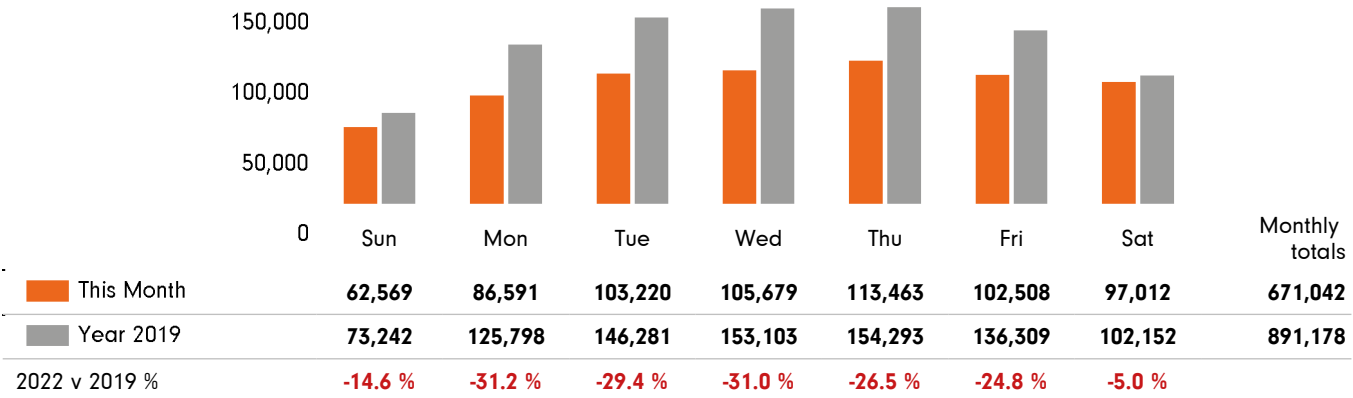
Headlines

	Year to date %	Year on year %
	2022 Vs 2019	2022 Vs 2019
Fitzrovia BID	-25.2 %	-24.7 %
Greater London	-23.8 %	-20.5 %
High Street Index(Westminster)	-28.8 %	-24.7 %
High Street Index - BDSU(BDSU - Multifunctional)	-21.6 %	-17.7 %
UK	-21.5 %	-18.5 %

Fitzrovia BID is compared to the high street index.

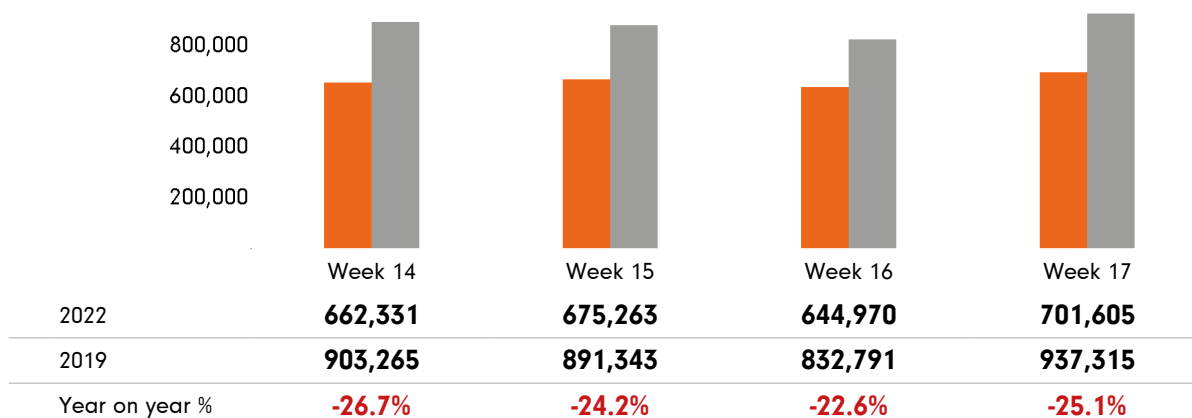
Footfall by day

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.

