

Week 17, 2022. 24 Apr 2022 - 30 Apr 2022 Footfall Report for: Fitzrovia BID

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2022	2021	2022	2021	2022	2021
Fitzrovia BID	165.4%	-58.6%	86.3%	257.3%	8.8%	-8.2%
Greater London	128.5%	-47.6%	48.8%	270.2%	-0.1%	-9.3%
High Street Index(Westminster)	289.4%	-69.5%	113.8%	497.7%	-2.3%	-11.0%
High Street Index - BDSU(BDSU - Multifunctional)	98.0%	-38.6%	26.0%	261.8%	1.3%	-5.6%
UK	104.7%	-39.9%	29.5%	282.3%	0.7%	-6.1%

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 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 30,422,282 which is 108.3% up on the previous year.

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 week commencing 24 April 2022 was 701,605.

The busiest day in week commencing 24 April 2022 was Thursday with 120,125 visitors.

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

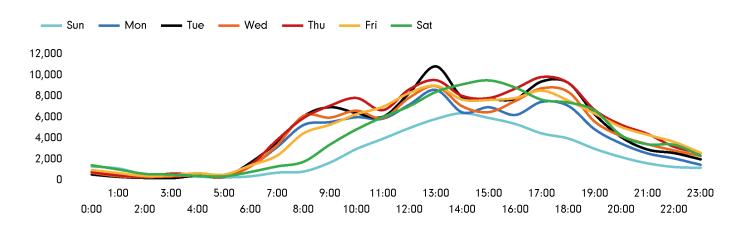
Footfall by week Weather Tue Wed Thu Sat This week 16° 701,605 644,970 376,681 Previous 105,429 week 937,315 18° Previous year This Week Previous Year 2019 12° 13° 13° 16° 13° 14° ■ Previous Week 2 Years Ago

SPRINGBOARD.

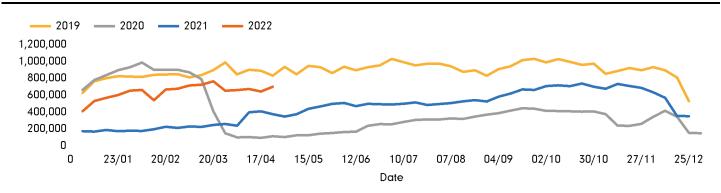
Footfall by day

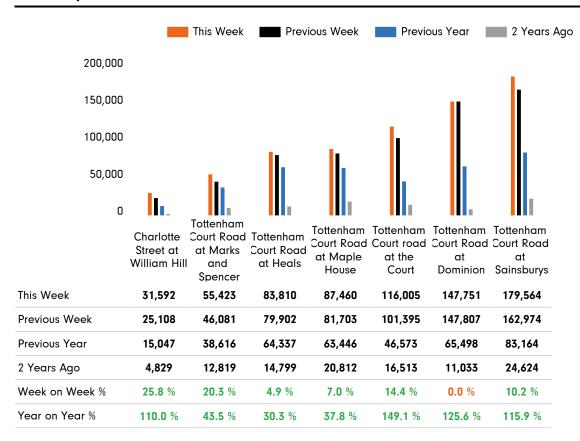
140,000 120,000 100,000 80,000 60,000 40,000 20,000 0	Sun	Mon 07,891	Tue	Wed	Thu	Fri	Sat 100 520	Weekly totals
	60,837	93,801	111,952	105,262	120,125	109,099	100,529	701,605
Previous Week	61,467	62,377	92,359	110,803	117,272	106,000	94,692	644,970
Previous Year	40,073	59,112	54,248	45,624	60,070	57,698	59,856	376,681
2 Years Ago	11,790	15,973	13,247	14,542	15,659	18,371	15,847	105,429
Week on week %	-1.0%	50.4%	21.2%	-5.0%	2.4%	2.9%	6.2%	
Year on year %	51.8%	58.7%	106.4%	130.7%	100.0%	89.1%	68.0%	
% of week	8.7%	13.4%	16.0%	15.0%	17.1%	15.5%	14.3%	

Footfall by hour

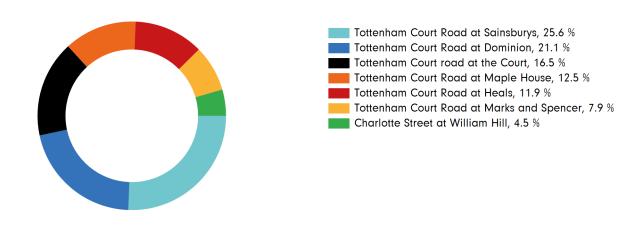


Footfall by week





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 17, 2022 Vs Week 1, 2021 to Week 17, 2021

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 17, 2022 Vs Week 17, 2021

Week on Week % Change is the % change in footfall for this week from the previous week. Week 17 2022 Vs Week 16 2022





2019 comparison for Fitzrovia BID

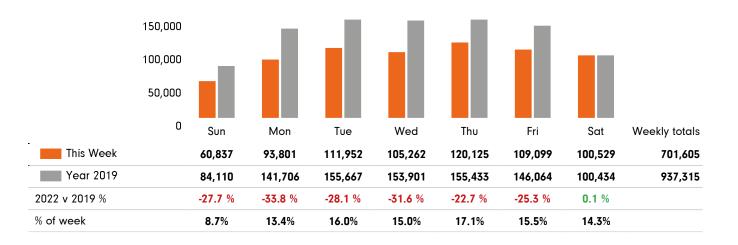
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your 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 %	-25.1 %	
Greater London	-23.8 %	-20.5 %	
High Street Index(Westminster)	-28.8 %	-25.5 %	
High Street Index - BDSU(BDSU - Multifunctional)	-21.6 %	-17.6 %	
UK	-21.5 %	-17.5 %	

Fitzrovia BID is compared to the high street index.

Footfall by day



	This week	2019	2022 - 2019 % This week Year 2019	
Charlotte Street at William Hill	31,592	37,930	-16.7 %	
Tottenham Court Road at Dominion	147,751	213,375	-30.8 %	
Tottenham Court Road at Heals	83,810	114,791	-27.0 %	
Tottenham Court Road at Maple House	87,460	91,610	-4.5 %	_
Tottenham Court Road at Marks and Spencer	55,423	105,144	-47.3 %	
Tottenham Court Road at Sainsburys	179,564	237,958	-24.5 %	
Tottenham Court road at the Court	116,005	136,507	-15.0 %	