

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2022	2021	2022	2021	2022	2021
Fitzrovia BID	141.4%	-45.2%	59.7%	205.2%	-0.4%	6.4%
Greater London	106.7%	-31.5%	42.2%	171.6%	3.0%	11.9%
High Street Index(Westminster)	221.4%	-55.3%	68.2%	367.0%	3.7%	18.3%
High Street Index - BDSU(BDSU - Multifunctional)	78.6%	-21.2%	21.5%	167.6%	-0.1%	8.4%
UK	83.7%	-21.6%	22.7%	182.2%	2.2%	10.8%

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 31,746,576 which is 102.4% up on the previous year.

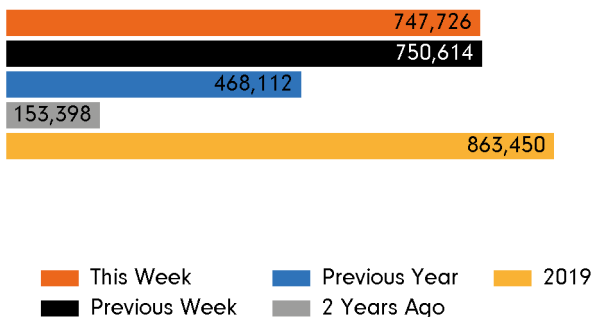
The total number of visitors for the year to date is 13,830,877 which is 141.4% up on the previous year.

The total number of visitors to Fitzrovia BID in week commencing 22 May 2022 was 747,726.

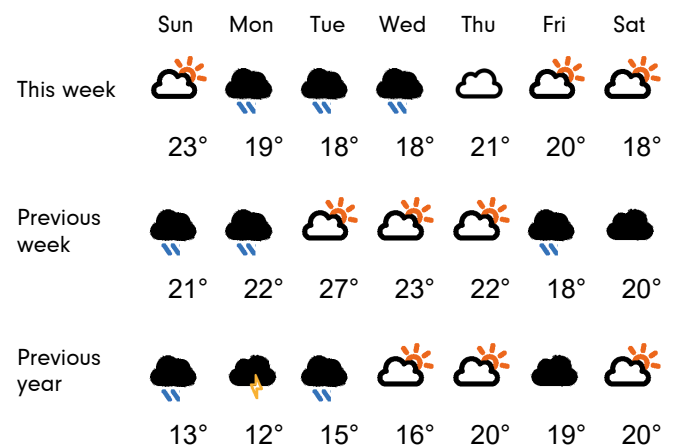
The busiest day in week commencing 22 May 2022 was Friday with 124,307 visitors.

The peak hour of the week was 16:00 on Friday 27 May 2022 with footfall of 10,588.

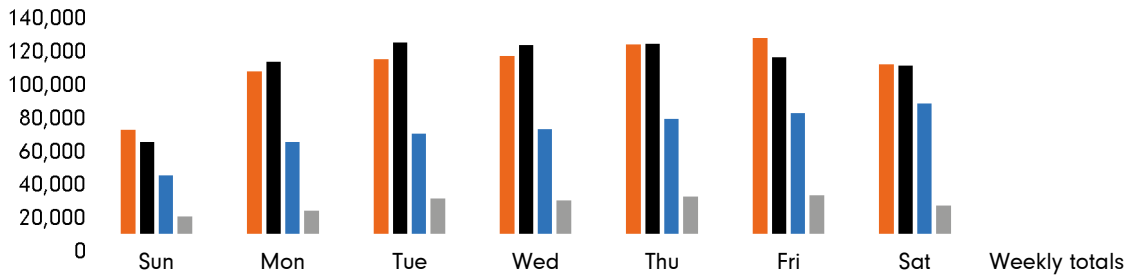
Footfall by week



Weather

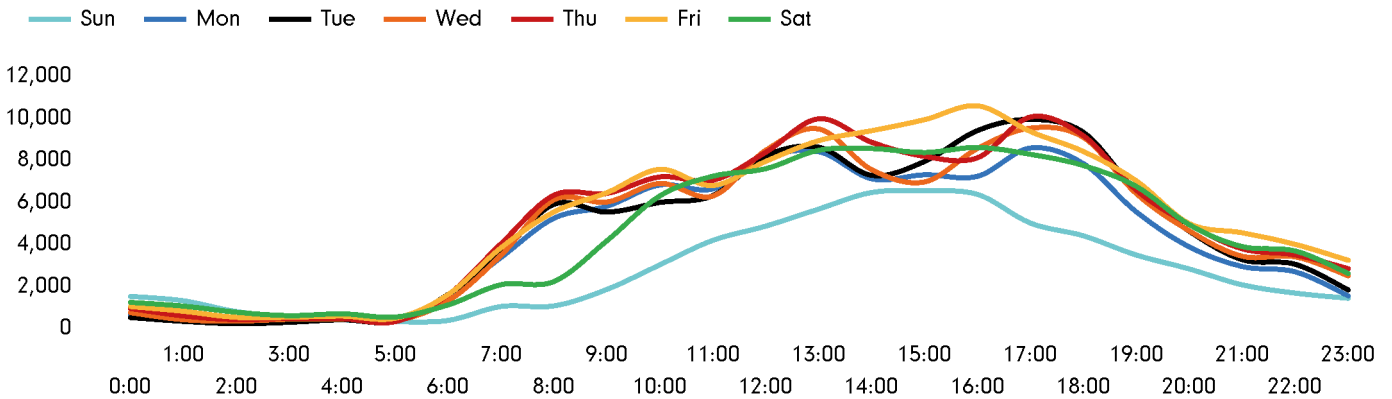


Footfall by day

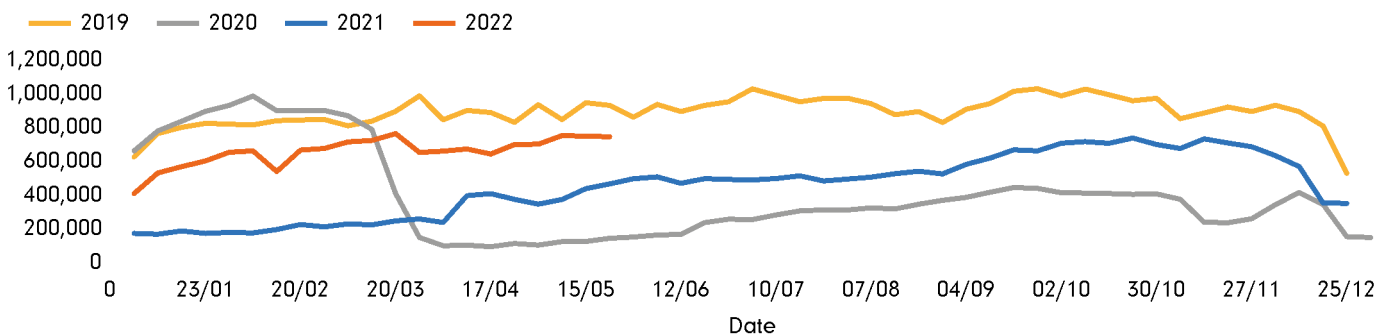


Week on week %	12.6%	-5.3%	-8.5%	-5.6%	0.0%	10.6%	0.6%	
Year on year %	71.6%	72.7%	71.3%	66.4%	62.2%	59.5%	28.6%	
% of week	9.0%	13.8%	14.9%	15.1%	16.1%	16.6%	14.4%	

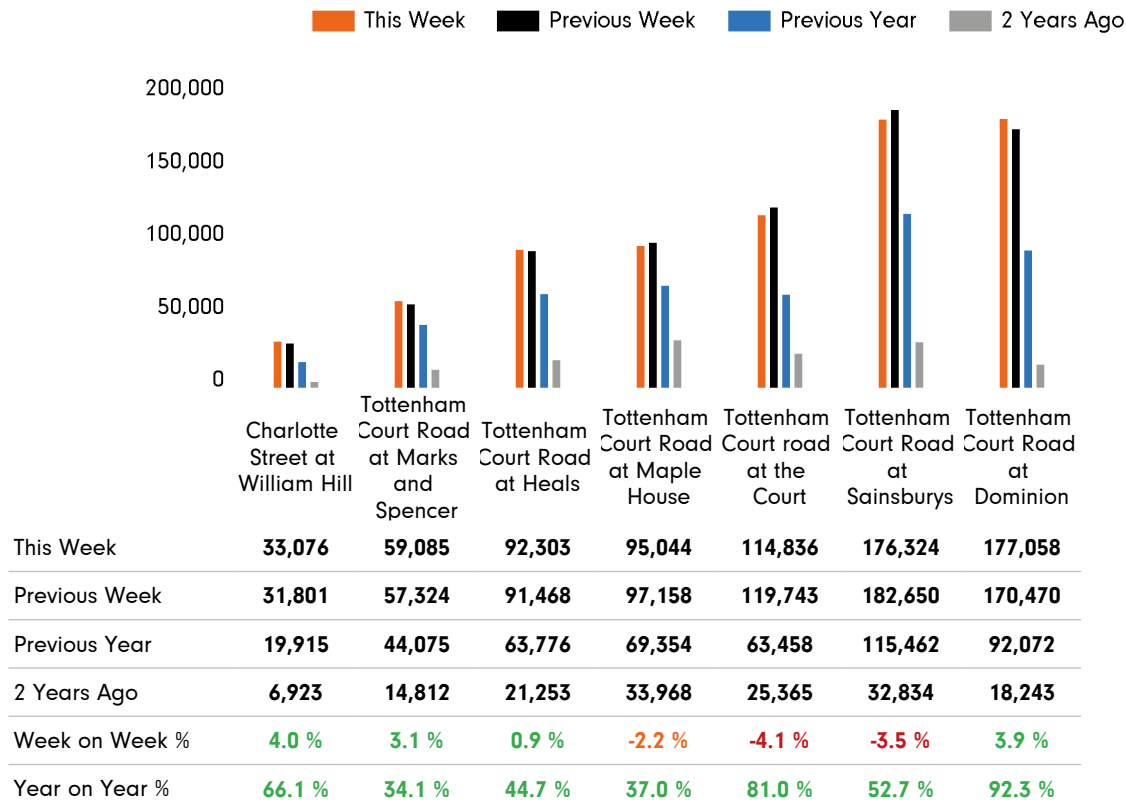
Footfall by hour



Footfall by week



Footfall by location



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. Week1, 2022 to Week 21, 2022 Vs Week 1, 2021 to Week 21, 2021

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week21, 2022 Vs Week 21, 2021

Week on Week % Change is the % change in footfall for this week from the previous week. Week21 2022 Vs Week 20 2022

2019 comparison for Fitzrovia BID

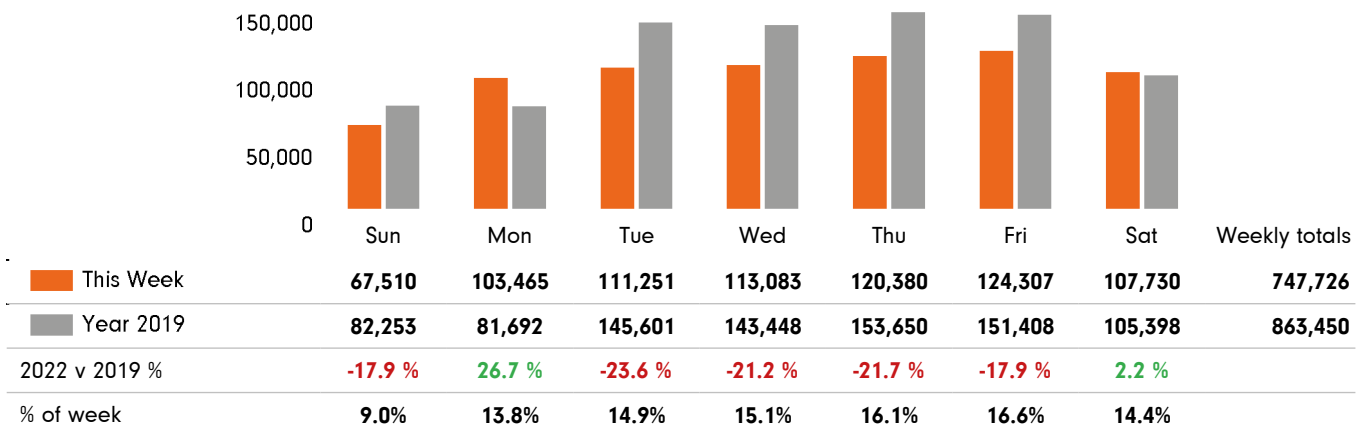
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section **below** and shows your 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	-23.7 %	-13.4 %
Greater London	-22.3 %	-16.4 %
High Street Index(Westminster)	-27.1 %	-21.6 %
High Street Index - BDSU(BDSU - Multifunctional)	-20.3 %	-16.8 %
UK	-20.5 %	-18.3 %

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	33,076	36,492	-9.4 %	
Tottenham Court Road at Dominion	177,058	197,376	-10.3 %	
Tottenham Court Road at Heals	92,303	99,132	-6.9 %	
Tottenham Court Road at Maple House	95,044	80,756	17.7 %	
Tottenham Court Road at Marks and Spencer	59,085	93,745	-37.0 %	
Tottenham Court Road at Sainsburys	176,324	223,210	-21.0 %	
Tottenham Court road at the Court	114,836	132,739	-13.5 %	