

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2022	2021	2022	2021	2022	2021
Fitzrovia BID	126.9%	-37.5%	52.9%	201.5%	14.8%	2.2%
Greater London	94.8%	-22.4%	28.7%	185.8%	-8.8%	-8.4%
High Street Index(Westminster)	187.0%	-45.9%	53.6%	379.3%	-14.1%	-16.6%
High Street Index - BDSU(BDSU - Multifunctional)	69.0%	-12.1%	10.7%	170.7%	-7.7%	-4.7%
UK	72.7%	-11.4%	11.8%	192.0%	-9.8%	-9.0%

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 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 32,196,428 which is 96.8% up on the previous year.

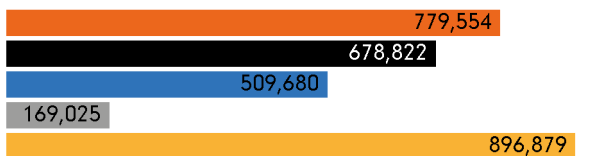
The total number of visitors for the year to date is 15,289,253 which is 126.9% up on the previous year.

The total number of visitors to Fitzrovia BID in week commencing 5 June 2022 was 779,554.

The busiest day in week commencing 5 June 2022 was Friday with 127,572 visitors.

The peak hour of the week was 16:00 on Friday 10 June 2022 with footfall of 10,543.

Footfall by week

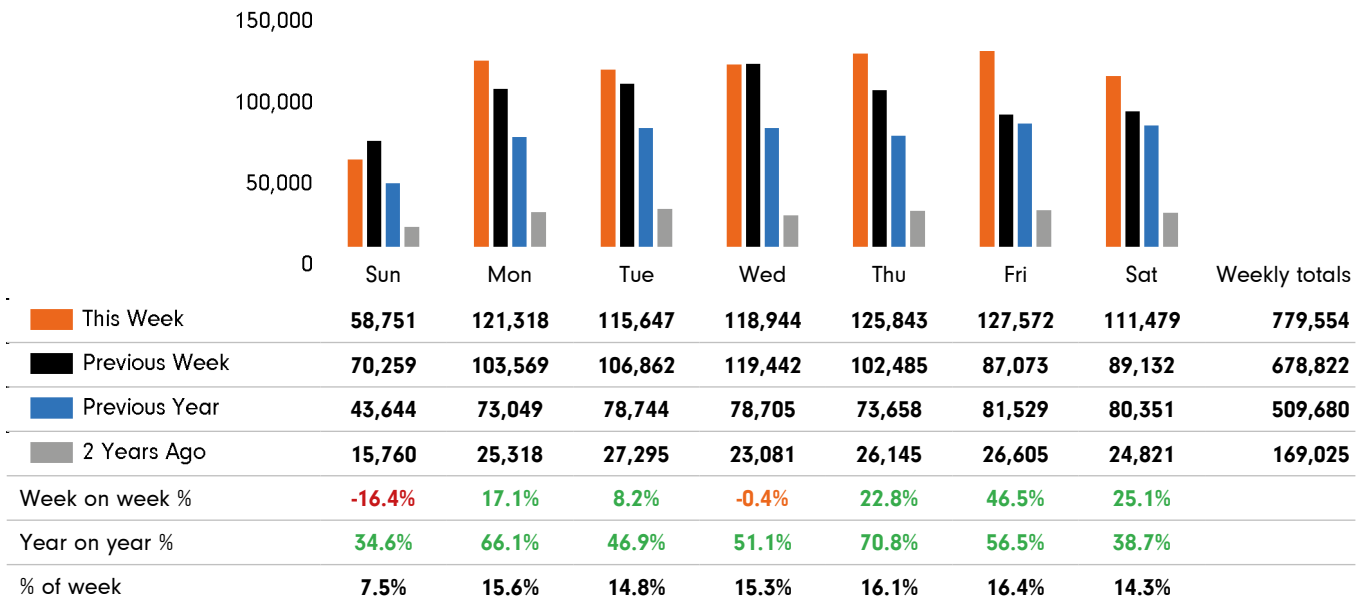


■ This Week
 ■ Previous Year
 ■ 2019
■ Previous Week
 ■ 2 Years Ago

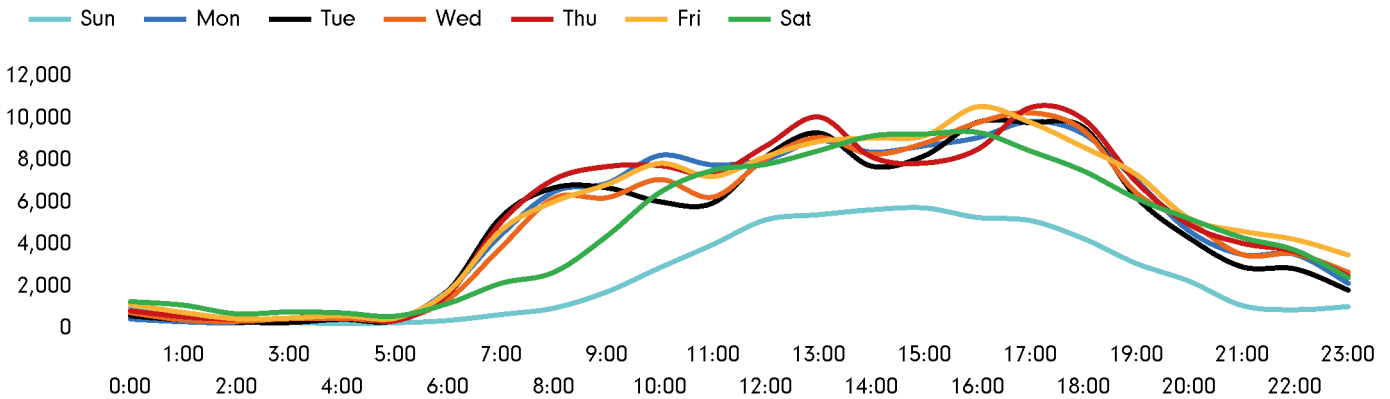
Weather

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
This week	18°	17°	20°	20°	20°	23°	23°
Previous week	15°	16°	16°	18°	20°	23°	20°
Previous year	21°	23°	25°	26°	25°	25°	25°

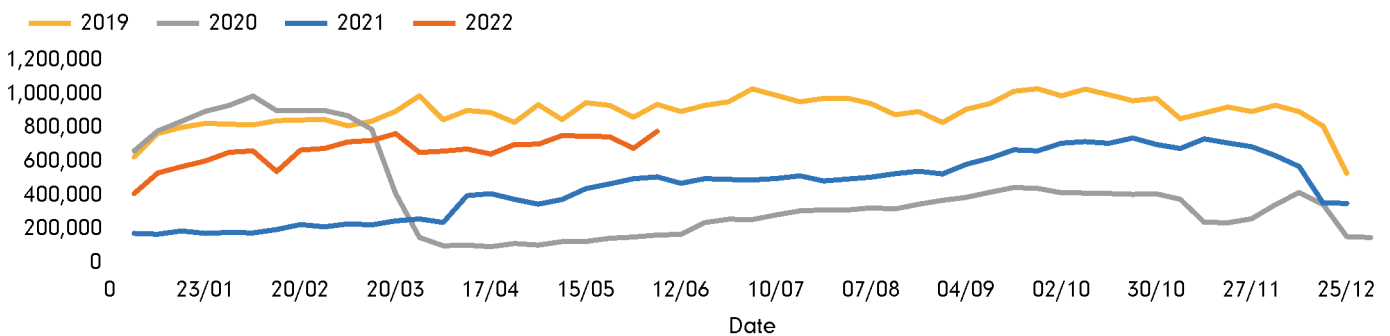
Footfall by day



Footfall by hour

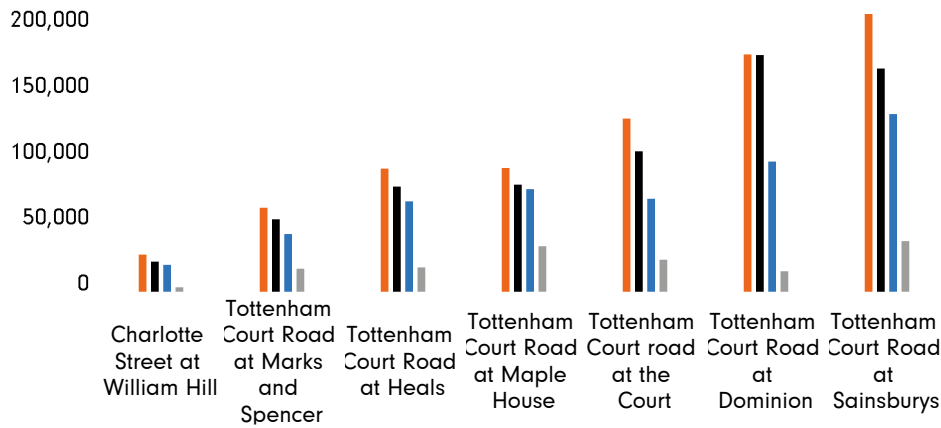


Footfall by week



Footfall by location

■ This Week
 ■ Previous Week
 ■ Previous Year
 ■ 2 Years Ago



This Week	30,157	63,654	91,561	92,134	127,265	172,972	201,811
Previous Week	25,363	55,396	78,721	79,950	103,836	172,453	163,103
Previous Year	22,748	44,763	68,332	76,767	70,165	96,371	130,534
2 Years Ago	7,073	19,977	21,074	36,199	26,566	18,409	39,727
Week on Week %	18.9 %	14.9 %	16.3 %	15.2 %	22.6 %	0.3 %	23.7 %
Year on Year %	32.6 %	42.2 %	34.0 %	20.0 %	81.4 %	79.5 %	54.6 %

Footfall by location



- Tottenham Court Road at Sainsburys, 25.9 %
- Tottenham Court Road at Dominion, 22.2 %
- Tottenham Court road at the Court, 16.3 %
- Tottenham Court Road at Maple House, 11.8 %
- Tottenham Court Road at Heals, 11.7 %
- Tottenham Court Road at Marks and Spencer, 8.2 %
- Charlotte Street at William Hill, 3.9 %

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 23, 2022 Vs Week 1, 2021 to Week 23, 2021

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week23, 2022 Vs Week 23, 2021

Week on Week % Change is the % change in footfall for this week from the previous week. Week23 2022 Vs Week 22 2022

2019 comparison for Fitzrovia BID

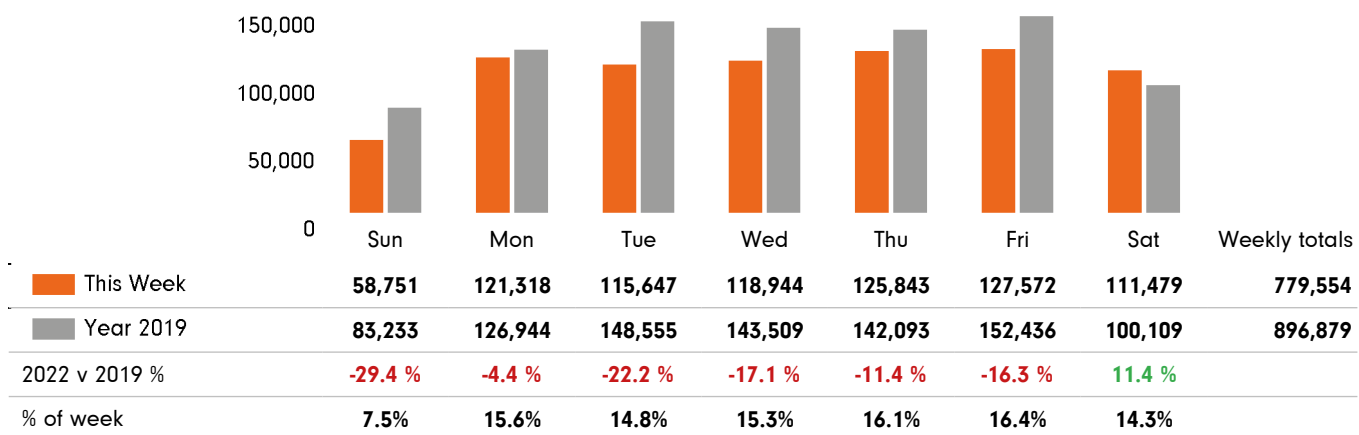
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section **below** and shows your 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	-23.4 %	-13.1 %
Greater London	-21.4 %	-14.2 %
High Street Index(Westminster)	-25.8 %	-18.3 %
High Street Index - BDSU(BDSU - Multifunctional)	-19.5 %	-13.7 %
UK	-19.5 %	-13.4 %

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	30,157	34,683	-13.0 %	
Tottenham Court Road at Dominion	172,972	209,803	-17.6 %	
Tottenham Court Road at Heals	91,561	101,956	-10.2 %	
Tottenham Court Road at Maple House	92,134	90,829	1.4 %	
Tottenham Court Road at Marks and Spencer	63,654	100,074	-36.4 %	
Tottenham Court Road at Sainsburys	201,811	223,485	-9.7 %	
Tottenham Court road at the Court	127,265	136,049	-6.5 %	