

Week 31, 2022. 31 Jul 2022 - 06 Aug 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	97.7%	-18.3%	48.4%	52.3%	2.4%	2.3%
Greater London	74.9%	-6.8%	34.4%	32.5%	1.0%	4.5%
High Street Index(Westminster)	128.6%	-23.4%	40.4%	73.3%	1.3%	7.4%
High Street Index - BDSU(BDSU - Multifunctional)	52.4%	0.4%	19.6%	18.8%	-1.2%	1.6%
UK	54.1%	2.4%	21.8%	23.7%	2.2%	2.6%

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

Footfall by week

The total number of visitors to Fitzrovia BID for the last 52 weeks is 34,093,133 which is 89.2% up on the previous year.

The total number of visitors for the year to date is 21,140,972 which is 97.7% up on the previous year.

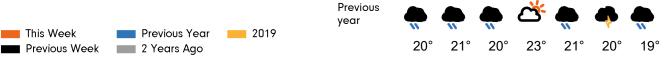
The total number of visitors to Fitzrovia BID in week commencing 31 July 2022 was 737,278.

The busiest day in week commencing 31 July 2022 was Thursday with 120,555 visitors.

The peak hour of the week was 13:00 on Tuesday 2 August 2022 with footfall of 10,093.

Sun Mon Tue Wed Thu This week 26° 25° 28° 27° 24 737,278 720,269 Previous Previous





Weather

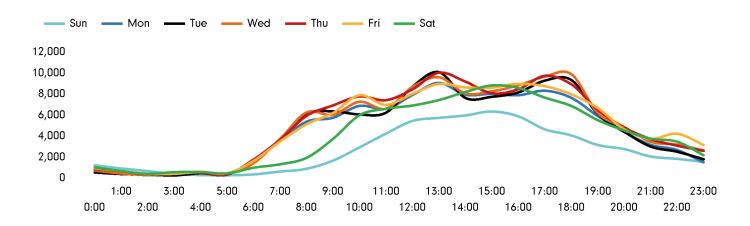
SPRINGBOARD.

Fri

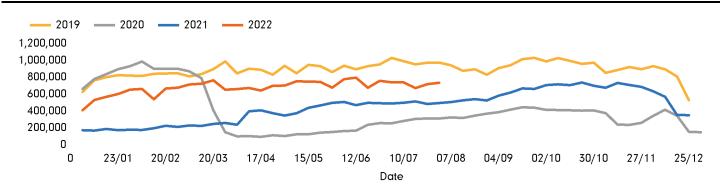
Sat

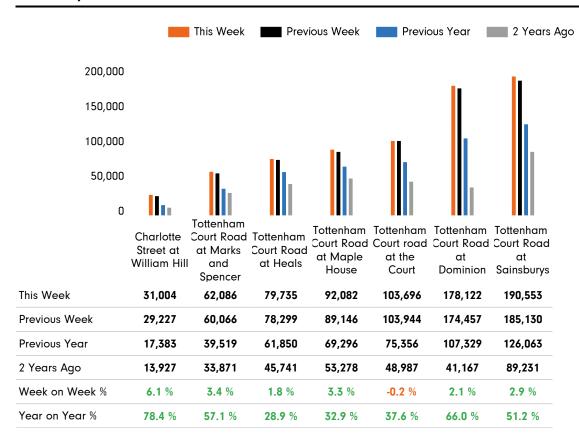
140,000 120,000 100,000 80,000 60,000 40,000 20,000	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Weekly totals
This Week	64,249	107,277	111,404	117,851	120,555	117,448	98,494	737,278
Previous Week	66,578	105,272	115,665	95,614	119,826	124,960	92,354	720,269
Previous Year	52,415	70,178	74,991	77,725	71,696	80,579	69,212	496,796
2 Years Ago	33,055	49,672	50,639	53,443	49,107	47,976	42,310	326,202
Week on week %	-3.5%	1.9%	-3.7%	23.3%	0.6%	-6.0%	6.6%	
Year on year %	22.6%	52.9%	48.6%	51.6%	68.1%	45.8%	42.3%	
% of week	8.7%	14.6%	15.1%	16.0%	16.4%	15.9%	13.4%	

Footfall by hour

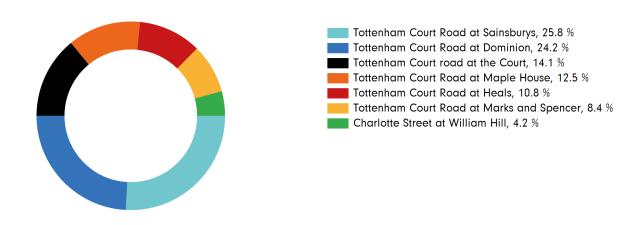


Footfall by week





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 31, 2022 Vs Week 1, 2021 to Week 31, 2021

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 31, 2022 Vs Week 31, 2021

Week on Week % Change is the % change in footfall for this week from the previous week. Week 31 2022 Vs Week 30 2022





2019 comparison for Fitzrovia BID

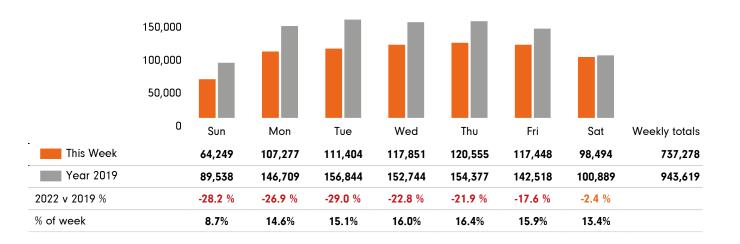
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your 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 %	-21.9 %	
Greater London	-20.6 %	-15.4 %	
High Street Index(Westminster)	-24.7 %	-18.5 %	
High Street Index - BDSU(BDSU - Multifunctional)	-18.6 %	-14.3 %	
UK	-18.8 %	-13.3 %	

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	31,004	38,859	-20.2 %	_
Tottenham Court Road at Dominion	178,122	199,651	-10.8 %	
Tottenham Court Road at Heals	79,735	111,728	-28.6 %	
Tottenham Court Road at Maple House	92,082	97,821	-5.9 %	
Tottenham Court Road at Marks and Spencer	62,086	100,774	-38.4 %	
Tottenham Court Road at Sainsburys	190,553	245,832	-22.5 %	
Tottenham Court road at the Court	103,696	148,954	-30.4 %	