

**Monthly Footfall**

	Year to date %		Year on year %		Month on month %	
	2022	2021	2022	2021	2022	2021
Fitzrovia BID	100.1%	-20.1%	44.5%	63.4%	-2.6%	0.7%
Greater London	77.0%	-8.2%	39.3%	38.4%	0.6%	0.6%
High Street Index(Westminster)	133.6%	-25.1%	53.9%	73.4%	0.8%	6.7%
High Street Index - BDSU(BDSU - Multifunctional)	53.6%	0.0%	20.7%	28.3%	0.2%	-0.9%
UK	55.8%	1.6%	22.7%	31.9%	2.1%	-0.5%

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 20,403,694 which is 100.1% up on the previous year.

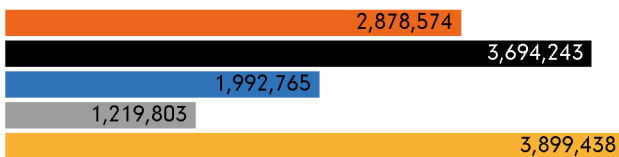
The total number of visitors to Fitzrovia BID in month commencing 3 July 2022 was 2,878,574.

The busiest day in month commencing 3 July 2022 was Friday 29 July with 124,960 visitors.

The peak hour of the month was 13:00 on Thursday 28 July 2022 with footfall of 10,087.

**Footfall by month**

Figures shown below are calculated using monthly totals.



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

**Weather**



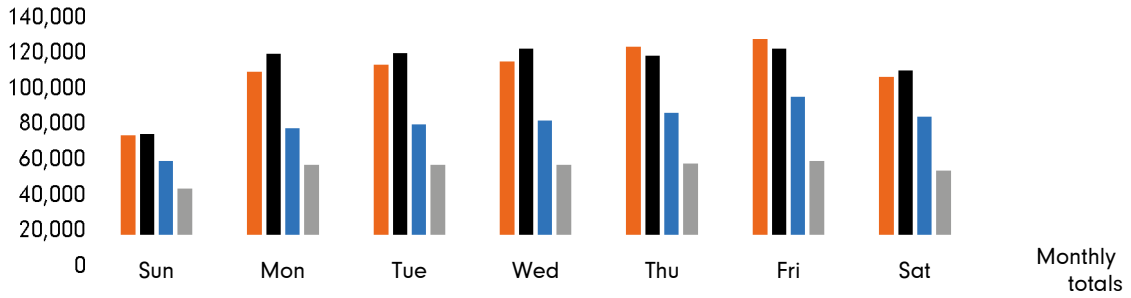
Number of days this month	16	9	3
Number of days same month last year	11	1	16
Number of days same month two years ago	16	7	5

**Average temperature**

	Maximum temperature	Minimum temperature
2022	27°	16°
2021	23°	15°
2020	23°	14°

## Footfall by day

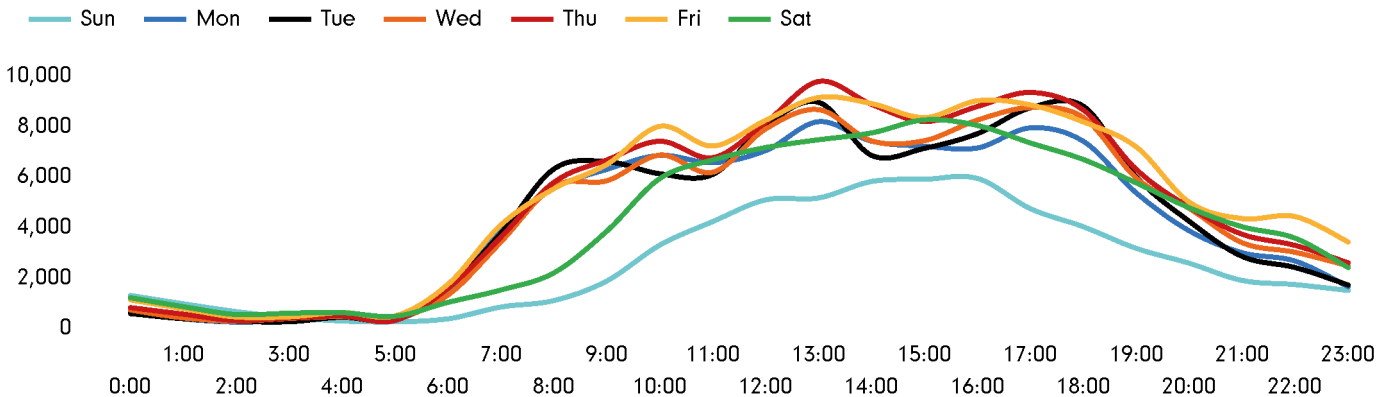
The figures shown below are calculated using weekly averages.



This Month	63,479	102,221	106,478	108,563	117,495	122,367	99,040	719,643
Previous Month	64,554	113,228	113,496	116,443	111,925	116,246	102,956	738,848
Previous Year	48,212	67,986	70,122	72,806	77,277	86,955	74,833	498,191
2 Years Ago	31,215	45,687	45,688	45,743	46,526	48,007	42,084	304,950
Month on month %	-1.7%	-9.7%	-6.2%	-6.8%	5.0%	5.3%	-3.8%	
Year on year %	31.7%	50.4%	51.8%	49.1%	52.0%	40.7%	32.3%	

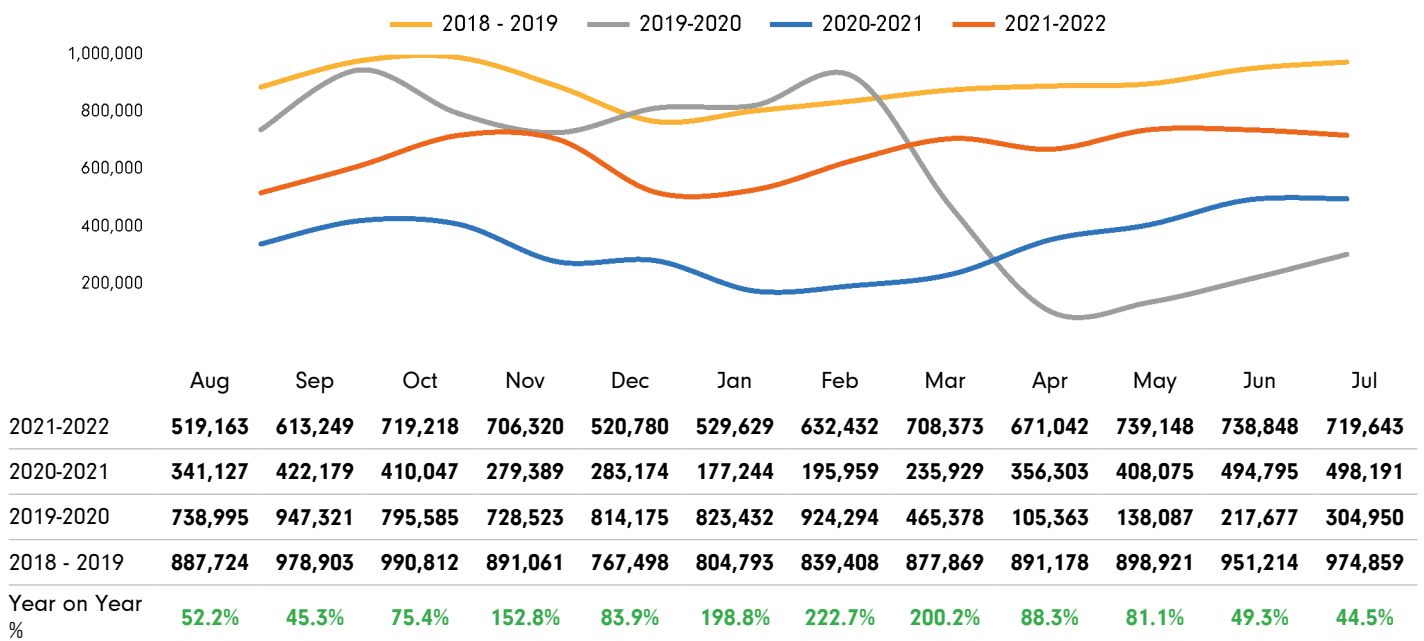
## Footfall by hour

The figures shown below are calculated using a weekly average



## Footfall - rolling 12 months

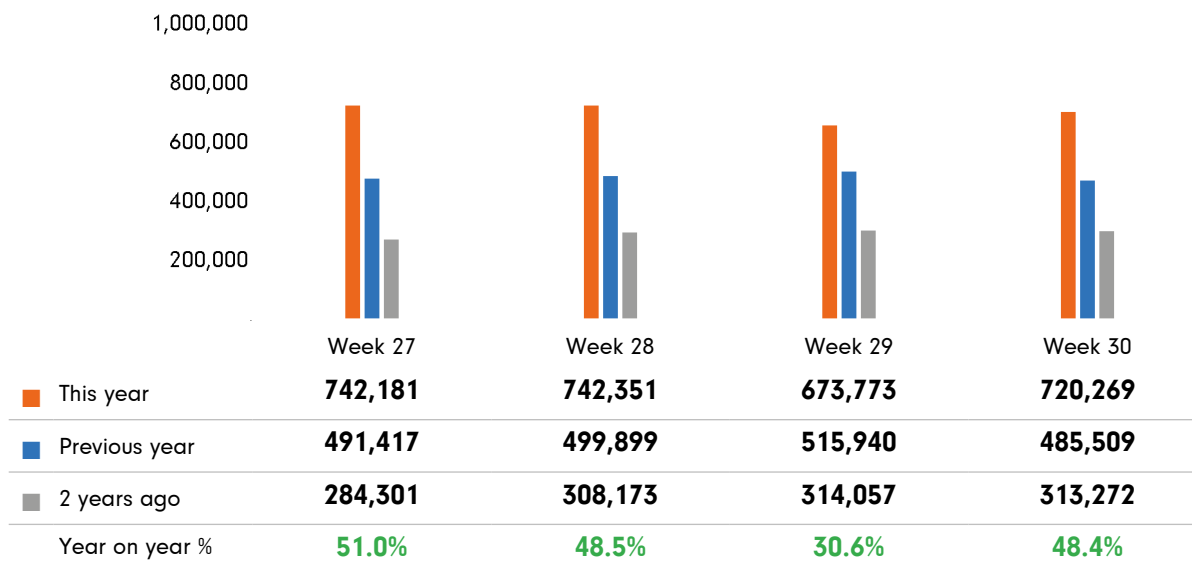
The figures shown below are calculated using weekly averages.



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

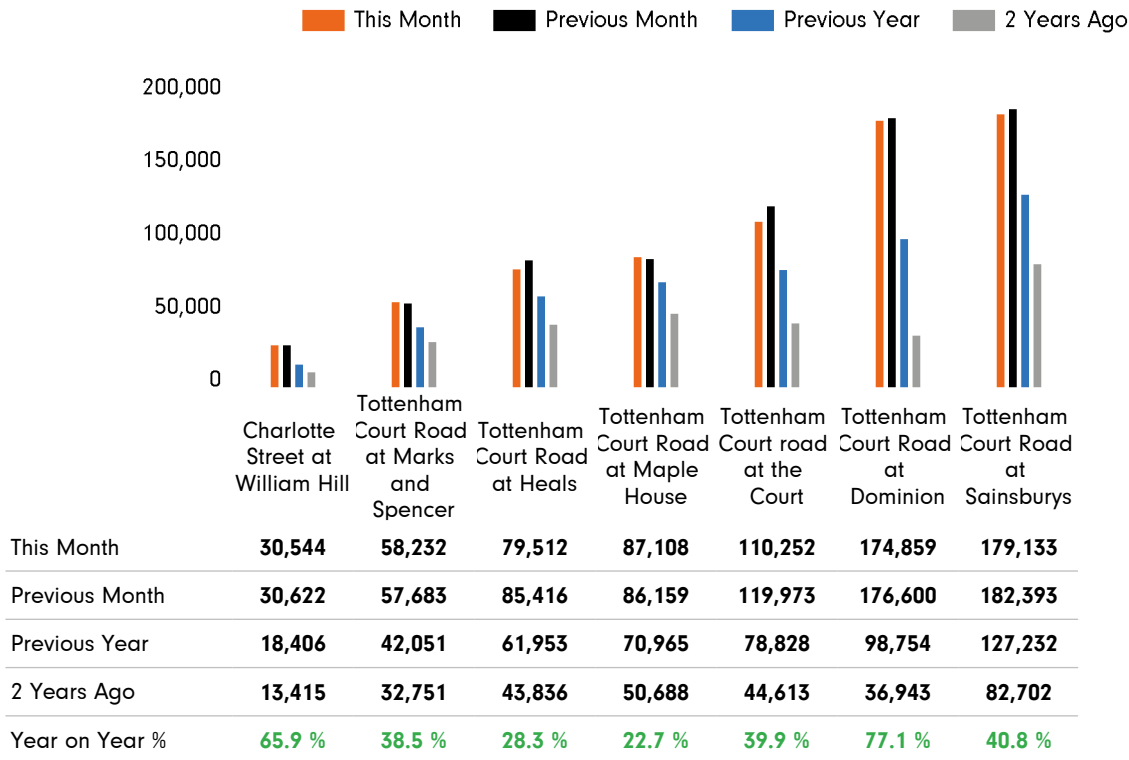
## Footfall by week of month

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 July, 2022 Vs January, 2021 to July, 2021

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 7 2022 Vs 6 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

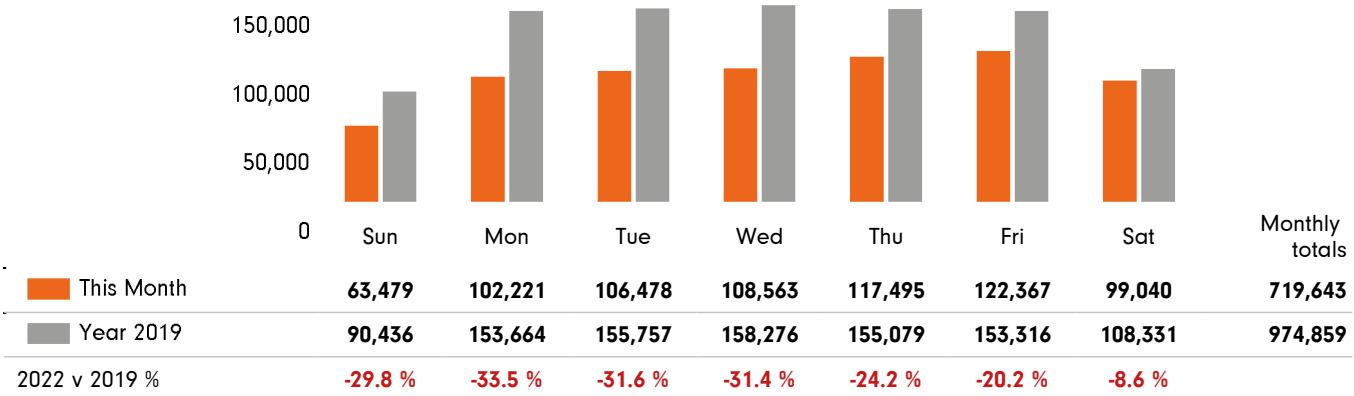
### Headlines

	Year to date %	Year on year %
	2022 Vs 2019	2022 Vs 2019
Fitzrovia BID	<b>-23.8 %</b>	<b>-26.2 %</b>
Greater London	<b>-20.8 %</b>	<b>-18.6 %</b>
High Street Index(Westminster)	<b>-24.9 %</b>	<b>-22.0 %</b>
High Street Index - BDSU(BDSU - Multifunctional)	<b>-18.8 %</b>	<b>-16.6 %</b>
UK	<b>-19.0 %</b>	<b>-17.0 %</b>

Fitzrovia BID is compared to the high street index.

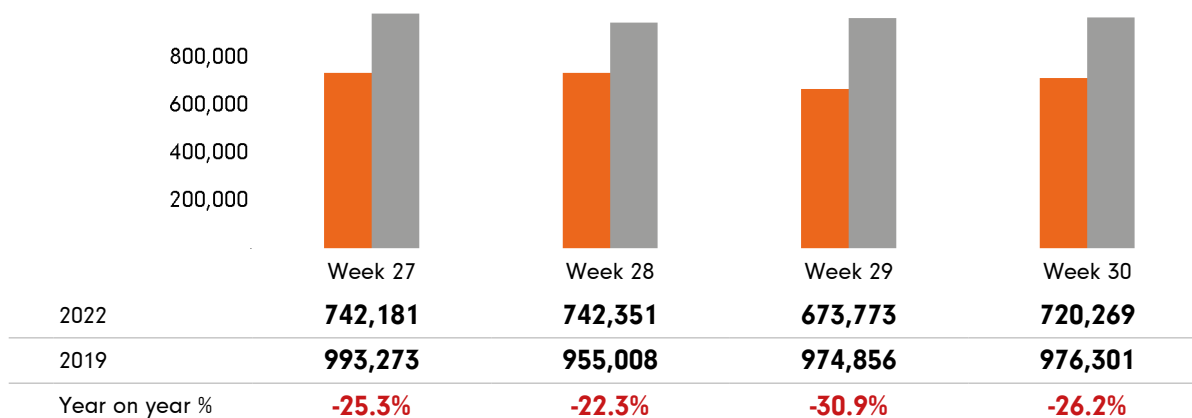
### Footfall by day

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.

