

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2022	2021	2022	2021	2022	2021
Fitzrovia BID	89.1%	-13.1%	35.2%	52.2%	-2.5%	4.2%
Greater London	67.4%	-2.6%	23.8%	37.3%	-1.8%	10.7%
High Street Index(Westminster)	106.9%	-14.5%	23.8%	73.1%	-0.4%	23.8%
High Street Index - BDSU(BDSU - Multifunctional)	47.0%	2.6%	12.5%	19.2%	-1.6%	5.2%
UK	48.4%	4.8%	13.9%	23.8%	0.8%	8.2%

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 23,210,792 which is 89.1% up on the previous year.

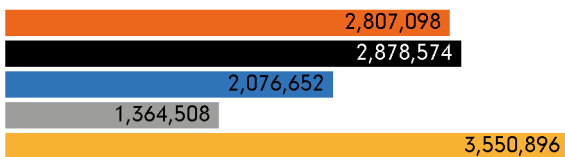
The total number of visitors to Fitzrovia BID in month commencing 31 July 2022 was 2,807,098.

The busiest day in month commencing 31 July 2022 was Thursday 4 August with 120,555 visitors.

The peak hour of the month was 18:00 on Tuesday 9 August 2022 with footfall of 10,114.

Footfall by month

Figures shown below are calculated using monthly totals.



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

Weather



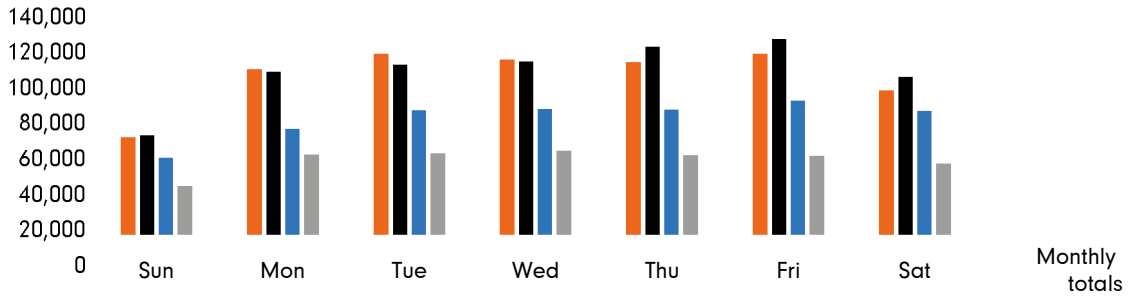
Number of days this month	19	3	6
Number of days same month last year	10	7	11
Number of days same month two years ago	13		15

Average temperature

	Maximum temperature	Minimum temperature
2022	27°	16°
2021	21°	14°
2020	25°	16°

Footfall by day

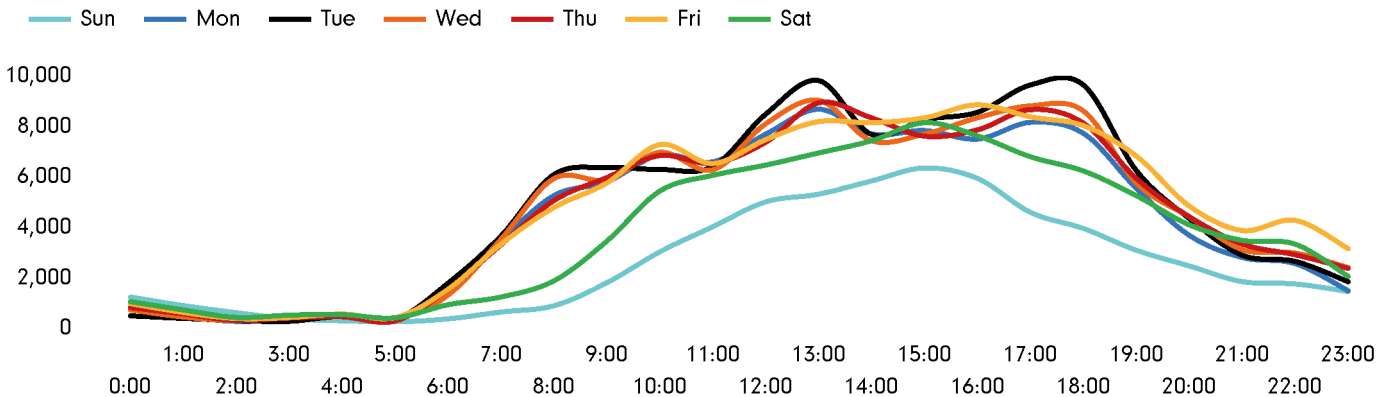
The figures shown below are calculated using weekly averages.



This Month	62,391	103,895	113,274	109,716	108,311	113,316	90,871	701,774
Previous Month	63,479	102,221	106,478	108,563	117,495	122,367	99,040	719,643
Previous Year	50,135	67,618	78,970	79,835	79,426	84,721	78,458	519,163
2 Years Ago	32,756	51,793	52,748	54,453	51,534	51,216	46,627	341,127
Month on month %	-1.7%	1.6%	6.4%	1.1%	-7.8%	-7.4%	-8.2%	
Year on year %	24.4%	53.6%	43.4%	37.4%	36.4%	33.8%	15.8%	

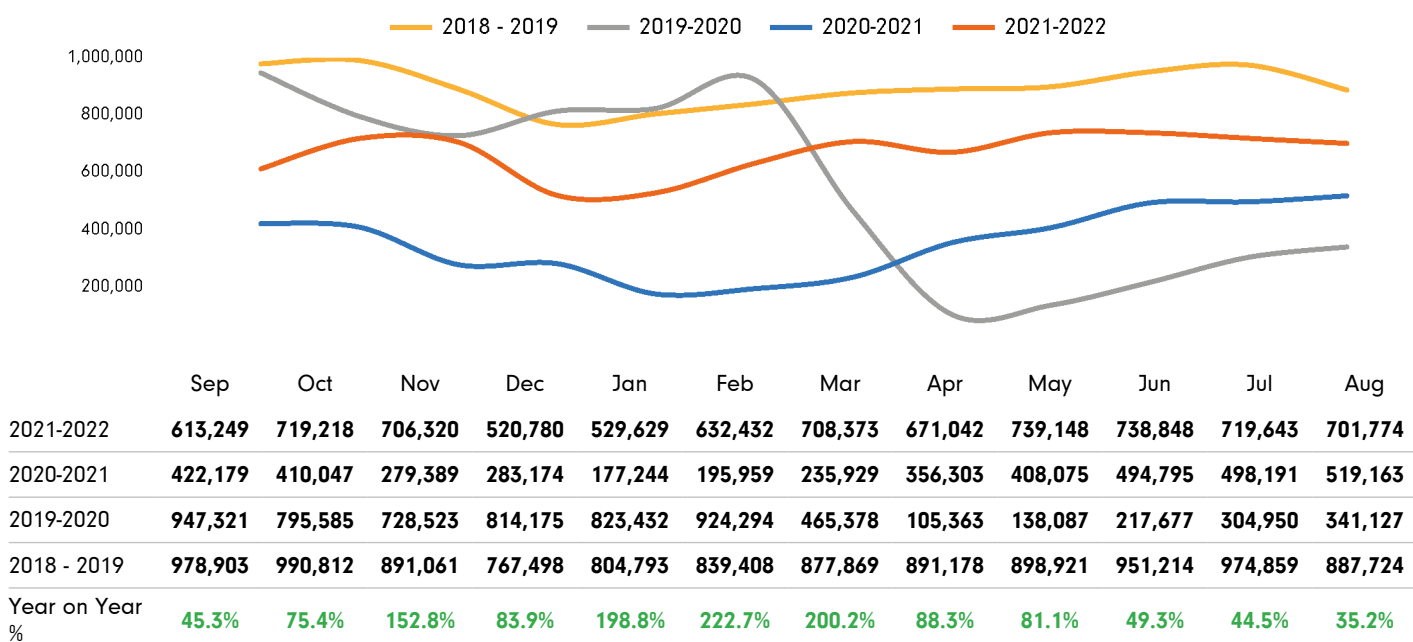
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

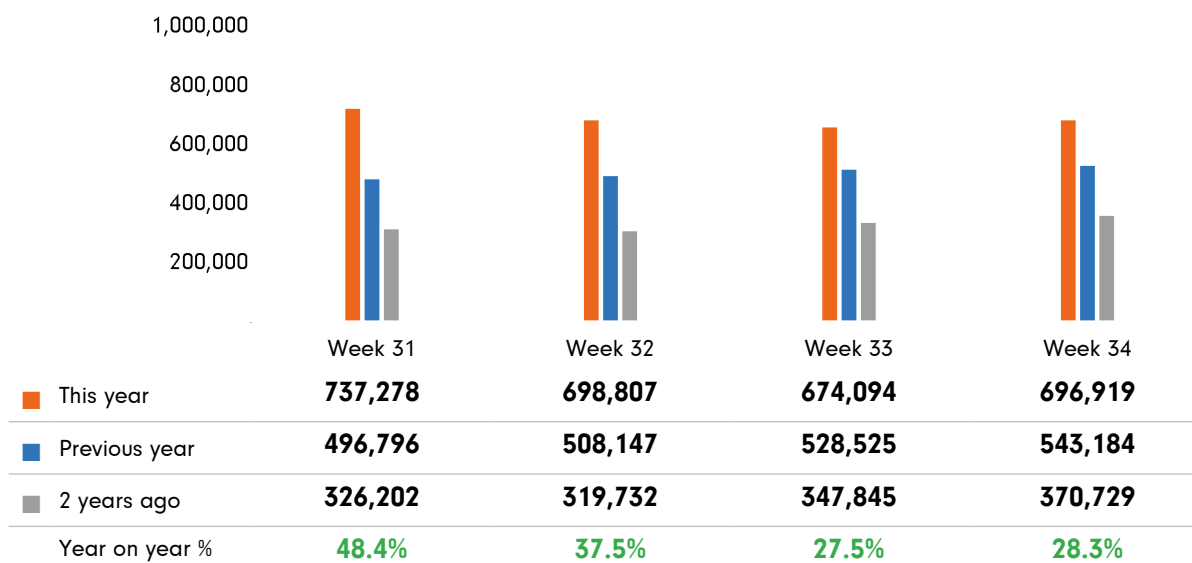
The figures shown below are calculated using weekly averages.



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

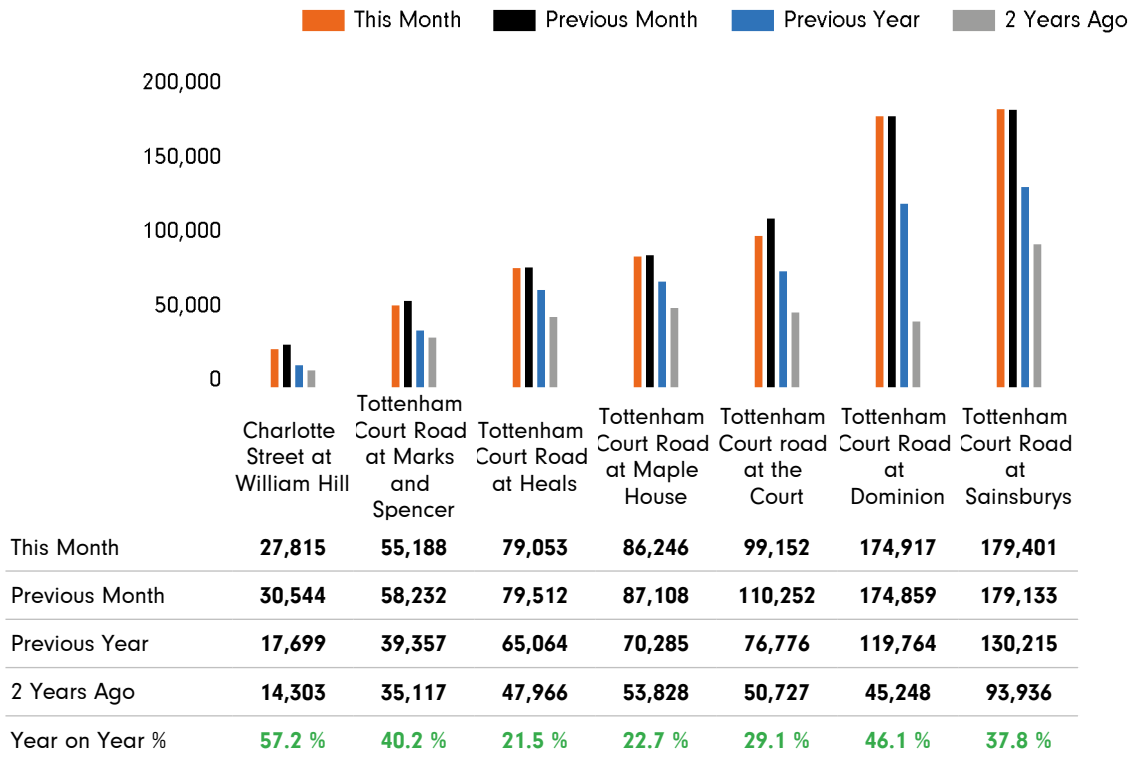
Footfall by week of month

The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.



Footfall by location



Reporting dates

This month - 31 July 2022 - 27 August 2022

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 August, 2022 Vs January, 2021 to August, 2021

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 8 2022 Vs 7 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

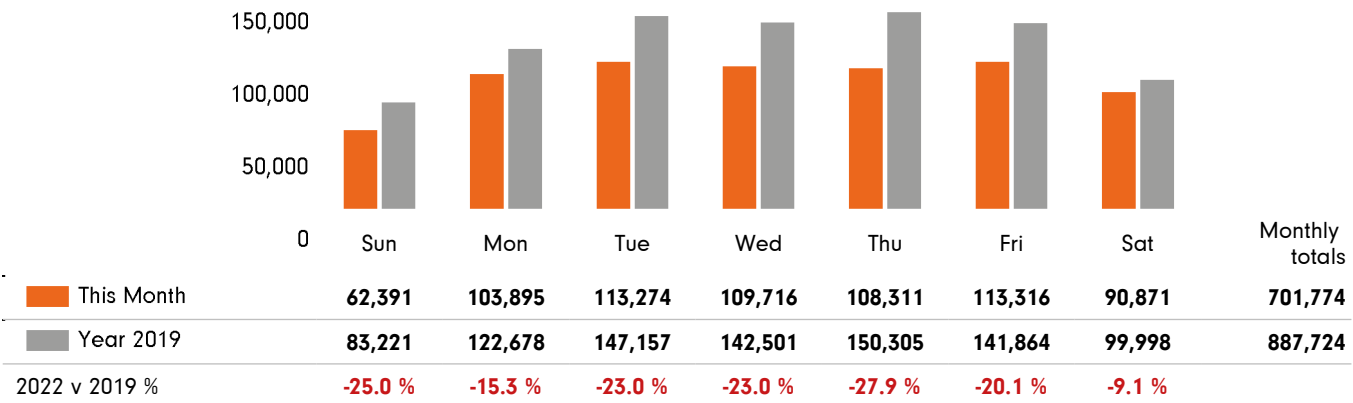
Headlines

	Year to date % 2022 Vs 2019	Year on year % 2022 Vs 2019
Fitzrovia BID	-23.5 %	-20.9 %
Greater London	-20.3 %	-16.7 %
High Street Index(Westminster)	-24.3 %	-19.8 %
High Street Index - BDSU(BDSU - Multifunctional)	-18.4 %	-16.0 %
UK	-18.8 %	-15.1 %

Fitzrovia BID is compared to the high street index.

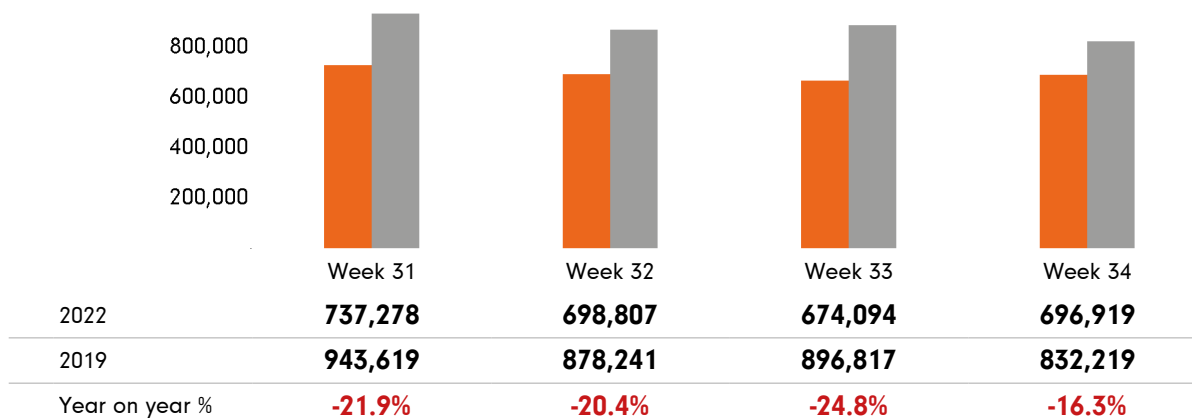
Footfall by day

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.

