

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2022	2021	2022	2021	2022	2021
Fitzrovia BID	86.4%	-11.8%	23.0%	35.8%	-7.0%	-2.9%
Greater London	65.0%	-1.6%	15.6%	27.9%	-2.4%	-1.5%
High Street Index(Westminster)	102.8%	-13.4%	14.6%	56.1%	-4.2%	-3.1%
High Street Index - BDSU(BDSU - Multifunctional)	45.9%	2.7%	11.8%	13.0%	0.7%	-2.6%
UK	46.8%	5.2%	11.8%	16.4%	0.3%	-2.9%

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 34,704,149 which is 85.6% up on the previous year.

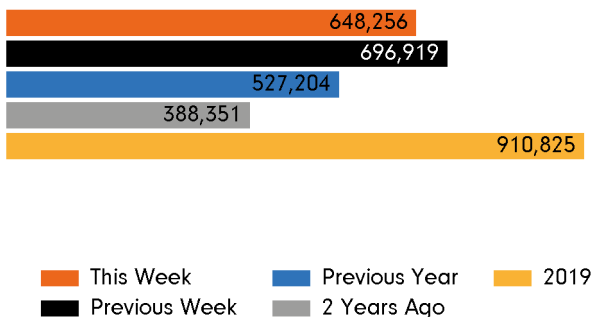
The total number of visitors for the year to date is 23,859,048 which is 86.4% up on the previous year.

The total number of visitors to Fitzrovia BID in week commencing 28 August 2022 was 648,256.

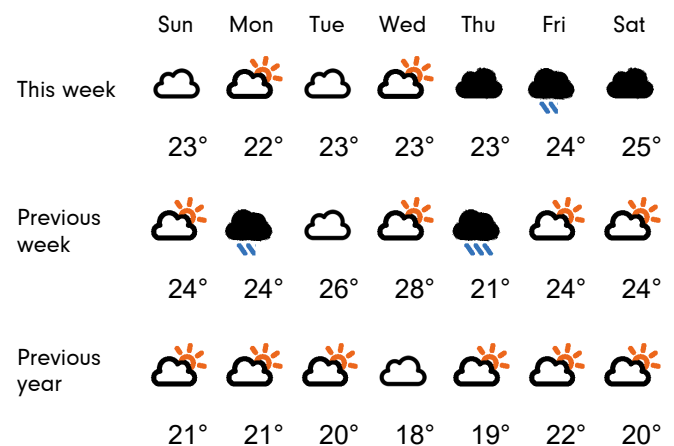
The busiest day in week commencing 28 August 2022 was Thursday with 110,547 visitors.

The peak hour of the week was 13:00 on Thursday 1 September 2022 with footfall of 9,694.

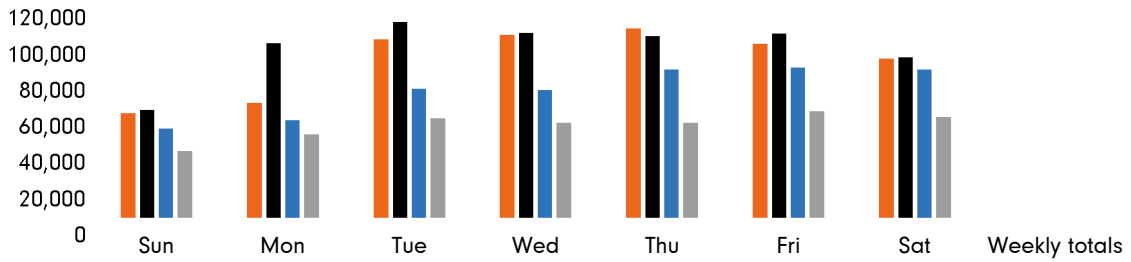
Footfall by week



Weather

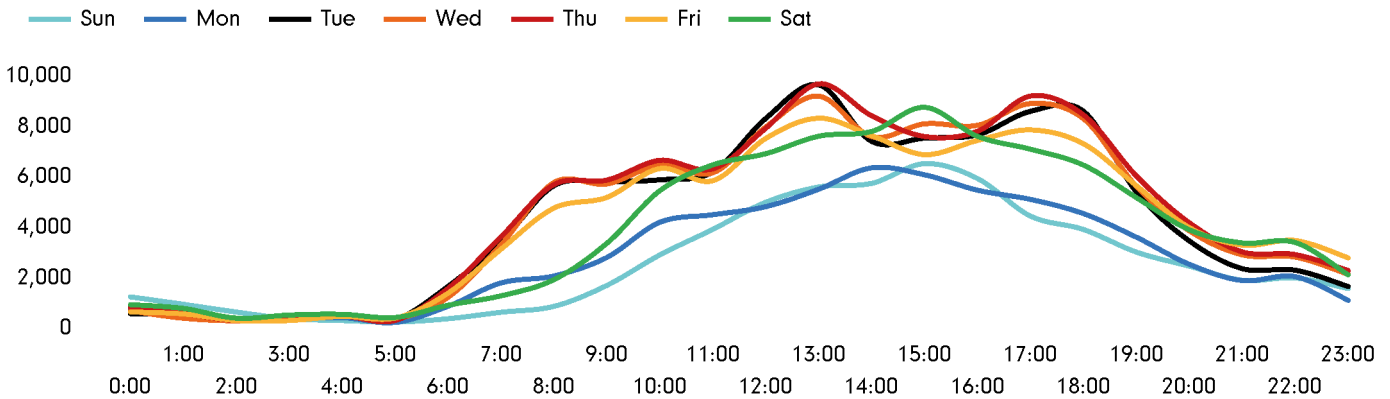


Footfall by day

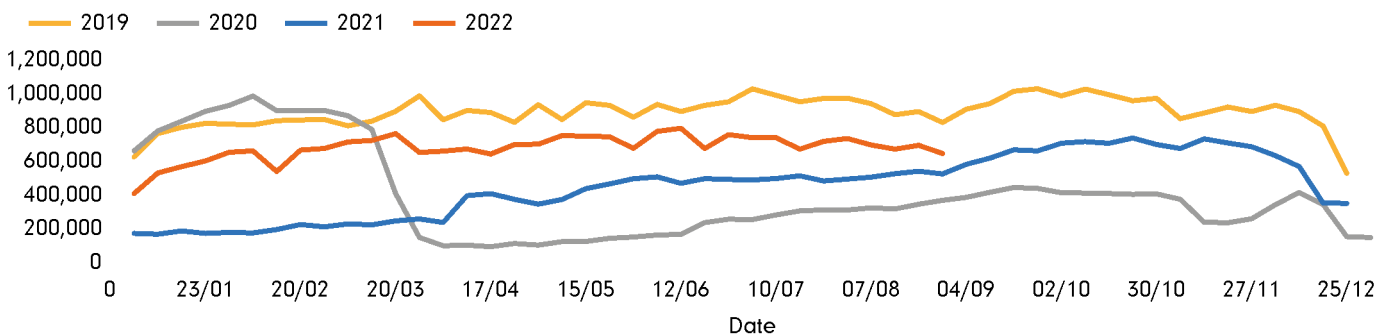


Week on week %	-2.4%	-33.4%	-8.7%	-1.0%	4.1%	-5.3%	-0.5%	
Year on year %	16.4%	16.8%	36.7%	41.5%	26.5%	15.5%	7.1%	
% of week	9.7%	10.5%	16.1%	16.5%	17.1%	15.7%	14.4%	

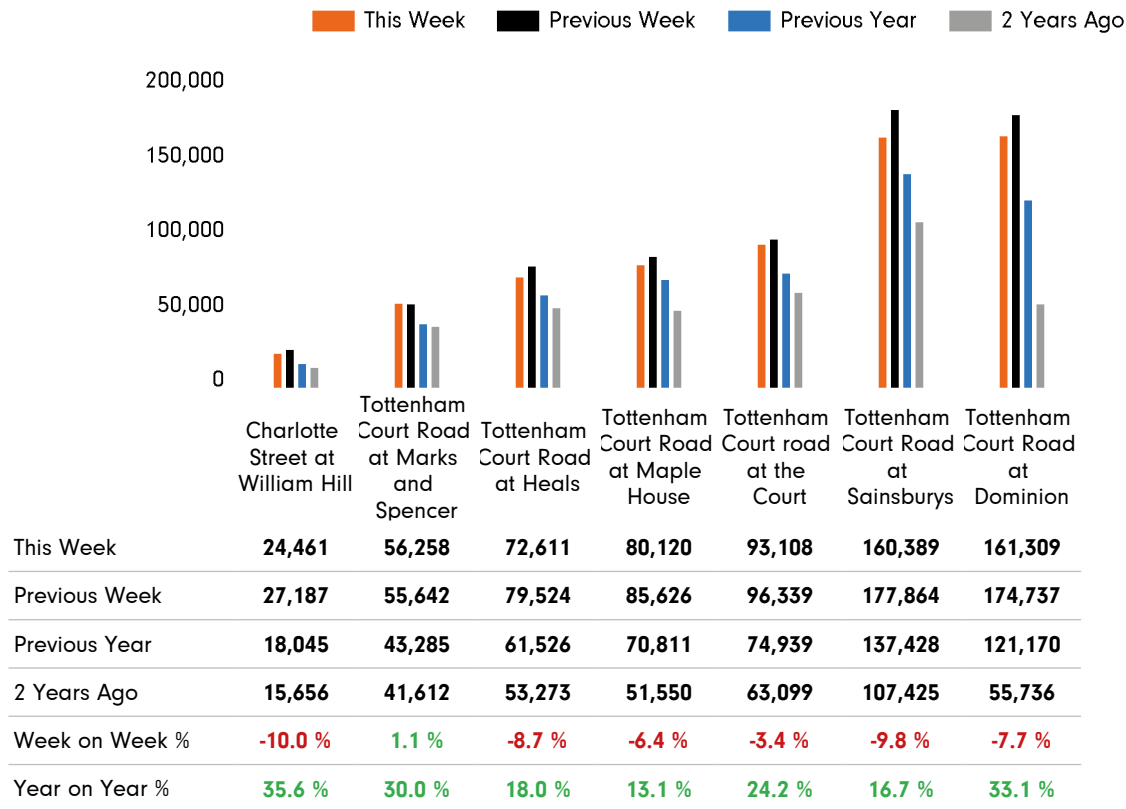
Footfall by hour



Footfall by week



Footfall by location



Footfall by location



Reporting dates

This week - 28 August 2022 - 03 September 2022

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 35, 2022 Vs Week 1, 2021 to Week 35, 2021

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 35, 2022 Vs Week 35, 2021

Week on Week % Change is the % change in footfall for this week from the previous week. Week 35 2022 Vs Week 34 2022

2019 comparison for Fitzrovia BID

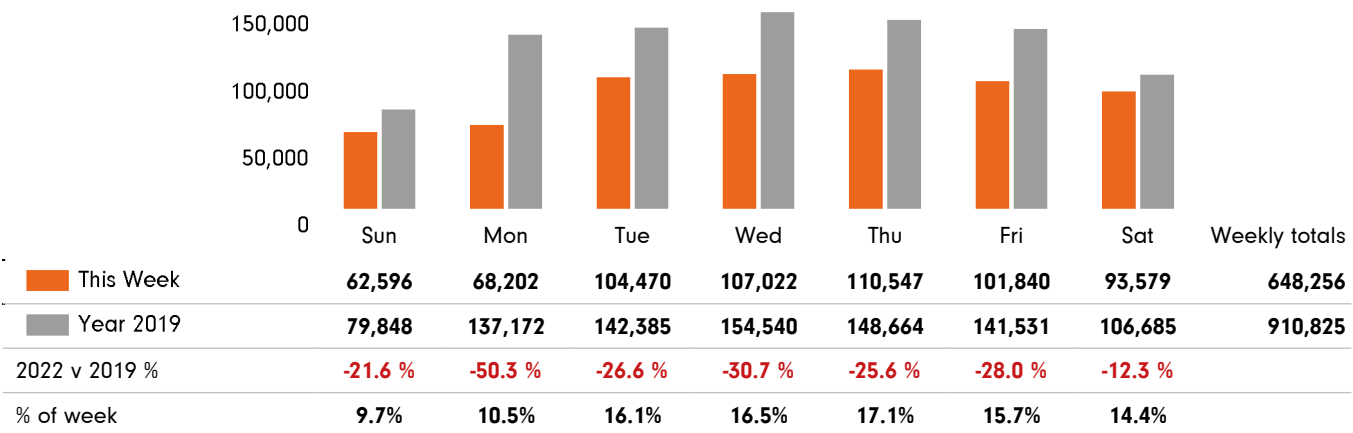
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section **below** and shows your 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	-23.6 %	-28.8 %
Greater London	-20.1 %	-14.6 %
High Street Index(Westminster)	-24.0 %	-14.1 %
High Street Index - BDSU(BDSU - Multifunctional)	-18.3 %	-13.0 %
UK	-18.7 %	-11.1 %

Fitzrovia BID is compared to the high street index.

Footfall by day



Footfall by location

