

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2022	2021	2022	2021	2022	2021
Fitzrovia BID with Charlotte St	77.7%	-7.2%	14.2%	51.8%	0.0%	7.6%
Greater London	59.2%	1.2%	13.7%	38.5%	-2.6%	4.3%
High Street Index(Westminster)	91.0%	-8.1%	17.0%	71.8%	-1.7%	5.5%
High Street Index - BDSU(BDSU - Multifunctional)	41.6%	4.0%	2.9%	22.0%	-3.8%	4.6%
UK	42.3%	6.8%	4.3%	27.9%	-3.5%	3.7%

Springboard's West End Benchmark is created using footfall counters monitoring the areas of Covent Garden, Fitzrovia, Heart of London and New West End. Benchmark 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 with Charlotte St for the last 52 weeks is 36,145,674 which is 81.8% up on the previous year.

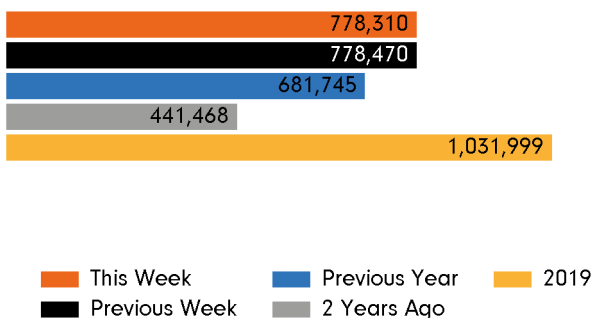
The total number of visitors for the year to date is 26,941,895 which is 77.7% up on the previous year.

The total number of visitors to Fitzrovia BID with Charlotte St in week commencing 18 September 2022 was 778,310.

The busiest day in week commencing 18 September 2022 was Thursday with 139,482 visitors.

The peak hour of the week was 13:00 on Thursday 22 September 2022 with footfall of 12,718.

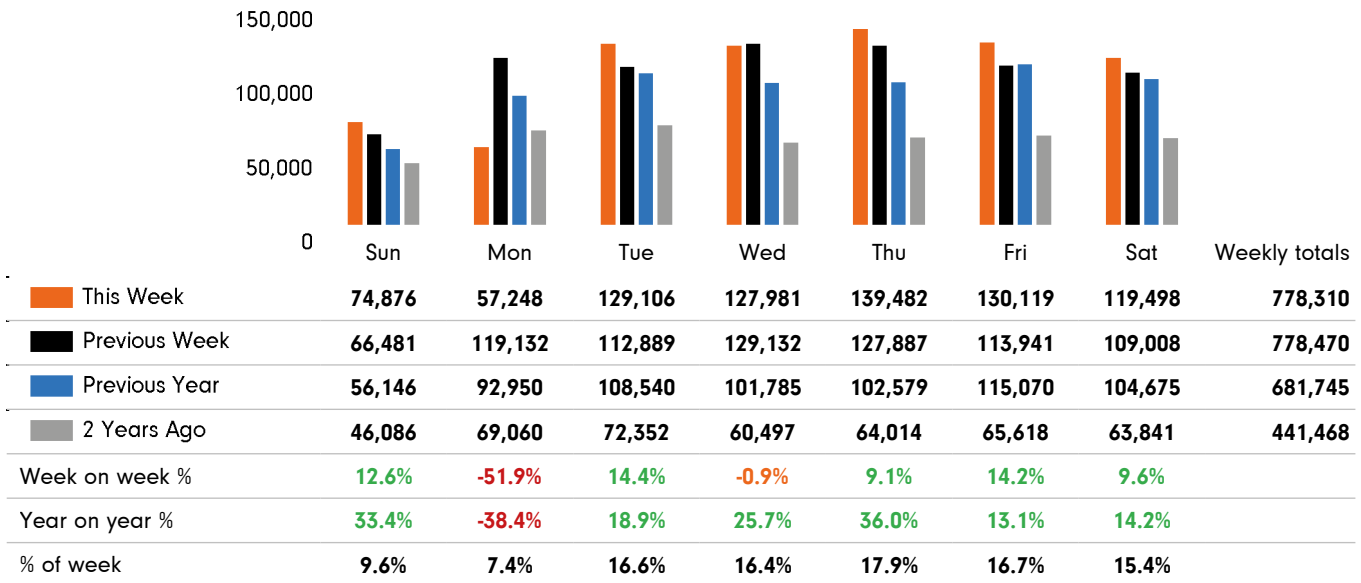
Footfall by week



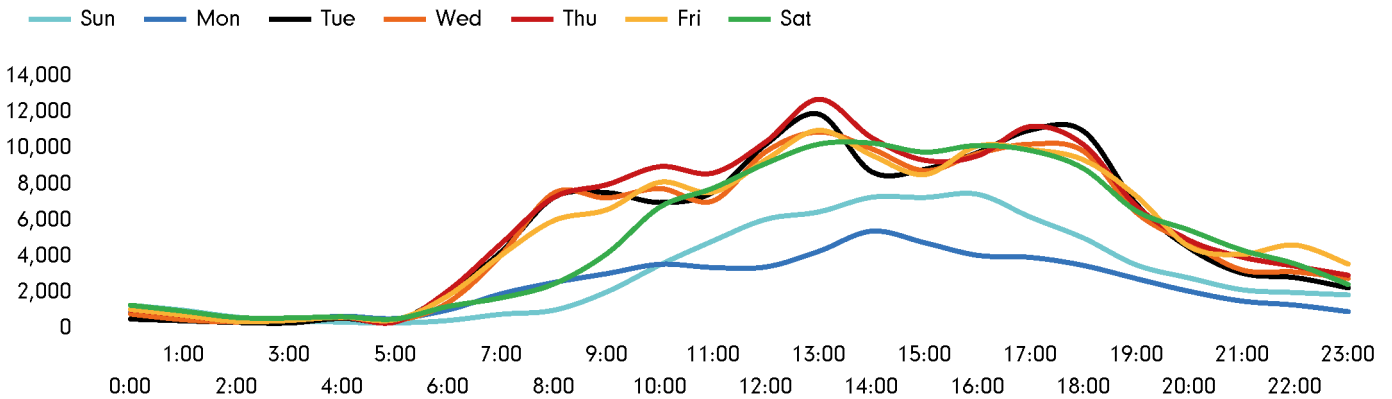
Weather

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
This week	18°	18°	19°	21°	21°	18°	18°
Previous week	23°	26°	20°	21°	19°	16°	18°
Previous year	19°	20°	21°	22°	22°	23°	21°

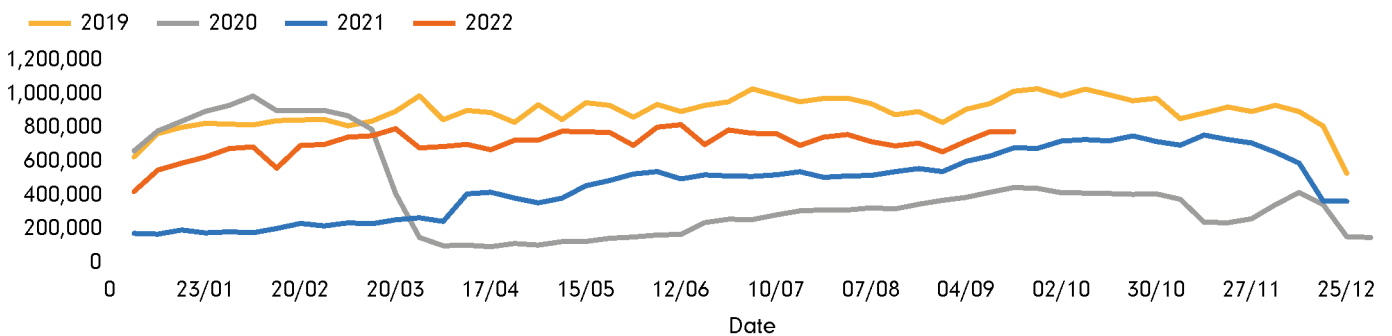
Footfall by day



Footfall by hour

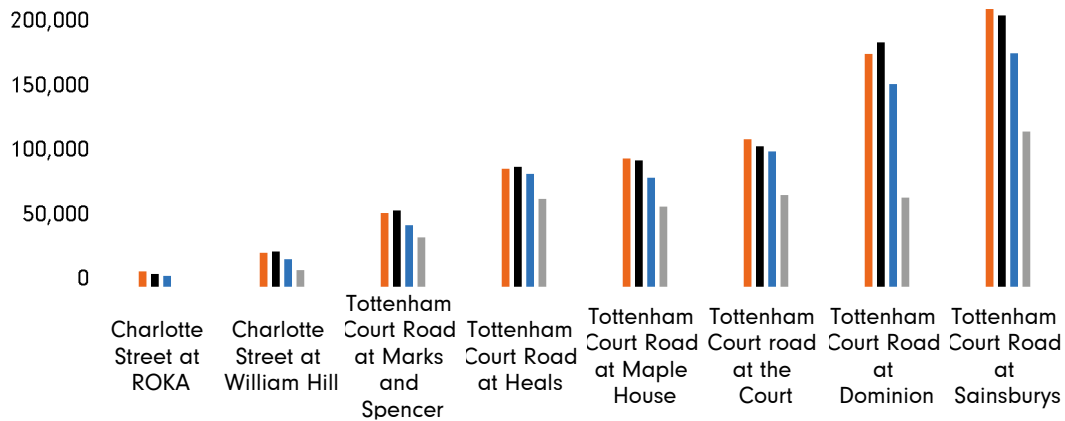


Footfall by week



Footfall by location

■ This Week
 ■ Previous Week
 ■ Previous Year



This Week	15,024	28,422	57,385	89,689	97,117	111,220	173,310	206,143
Previous Week	13,032	29,470	59,411	91,214	95,742	105,991	181,851	201,759
Previous Year	11,788	23,854	48,533	86,097	83,364	102,394	151,706	174,009
2 Years Ago		15,815	39,842	67,729	62,237	70,424	68,649	116,772
Week on Week %	15.3 %	-3.6 %	-3.4 %	-1.7 %	1.4 %	4.9 %	-4.7 %	2.2 %
Year on Year %	27.5 %	19.1 %	18.2 %	4.2 %	16.5 %	8.6 %	14.2 %	18.5 %

Footfall by location



- Tottenham Court Road at Sainsburys, 26.5 %
- Tottenham Court Road at Dominion, 22.3 %
- Tottenham Court road at the Court, 14.3 %
- Tottenham Court Road at Maple House, 12.5 %
- Tottenham Court Road at Heals , 11.5 %
- Tottenham Court Road at Marks and Spencer, 7.4 %
- Charlotte Street at William Hill, 3.7 %
- Charlotte Street at ROKA, 1.9 %

Reporting dates

This week - 18 September 2022 - 24 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 38, 2022 Vs Week 1, 2021 to Week 38, 2021

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 38, 2022 Vs Week 38, 2021

Week on Week % Change is the % change in footfall for this week from the previous week. Week 38 2022 Vs Week 37 2022

2019 comparison for Fitzrovia BID with Charlotte St

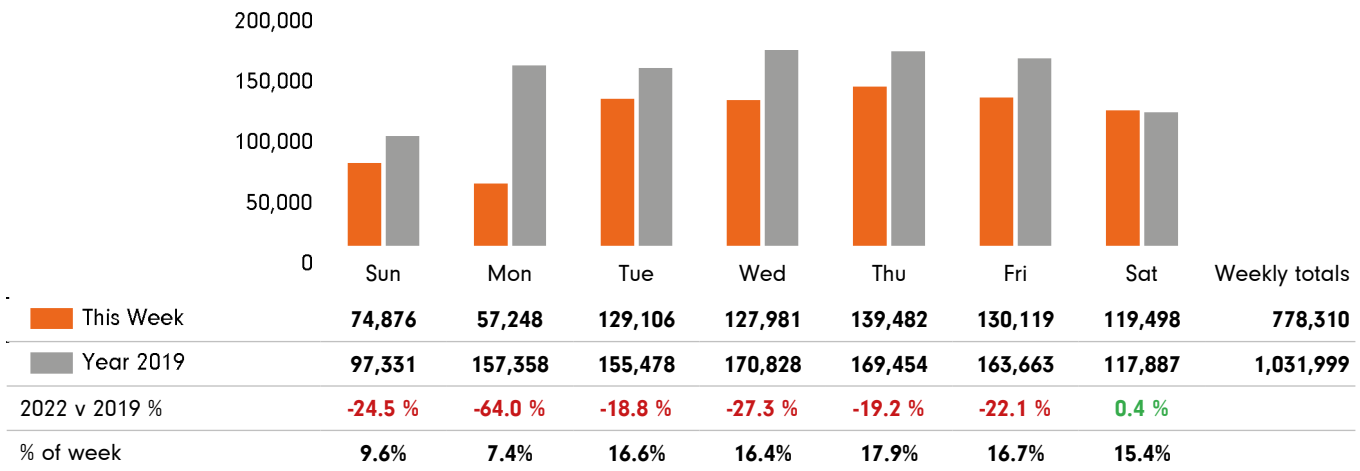
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your 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 with Charlotte St	-23.8 %	-26.0 %
Greater London	-19.8 %	-12.2 %
High Street Index(Westminster)	-23.6 %	-15.5 %
High Street Index - BDSU(BDSU - Multifunctional)	-18.1 %	-15.1 %
UK	-18.5 %	-13.9 %

Fitzrovia BID with Charlotte St is compared to the high street index.

Footfall by day



Footfall by location

