

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2022	2021	2022	2021	2022	2021
Fitzrovia BID	62.4%	6.0%	6.8%	181.1%	-3.6%	-3.4%
Greater London	49.2%	10.3%	10.7%	178.0%	0.3%	-0.1%
High Street Index(Westminster)	71.1%	6.5%	15.0%	418.3%	1.1%	1.3%
High Street Index - BDSU(BDSU - Multifunctional)	34.6%	10.6%	5.4%	125.1%	0.9%	1.6%
UK	35.1%	13.5%	6.5%	135.8%	2.1%	2.5%

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 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 35,879,090 which is 66.8% up on the previous year.

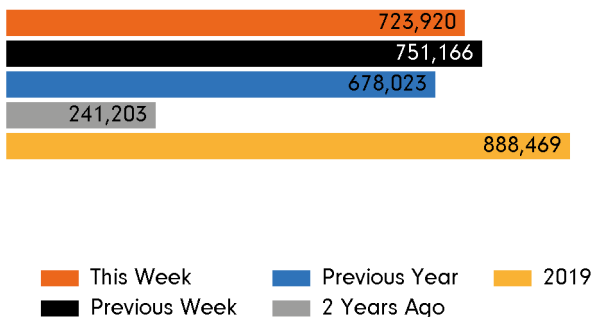
The total number of visitors for the year to date is 31,829,629 which is 62.4% up on the previous year.

The total number of visitors to Fitzrovia BID in week commencing 6 November 2022 was 723,920.

The busiest day in week commencing 6 November 2022 was Thursday with 138,559 visitors.

The peak hour of the week was 17:00 on Thursday 10 November 2022 with footfall of 10,781.

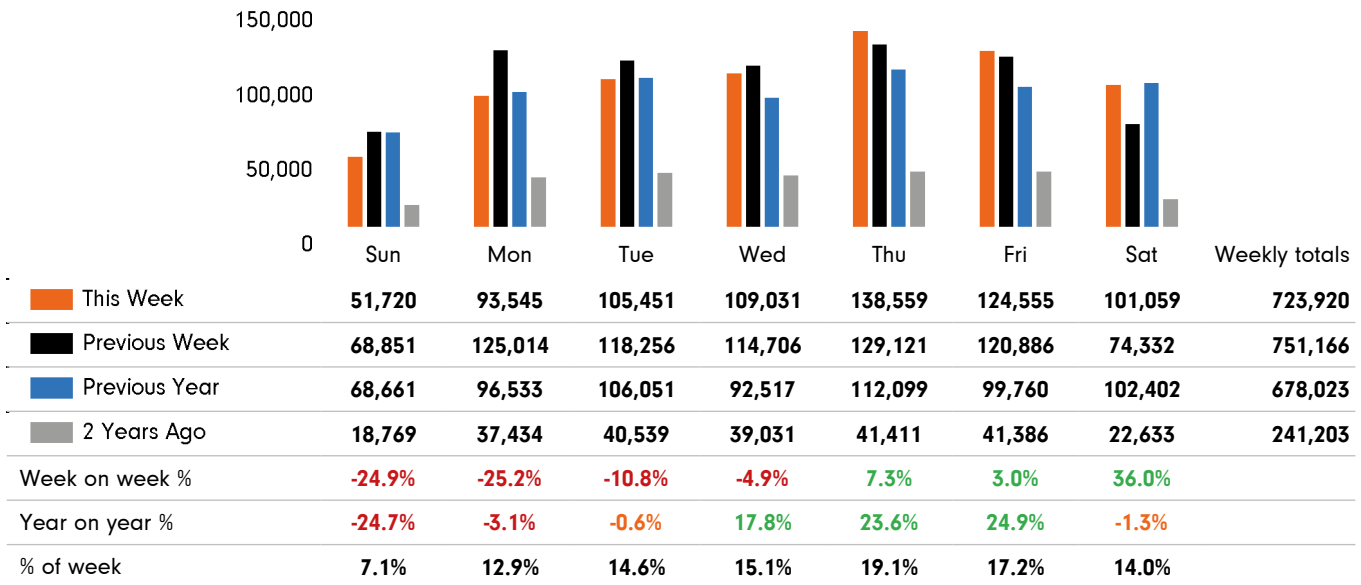
Footfall by week



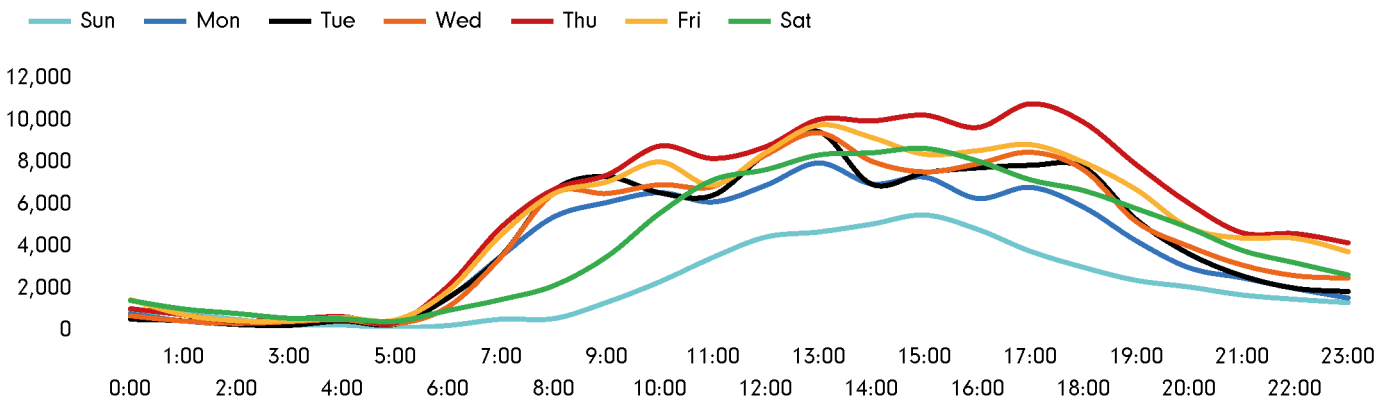
Weather

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
This week	14°	14°	15°	15°	14°	15°	16°
Previous week	22°	16°	17°	16°	15°	13°	12°
Previous year	12°	12°	15°	14°	14°	15°	13°

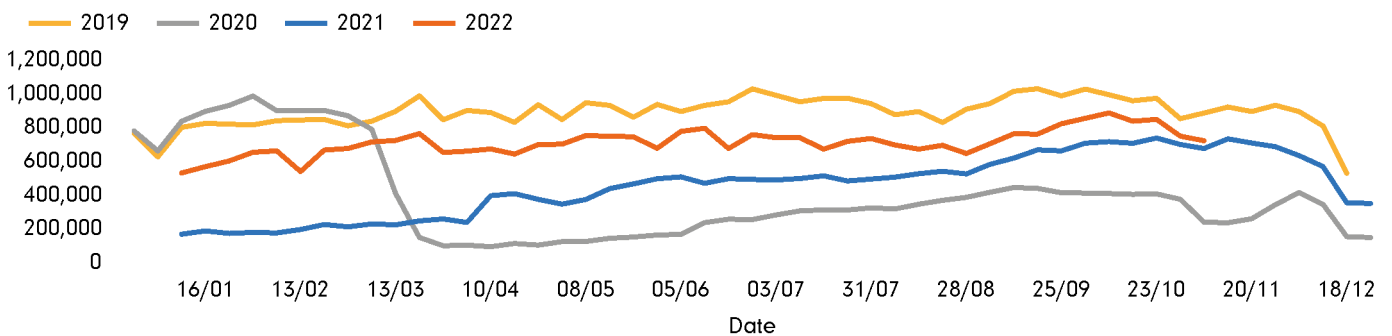
Footfall by day



Footfall by hour

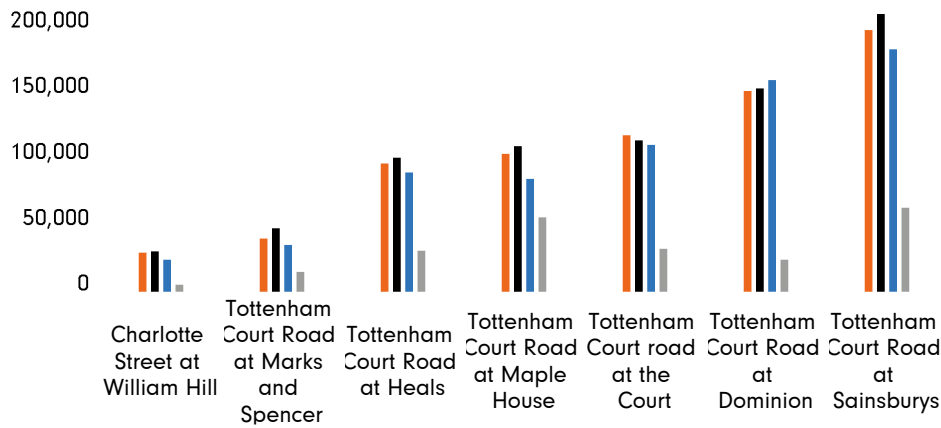


Footfall by week



Footfall by location

■ This Week
 ■ Previous Week
 ■ Previous Year
 ■ 2 Years Ago



This Week	31,458	41,920	95,510	102,014	115,427	146,995	190,596
Previous Week	32,643	48,842	99,448	107,576	111,883	148,746	202,028
Previous Year	26,700	37,330	88,901	84,451	108,719	155,078	176,844
2 Years Ago	8,480	17,820	33,149	56,957	34,546	26,426	63,825
Week on Week %	-3.6 %	-14.2 %	-4.0 %	-5.2 %	3.2 %	-1.2 %	-5.7 %
Year on Year %	17.8 %	12.3 %	7.4 %	20.8 %	6.2 %	-5.2 %	7.8 %

Footfall by location



- Tottenham Court Road at Sainsburys, 26.3 %
- Tottenham Court Road at Dominion, 20.3 %
- Tottenham Court road at the Court, 15.9 %
- Tottenham Court Road at Maple House, 14.1 %
- Tottenham Court Road at Heals, 13.2 %
- Tottenham Court Road at Marks and Spencer, 5.8 %
- Charlotte Street at William Hill, 4.3 %

Reporting dates

This week - 06 November 2022 - 12 November 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 45, 2022 Vs Week 1, 2021 to Week 45, 2021

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 45, 2022 Vs Week 45, 2021

Week on Week % Change is the % change in footfall for this week from the previous week. Week 45 2022 Vs Week 44 2022

2019 comparison for Fitzrovia BID

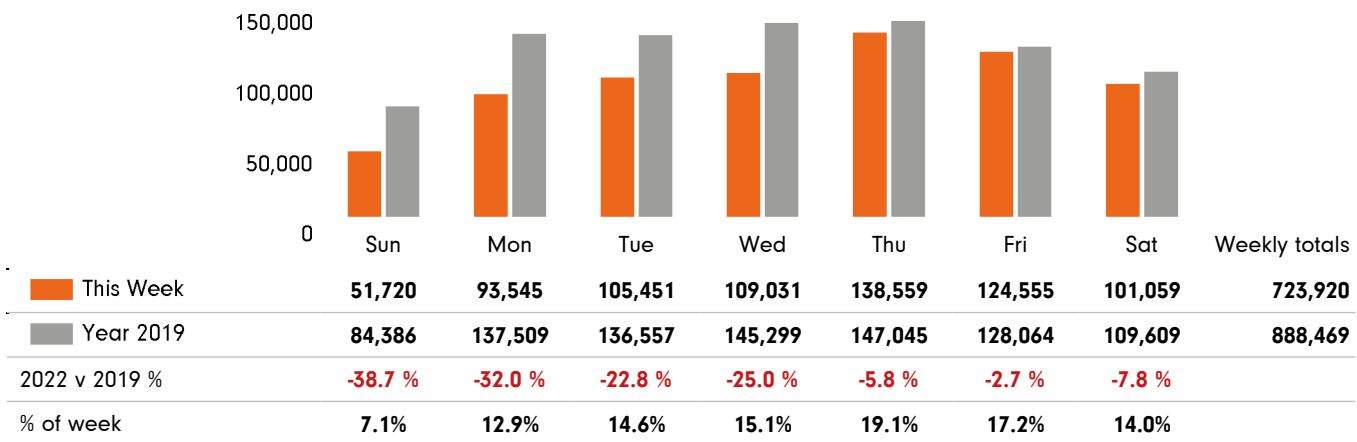
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your 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	-22.2 %	-18.5 %
Greater London	-18.5 %	-13.5 %
High Street Index(Westminster)	-22.1 %	-14.3 %
High Street Index - BDSU(BDSU - Multifunctional)	-17.1 %	-11.3 %
UK	-17.3 %	-12.4 %

Fitzrovia BID is compared to the high street index.

Footfall by day



Footfall by location

	This week	2019	2022 - 2019 %	 This week  Year 2019
Charlotte Street at William Hill	31,458	27,283	15.3 %	
Tottenham Court Road at Dominion	146,995	158,481	-7.2 %	
Tottenham Court Road at Heals	95,510	122,587	-22.1 %	
Tottenham Court Road at Maple House	102,014	79,363	28.5 %	
Tottenham Court Road at Marks and Spencer	41,920	76,580	-45.3 %	
Tottenham Court Road at Sainsburys	190,596	266,610	-28.5 %	
Tottenham Court road at the Court	115,427	157,565	-26.7 %	