

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2022	2021	2022	2021	2022	2021
Fitzrovia BID	60.5%	8.5%	9.2%	209.1%	10.8%	8.4%
Greater London	47.9%	12.5%	10.0%	177.1%	5.0%	5.5%
High Street Index(Westminster)	68.8%	9.8%	13.4%	362.3%	7.4%	8.9%
High Street Index - BDSU(BDSU - Multifunctional)	33.6%	12.3%	1.4%	122.3%	0.5%	3.8%
UK	34.1%	15.3%	2.7%	137.9%	1.7%	6.2%

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 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 35,946,605 which is 63.3% up on the previous year.

The total number of visitors for the year to date is 32,632,062 which is 60.5% up on the previous year.

The total number of visitors to Fitzrovia BID in week commencing 13 November 2022 was 802,433.

The busiest day in week commencing 13 November 2022 was Thursday with 134,364 visitors.

The peak hour of the week was 13:00 on Tuesday 15 November 2022 with footfall of 11,740.

Footfall by week

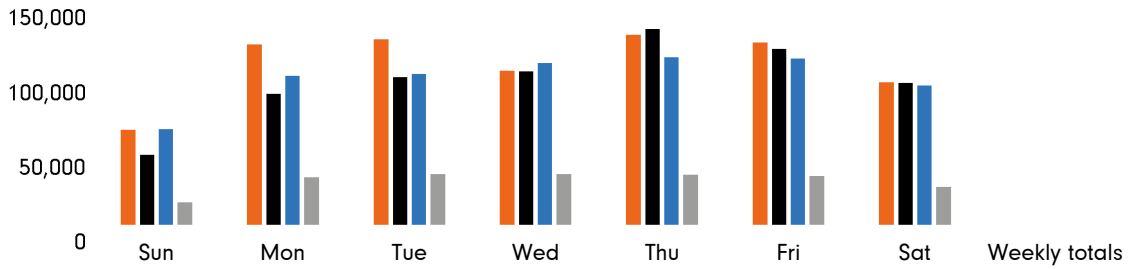


■ This Week ■ Previous Year ■ 2019
■ Previous Week ■ 2 Years Ago

Weather

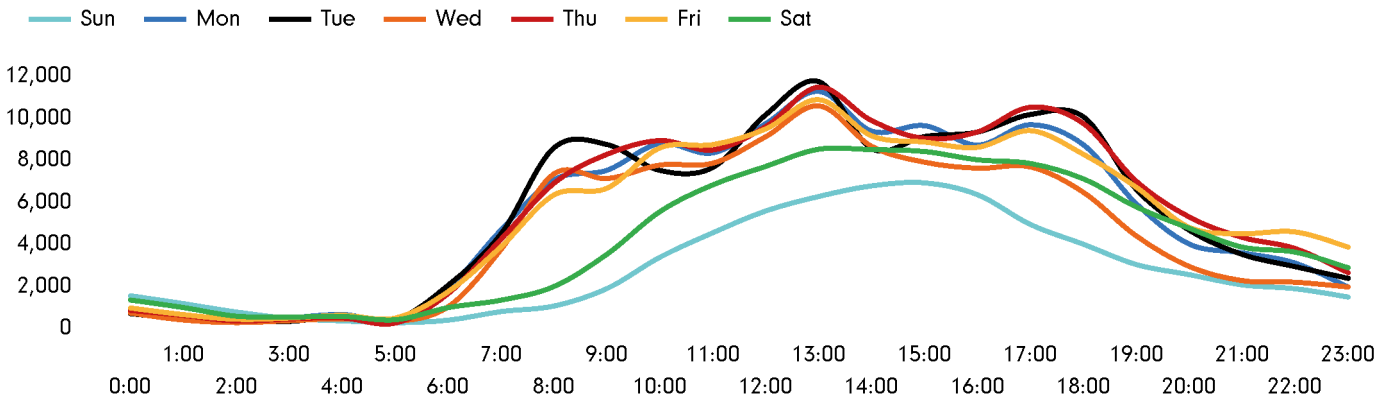
	Sun	Mon	Tue	Wed	Thu	Fri	Sat
This week	16°	13°	13°	14°	12°	12°	12°
Previous week	14°	14°	15°	15°	14°	15°	16°
Previous year	13°	12°	11°	11°	14°	13°	11°

Footfall by day

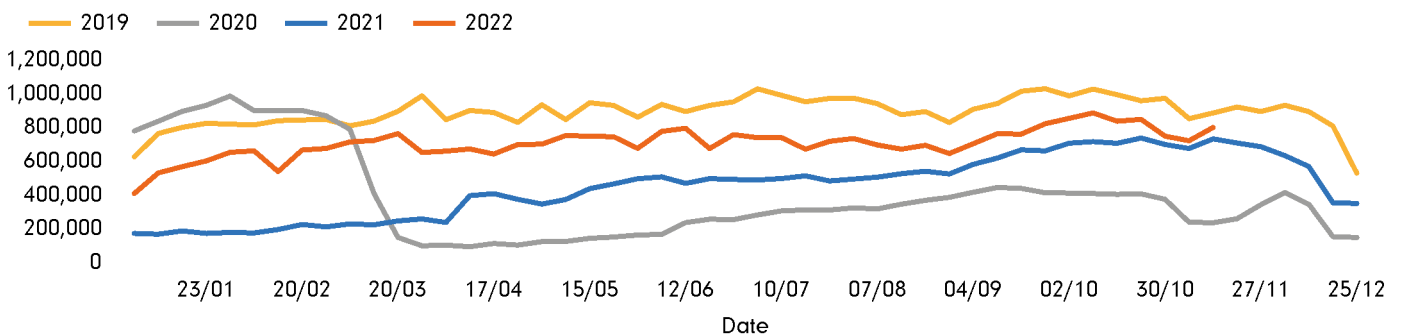


Week on week %	33.1%	36.4%	24.5%	0.4%	-3.0%	3.5%	0.8%	
Year on year %	-1.2%	20.2%	22.1%	-4.9%	12.9%	9.3%	2.5%	
% of week	8.6%	15.9%	16.4%	13.6%	16.7%	16.1%	12.7%	

Footfall by hour

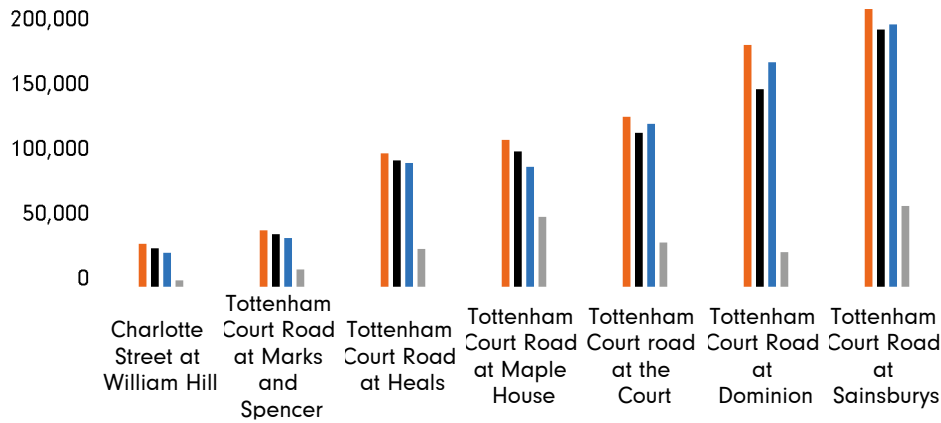


Footfall by week



Footfall by location

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



This Week	35,089	44,490	100,803	110,368	127,187	179,224	205,272
Previous Week	31,458	41,920	95,510	102,014	115,427	146,995	190,596
Previous Year	28,624	39,166	93,402	90,759	122,229	166,472	194,266
2 Years Ago	8,177	16,366	31,386	54,630	35,793	28,876	62,565
Week on Week %	11.5 %	6.1 %	5.5 %	8.2 %	10.2 %	21.9 %	7.7 %
Year on Year %	22.6 %	13.6 %	7.9 %	21.6 %	4.1 %	7.7 %	5.7 %

Footfall by location



- Tottenham Court Road at Sainsburys, 25.6 %
- Tottenham Court Road at Dominion, 22.3 %
- Tottenham Court road at the Court, 15.9 %
- Tottenham Court Road at Maple House, 13.8 %
- Tottenham Court Road at Heals, 12.6 %
- Tottenham Court Road at Marks and Spencer, 5.5 %
- Charlotte Street at William Hill, 4.4 %

Reporting dates

This week - 13 November 2022 - 19 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 46, 2022 Vs Week 1, 2021 to Week 46, 2021

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 46, 2022 Vs Week 46, 2021

Week on Week % Change is the % change in footfall for this week from the previous week. Week 46 2022 Vs Week 45 2022

2019 comparison for Fitzrovia BID

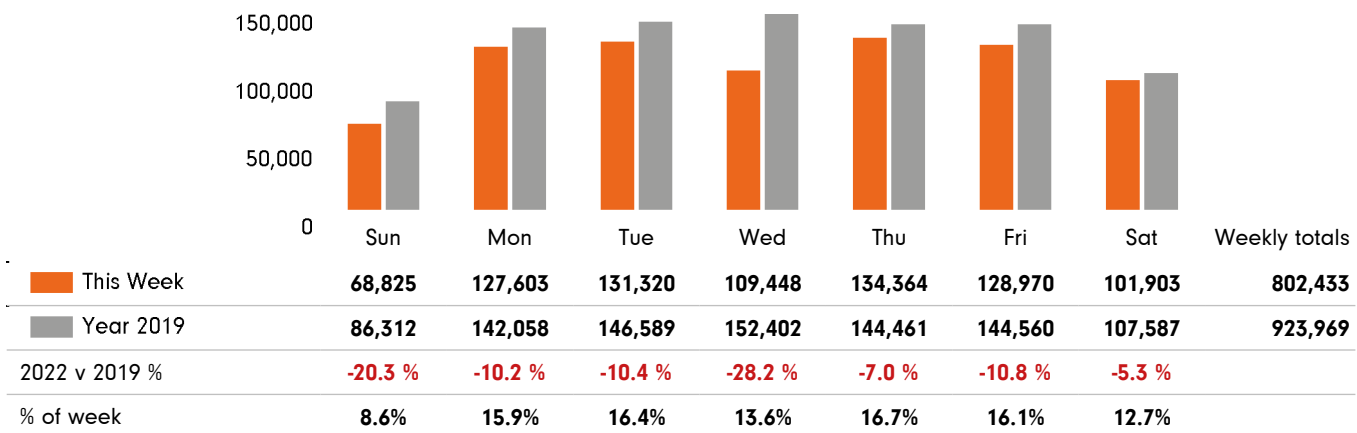
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your 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	-22.0 %	-13.2 %
Greater London	-18.4 %	-8.2 %
High Street Index(Westminster)	-21.7 %	-6.6 %
High Street Index - BDSU(BDSU - Multifunctional)	-17.1 %	-11.1 %
UK	-17.3 %	-11.1 %

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	35,089	28,620	22.6 %	
Tottenham Court Road at Dominion	179,224	164,372	9.0 %	
Tottenham Court Road at Heals	100,803	123,824	-18.6 %	
Tottenham Court Road at Maple House	110,368	78,467	40.7 %	
Tottenham Court Road at Marks and Spencer	44,490	85,109	-47.7 %	
Tottenham Court Road at Sainsburys	205,272	274,350	-25.2 %	
Tottenham Court road at the Court	127,187	169,227	-24.8 %	