

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2022	2021	2022	2021	2022	2021
Fitzrovia BID	55.7%	15.0%	56.0%	128.6%	-12.2%	-37.7%
Greater London	44.1%	18.4%	40.5%	168.5%	9.5%	-18.4%
High Street Index(Westminster)	61.8%	19.4%	51.9%	327.9%	11.5%	-20.1%
High Street Index - BDSU(BDSU - Multifunctional)	30.7%	16.2%	26.2%	77.2%	12.5%	-13.9%
UK	31.2%	19.2%	27.6%	71.3%	10.2%	-15.2%

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

Headlines

The total number of visitors to Fitzrovia BID for the last 52 weeks is 36,618,627 which is 56.2% up on the previous year.

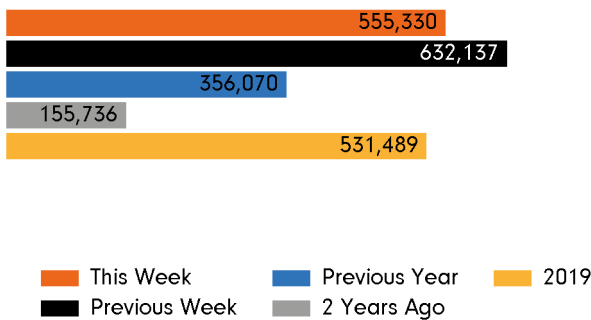
The total number of visitors for the year to date is 36,266,207 which is 55.7% up on the previous year.

The total number of visitors to Fitzrovia BID in week commencing 18 December 2022 was 555,330.

The busiest day in week commencing 18 December 2022 was Tuesday with 101,572 visitors.

The peak hour of the week was 13:00 on Tuesday 20 December 2022 with footfall of 9,284.

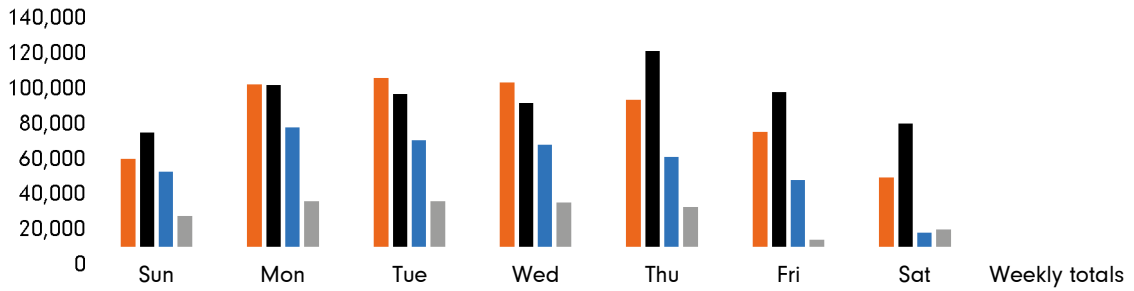
Footfall by week



Weather

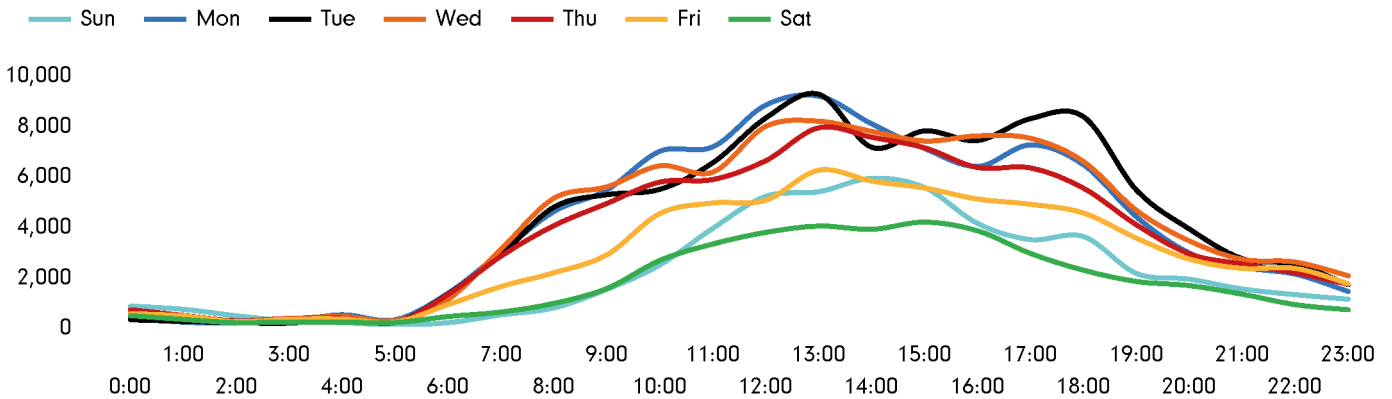
	Sun	Mon	Tue	Wed	Thu	Fri	Sat
This week	5°	10°	13°	13°	11°	12°	13°
Previous week	4°	1°	1°	2°	1°	1°	3°
Previous year	7°	7°	7°	5°	11°	10°	9°

Footfall by day

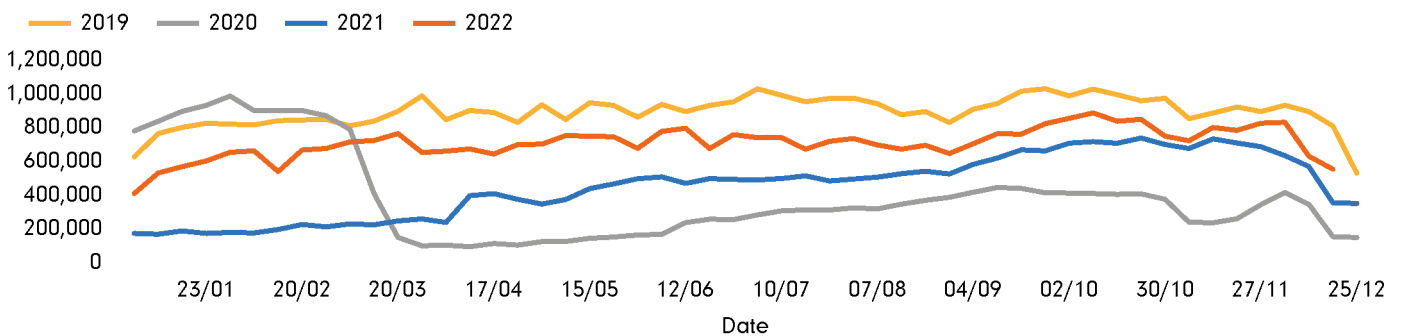


Week on week %	-22.3%	0.6%	10.2%	13.9%	-24.3%	-25.0%	-41.9%	
Year on year %	16.1%	34.5%	55.7%	58.6%	60.7%	66.5%	282.4%	
% of week	9.8%	17.6%	18.3%	17.9%	16.0%	12.6%	7.8%	

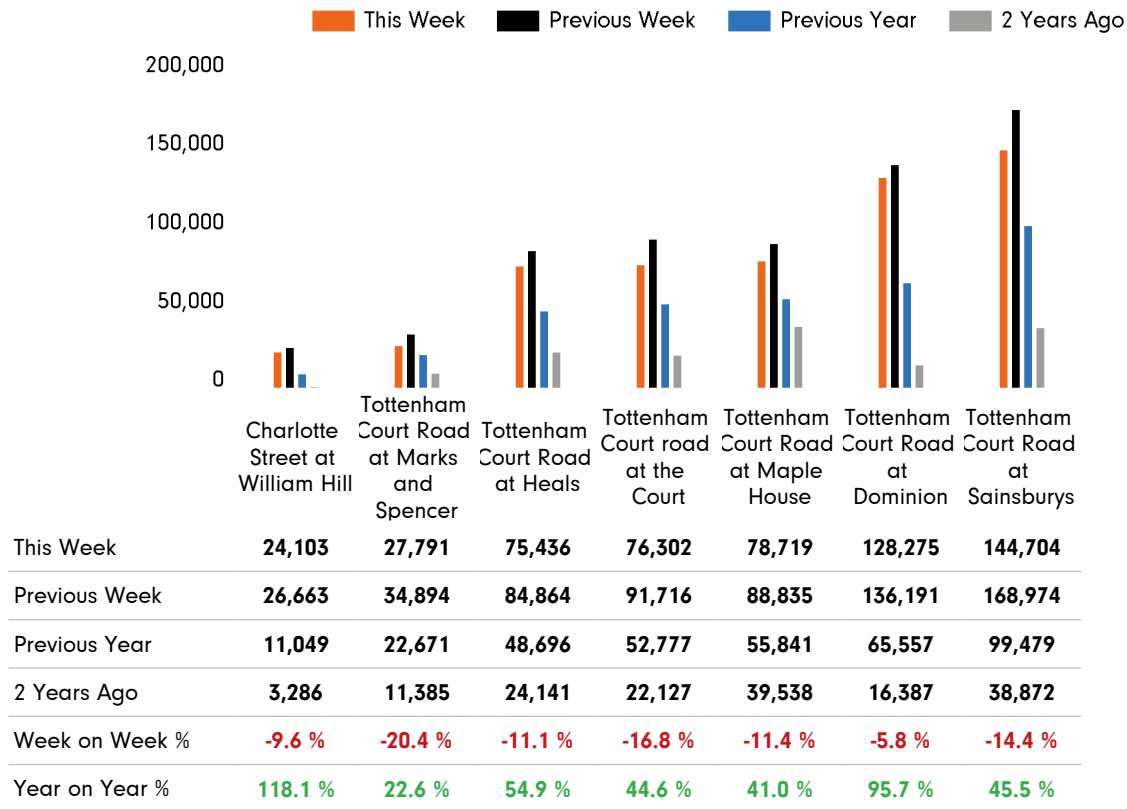
Footfall by hour



Footfall by week



Footfall by location



Footfall by location



Reporting dates

This week - 18 December 2022 - 24 December 2022

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week1, 2022 to Week 51, 2022 Vs Week 1, 2021 to Week 51, 2021

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week51, 2022 Vs Week 51, 2021

Week on Week % Change is the % change in footfall for this week from the previous week. Week51 2022 Vs Week 50 2022

2019 comparison for Fitzrovia BID

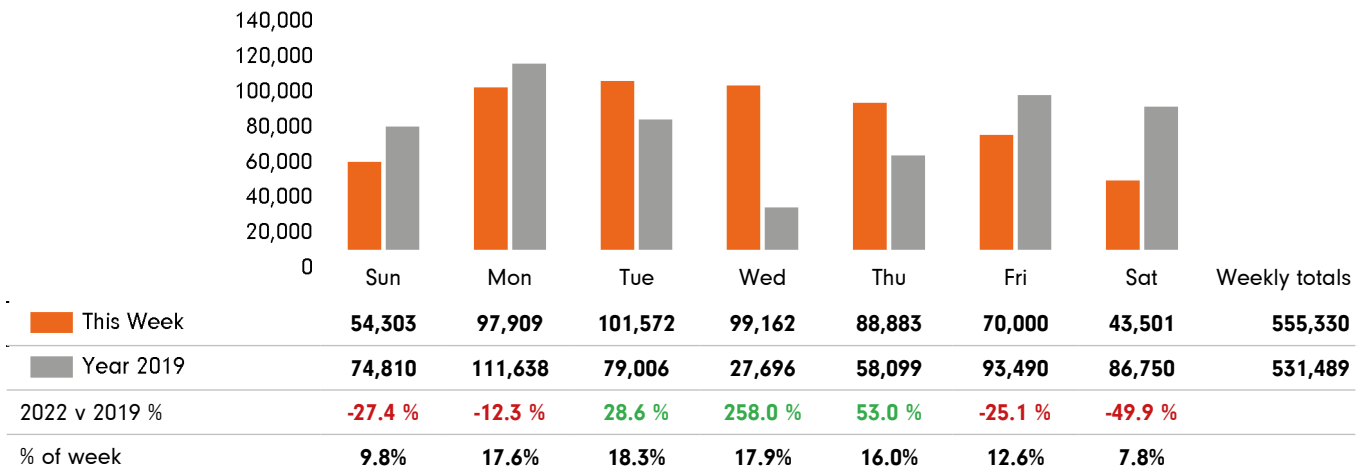
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your current performance in 2022 against the similar time period in 2019

Headlines









	Year to date %	Year on year %
	2022 Vs 2019	2022 Vs 2019
Fitzrovia BID	-21.0 %	4.5 %
Greater London	-17.5 %	-0.4 %
High Street Index(Westminster)	-20.3 %	-2.1 %
High Street Index - BDSU(BDSU - Multifunctional)	-16.6 %	5.0 %
UK	-16.7 %	1.2 %

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	24,103	12,433	93.9 %	
Tottenham Court Road at Dominion	128,275	92,248	39.1 %	
Tottenham Court Road at Heals	75,436	66,771	13.0 %	
Tottenham Court Road at Maple House	78,719	37,109	112.1 %	
Tottenham Court Road at Marks and Spencer	27,791	46,711	-40.5 %	
Tottenham Court Road at Sainsburys	144,704	187,961	-23.0 %	
Tottenham Court road at the Court	76,302	88,256	-13.5 %	