

Footfall Report for: Fitzrovia BID

Weeks This Month: 5
Weeks Last Month: 4

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2022	2021	2022	2021	2022	2021
Fitzrovia BID	55.1%	15.9%	25.1%	83.9%	-14.9%	-26.3%
Greater London	43.7%	19.9%	21.4%	78.8%	1.1%	-7.1%
High Street Index(Westminster)	61.8%	22.2%	33.1%	126.9%	11.5%	0.5%
High Street Index - BDSU(BDSU - Multifunctional)	30.1%	17.2%	10.1%	52.6%	-1.8%	-4.2%
UK	30.8%	20.2%	12.7%	51.0%	1.6%	-4.9%

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 Month on Month) 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 for the year to date is 36,676,329 which is 55.1% up on the previous year.

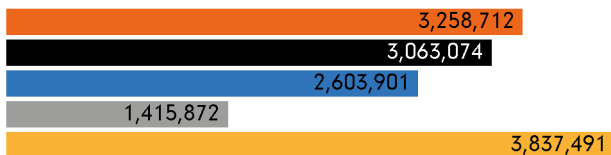
The total number of visitors to Fitzrovia BID in month commencing 27 November 2022 was 3,258,712.

The busiest day in month commencing 27 November 2022 was Thursday 1 December with 142,393 visitors.

The peak hour of the month was 13:00 on Tuesday 29 November 2022 with footfall of 12,717.

Footfall by month

Figures shown below are calculated using monthly totals.



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

Weather



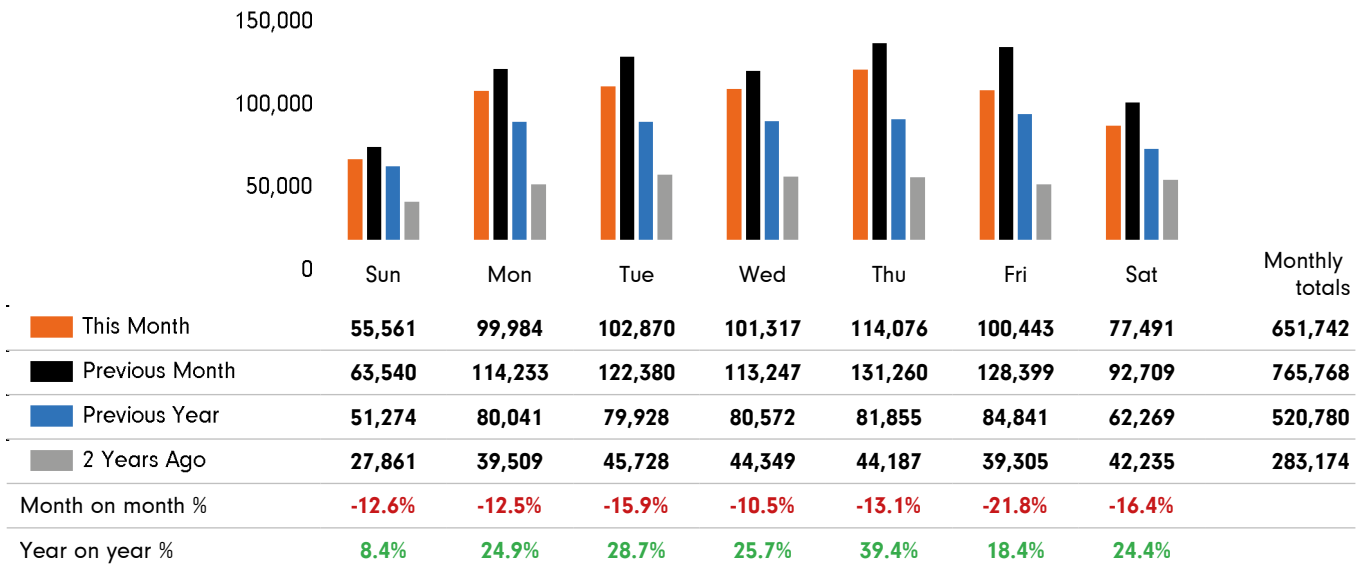
	Sun	Cloud	Rain	Snow	Menu
Number of days this month	16	17	2		
Number of days same month last year	3	12	18	2	
Number of days same month two years ago	8	5	20	1	1

Average temperature

	Maximum temperature	Minimum temperature
2022	8°	3°
2021	10°	6°
2020	8°	4°

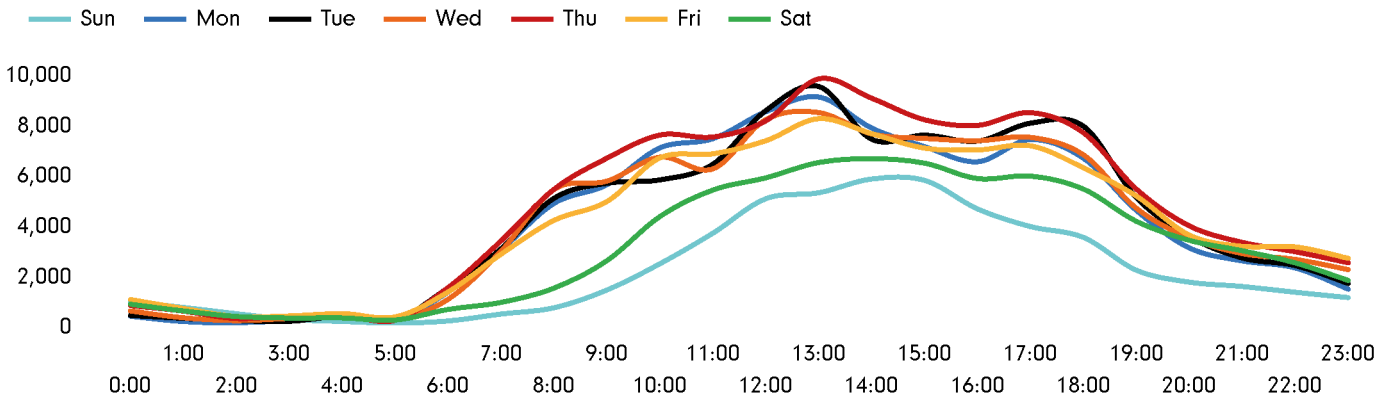
Footfall by day

The figures shown below are calculated using weekly averages.



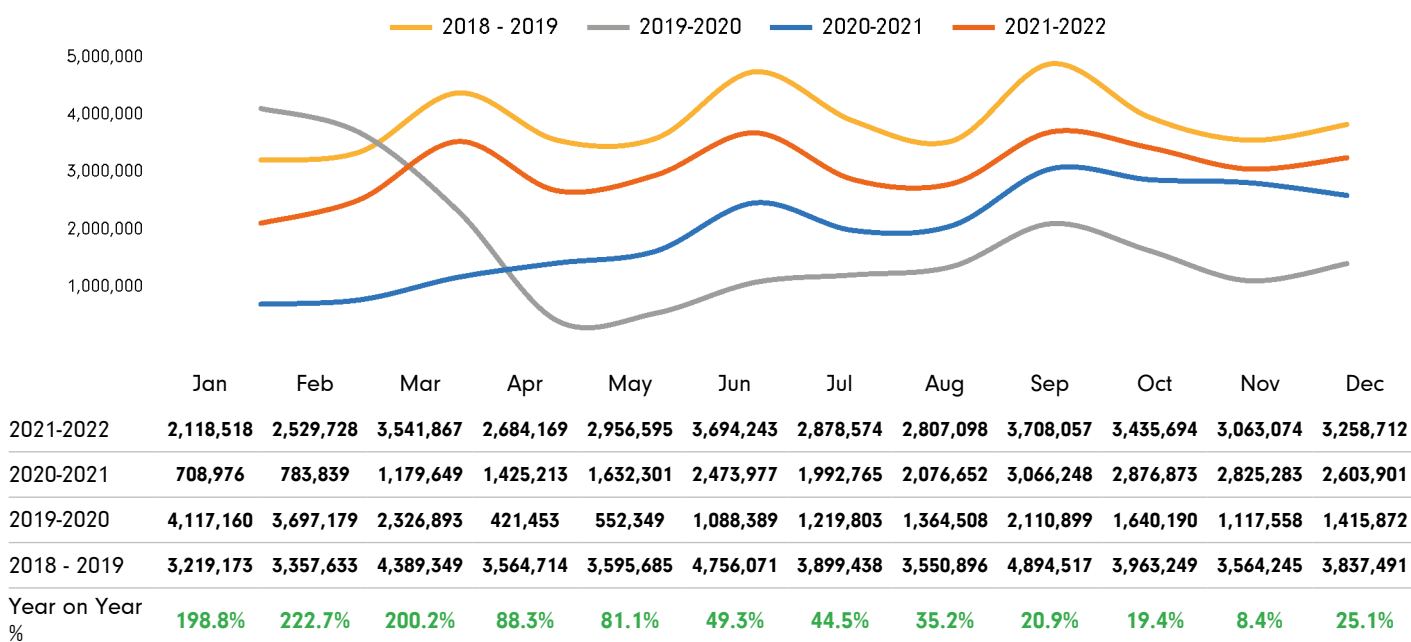
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

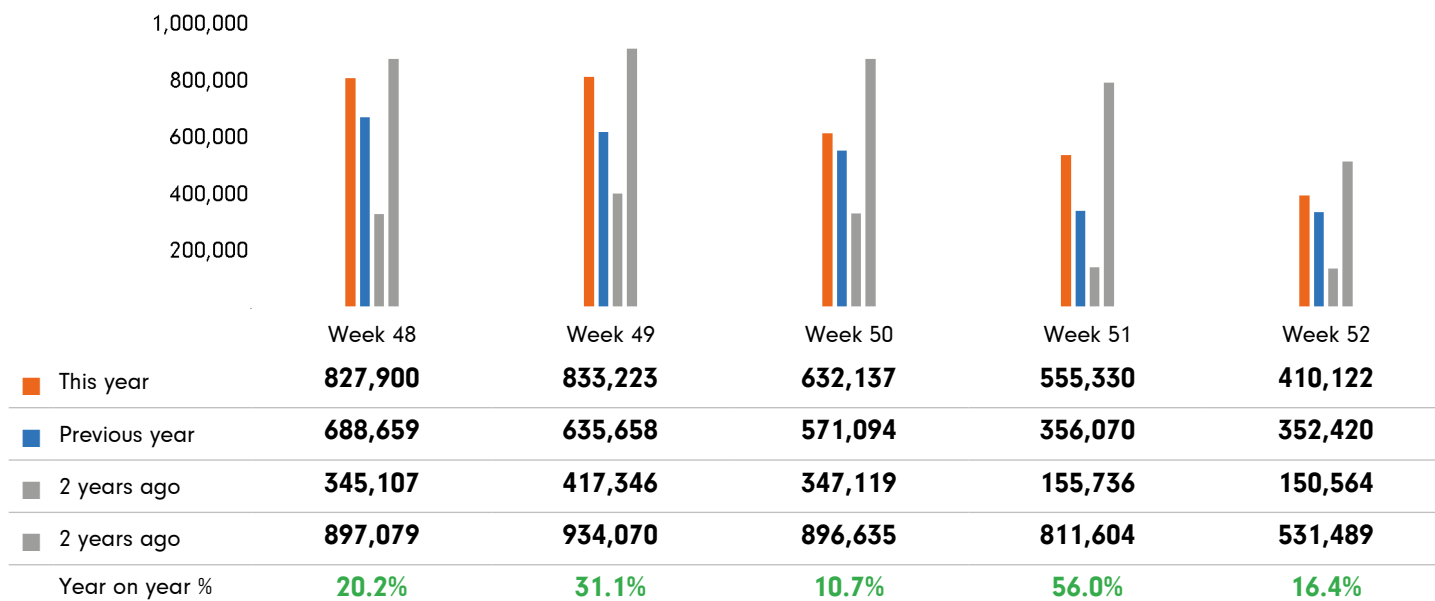
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2021-2022 period with the 2020-2021 period i.e the figure for December compares December 2022 to December 2021

Footfall by week of month

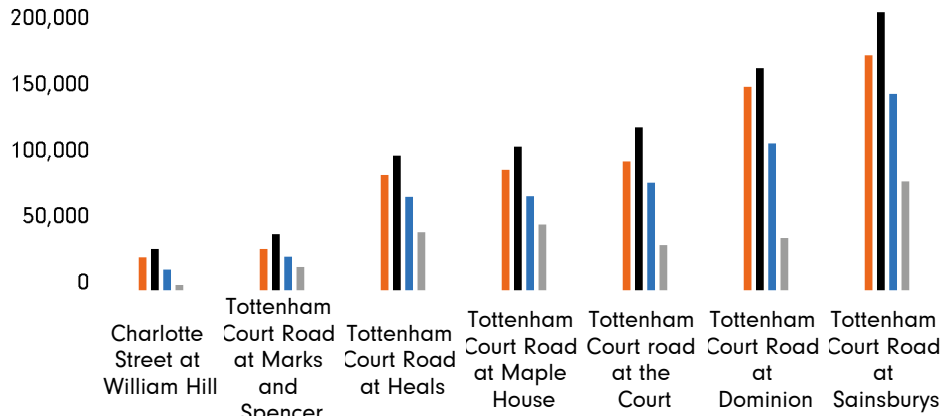
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

■ This Month
 ■ Previous Month
 ■ Previous Year
 ■ 2 Years Ago



	Charlotte Street at William Hill	Tottenham Court Road at Marks and Spencer	Tottenham Court Road at Heals	Tottenham Court Road at Maple House	Tottenham Court road at the Court	Tottenham Court Road at Dominion	Tottenham Court Road at Sainsburys
This Month	27,444	33,551	85,969	89,797	95,724	148,460	170,795
Previous Month	33,169	43,754	99,446	105,972	119,911	161,963	201,550
Previous Year	18,890	28,072	70,421	70,854	80,558	108,486	143,496
2 Years Ago	7,778	20,582	45,255	50,772	36,050	41,205	81,530
Year on Year %	45.3 %	19.5 %	22.1 %	26.7 %	18.8 %	36.8 %	19.0 %

Footfall by location



Tottenham Court Road at Sainsburys, 26.2 %
Tottenham Court Road at Dominion, 22.8 %
Tottenham Court road at the Court, 14.7 %
Tottenham Court Road at Maple House, 13.8 %
Tottenham Court Road at Heals, 13.2 %
Tottenham Court Road at Marks and Spencer, 5.1 %
Charlotte Street at William Hill, 4.2 %

Reporting dates

This month - 27 November 2022 - 31 December 2022

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

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 12 2022 Vs 11 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

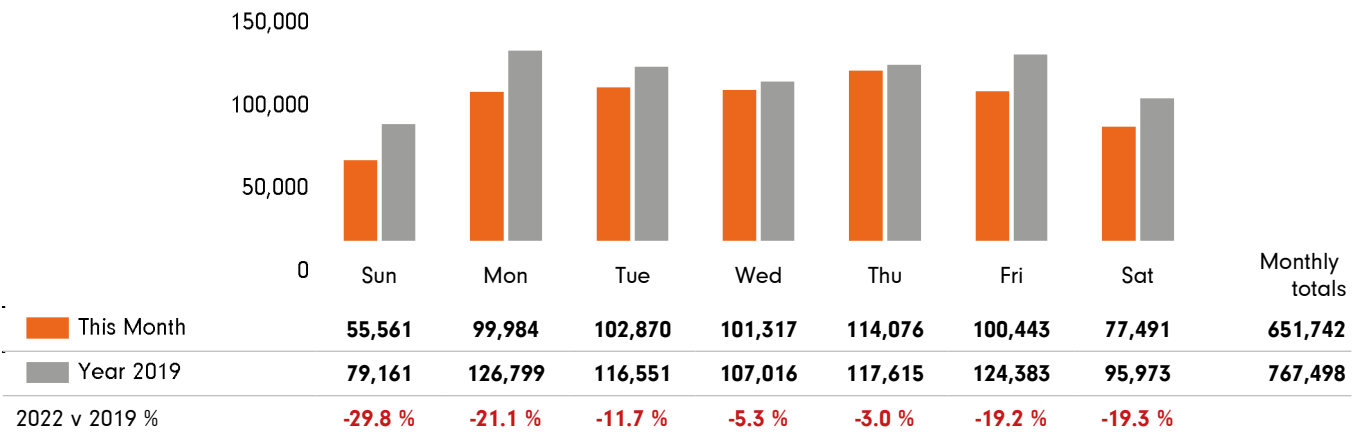
Headlines

	Year to date % 2022 Vs 2019	Year on year % 2022 Vs 2019
Fitzrovia BID	-21.3 %	-15.1 %
Greater London	-17.6 %	-12.0 %
High Street Index(Westminster)	-20.2 %	-9.4 %
High Street Index - BDSU(BDSU - Multifunctional)	-16.7 %	-13.8 %
UK	-16.8 %	-13.3 %

Fitzrovia BID is compared to the high street index.

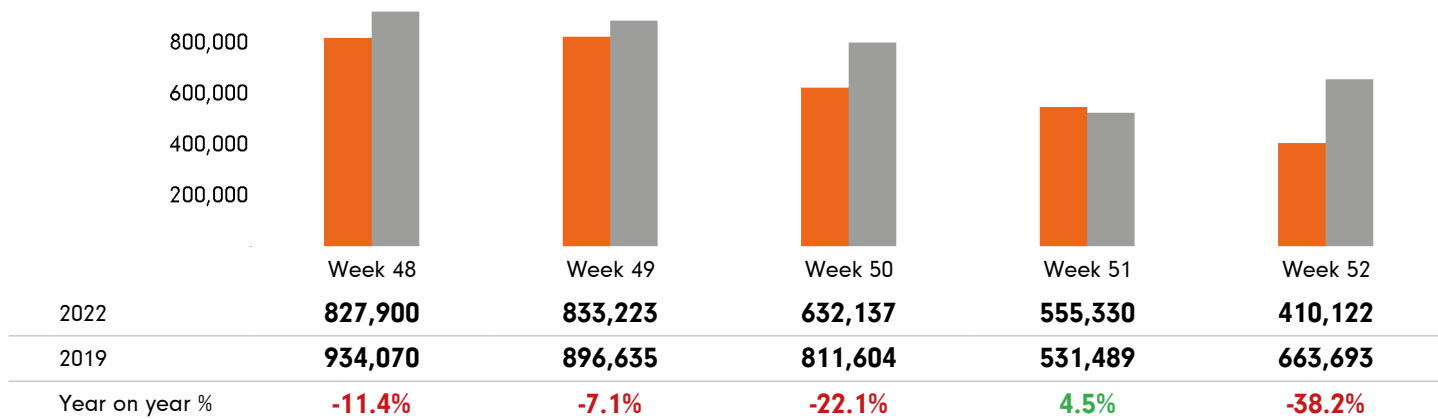
Footfall by day

The figures shown below are calculated using weekly averages.



Footfall by week of month

The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

