

**Weekly Footfall**

	Year to date %		Year on year %		Week on week %	
	2022	2021	2022	2021	2022	2021
Fitzrovia BID	55.1%	15.9%	16.4%	134.1%	-26.1%	-1.0%
Greater London	43.7%	19.9%	22.0%	165.3%	-16.0%	-2.3%
High Street Index(Westminster)	60.9%	21.8%	30.5%	358.6%	-10.2%	4.6%
High Street Index - BDSU(BDSU - Multifunctional)	30.2%	17.2%	8.2%	108.7%	-26.2%	-13.3%
UK	30.8%	20.2%	9.3%	95.3%	-25.1%	-11.8%

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 36,676,329 which is 55.1% up on the previous year.

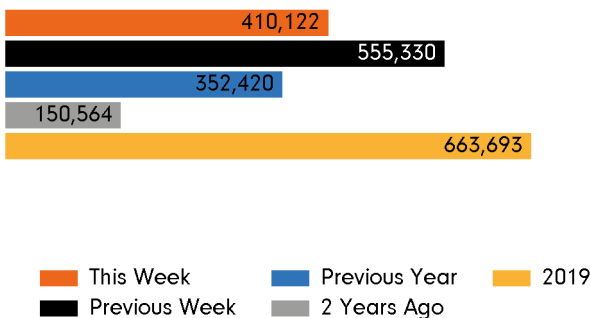
The total number of visitors for the year to date is 36,676,329 which is 55.1% up on the previous year.

The total number of visitors to Fitzrovia BID in week commencing 25 December 2022 was 410,122.

The busiest day in week commencing 25 December 2022 was Thursday with 84,856 visitors.

The peak hour of the week was 14:00 on Thursday 29 December 2022 with footfall of 7,529.

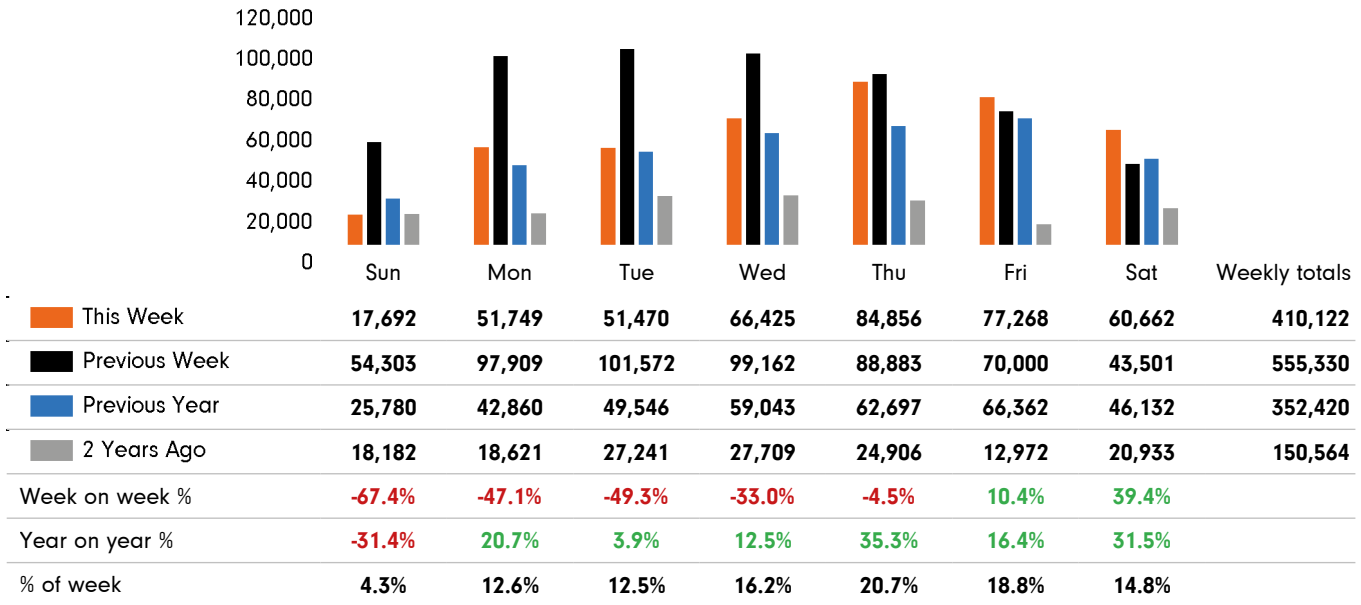
**Footfall by week**



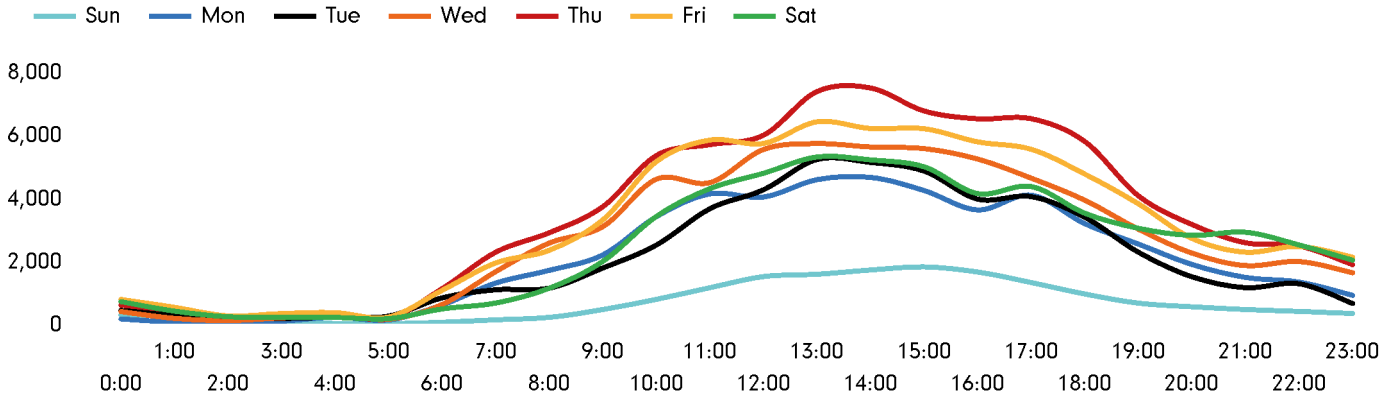
**Weather**

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
This week	11°	12°	11°	11°	12°	10°	14°
Previous week	5°	10°	13°	13°	11°	12°	13°
Previous year	10°	11°	11°	16°	15°	15°	15°

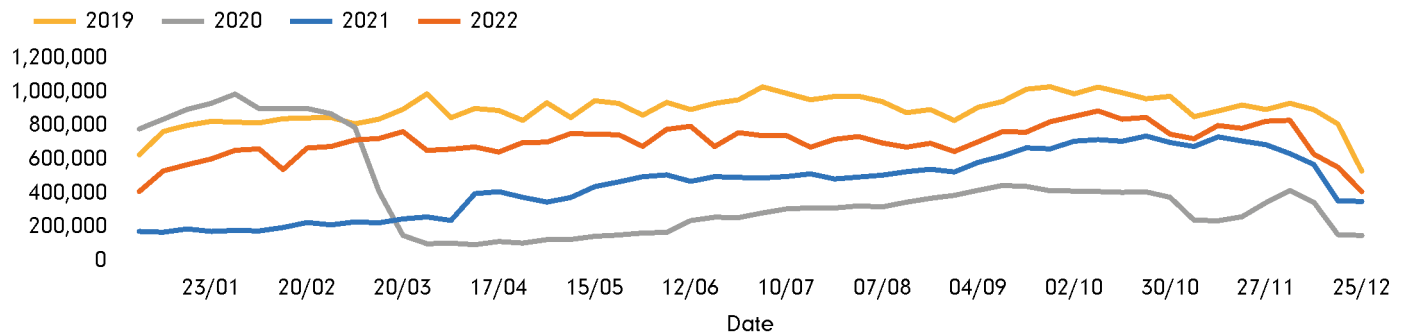
## Footfall by day



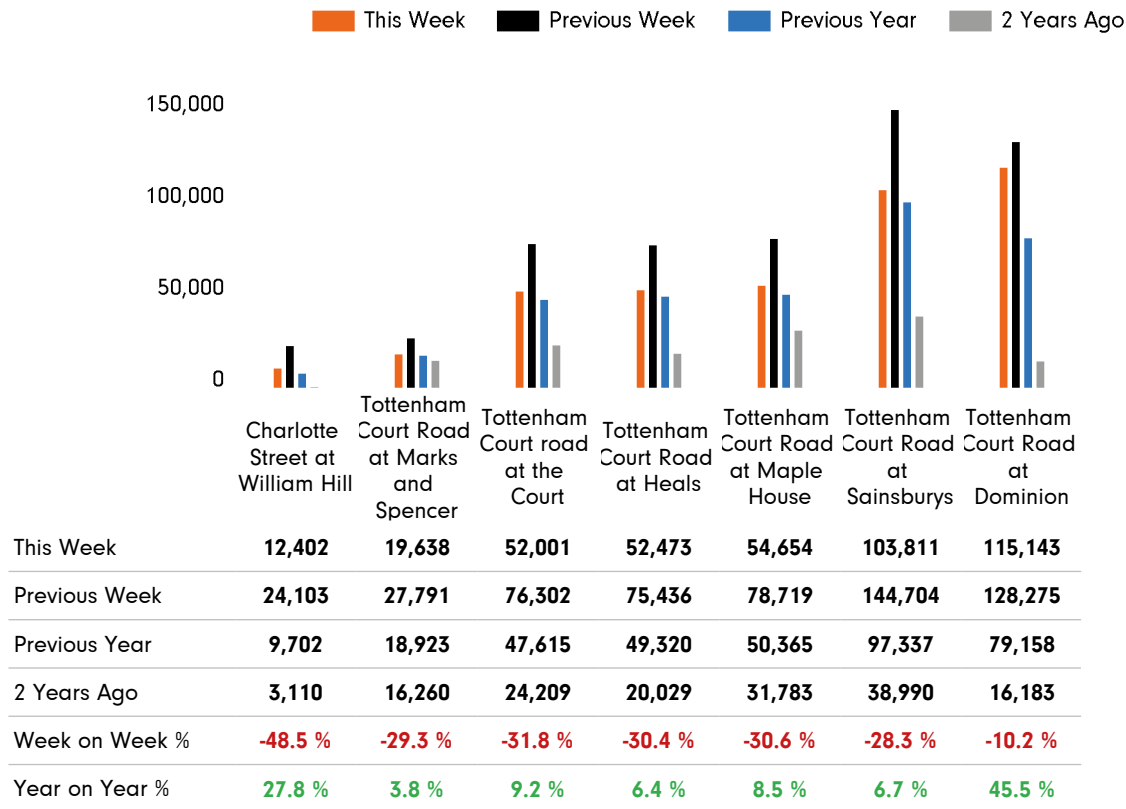
## Footfall by hour



## Footfall by week



## Footfall by location



## Footfall by location



## Reporting dates

This week - 25 December 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. Week1, 2022 to Week 52, 2022 Vs Week 1, 2021 to Week 52, 2021

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week52, 2022 Vs Week 52, 2021

Week on Week % Change is the % change in footfall for this week from the previous week. Week52 2022 Vs Week 51 2022

## 2019 comparison for Fitzrovia BID

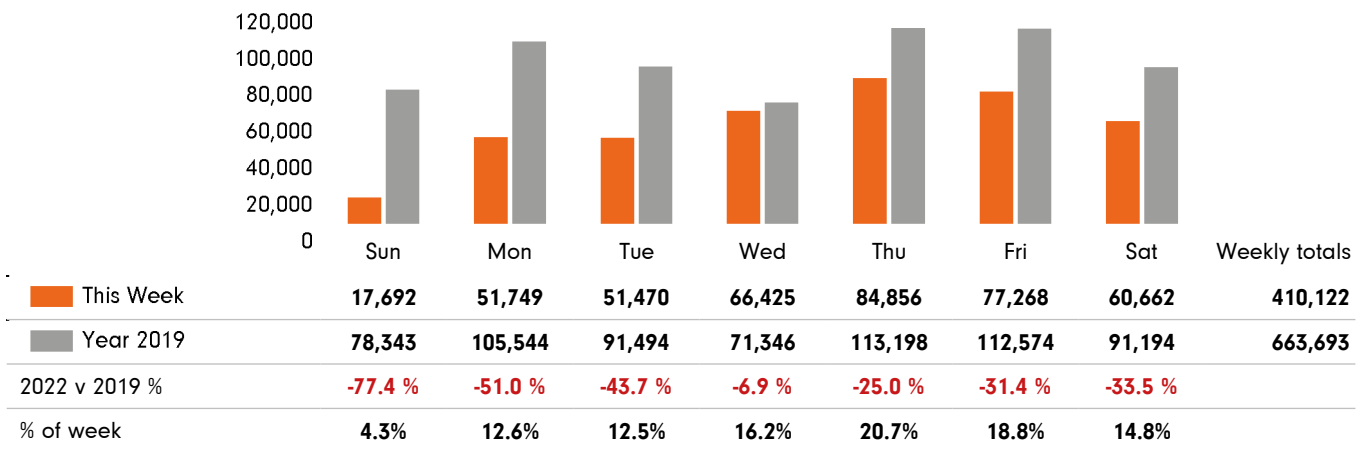
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your 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	<b>-21.3 %</b>	<b>-38.2 %</b>
Greater London	<b>-17.6 %</b>	<b>-21.8 %</b>
High Street Index(Westminster)	<b>-20.2 %</b>	<b>-16.7 %</b>
High Street Index - BDSU(BDSU - Multifunctional)	<b>-16.7 %</b>	<b>-22.3 %</b>
UK	<b>-16.8 %</b>	<b>-23.1 %</b>

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	12,402	17,057	-27.3 %	
Tottenham Court Road at Dominion	115,143	126,403	-8.9 %	
Tottenham Court Road at Heals	52,473	85,466	-38.6 %	
Tottenham Court Road at Maple House	54,654	45,380	20.4 %	
Tottenham Court Road at Marks and Spencer	19,638	51,982	-62.2 %	
Tottenham Court Road at Sainsburys	103,811	227,363	-54.3 %	
Tottenham Court road at the Court	52,001	110,042	-52.7 %	