

**Monthly Footfall**

	Year to date %		Year on year %		Month on month %	
	2023	2022	2023	2022	2023	2022
Fitzrovia BID	32.3%	198.8%	32.3%	198.8%	7.5%	1.7%
Greater London	27.5%	192.9%	27.8%	192.9%	-14.7%	-19.2%
High Street Index(Westminster)	43.7%	496.8%	42.9%	496.8%	-26.0%	-31.4%
High Street Index - BDSU(BDSU - Multifunctional)	11.9%	160.9%	11.9%	160.9%	-13.2%	-14.4%
UK	15.0%	169.1%	15.0%	169.1%	-17.7%	-19.6%

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 2,803,638 which is 32.3% up on the previous year.

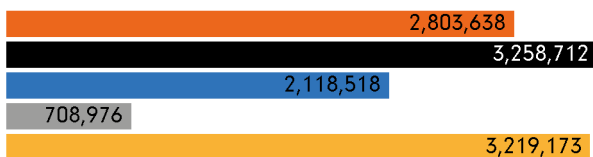
The total number of visitors to Fitzrovia BID in month commencing 1 January 2023 was 2,803,638.

The busiest day in month commencing 1 January 2023 was Thursday 26 January with 143,207 visitors.

The peak hour of the month was 13:00 on Tuesday 24 January 2023 with footfall of 13,133.

**Footfall by month**

Figures shown below are calculated using monthly totals.



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

**Weather**



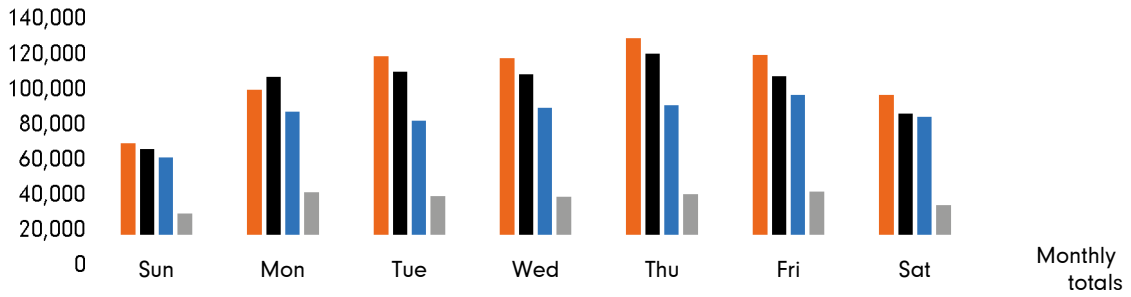
	Sun	Cloud	Rain	Snow	Menu
Number of days this month	15	12	1		
Number of days same month last year	13	5	8		2
Number of days same month two years ago	7	3	15	3	

**Average temperature**

	Maximum temperature	Minimum temperature
2023	9°	3°
2022	8°	2°
2021	7°	2°

## Footfall by day

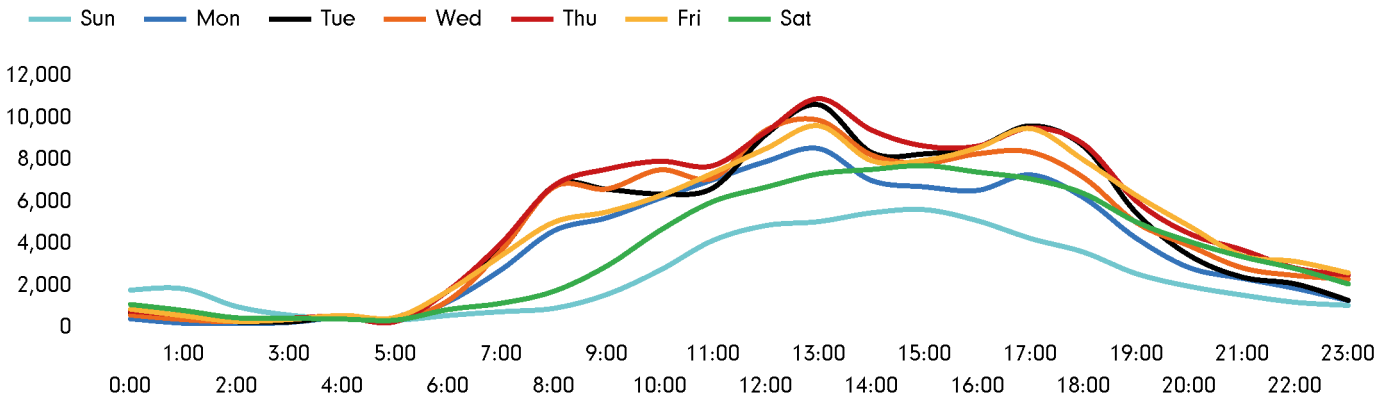
The figures shown below are calculated using weekly averages.



This Month	59,274	91,918	112,660	111,457	123,671	113,203	88,726	700,909
Previous Month	55,561	99,984	102,870	101,317	114,076	100,443	77,491	651,742
Previous Year	50,427	78,615	72,837	81,062	82,536	88,730	75,422	529,629
2 Years Ago	16,191	29,197	26,787	26,306	27,864	29,596	21,303	177,244
Month on month %	6.7%	-8.1%	9.5%	10.0%	8.4%	12.7%	14.5%	
Year on year %	17.5%	16.9%	54.7%	37.5%	49.8%	27.6%	17.6%	

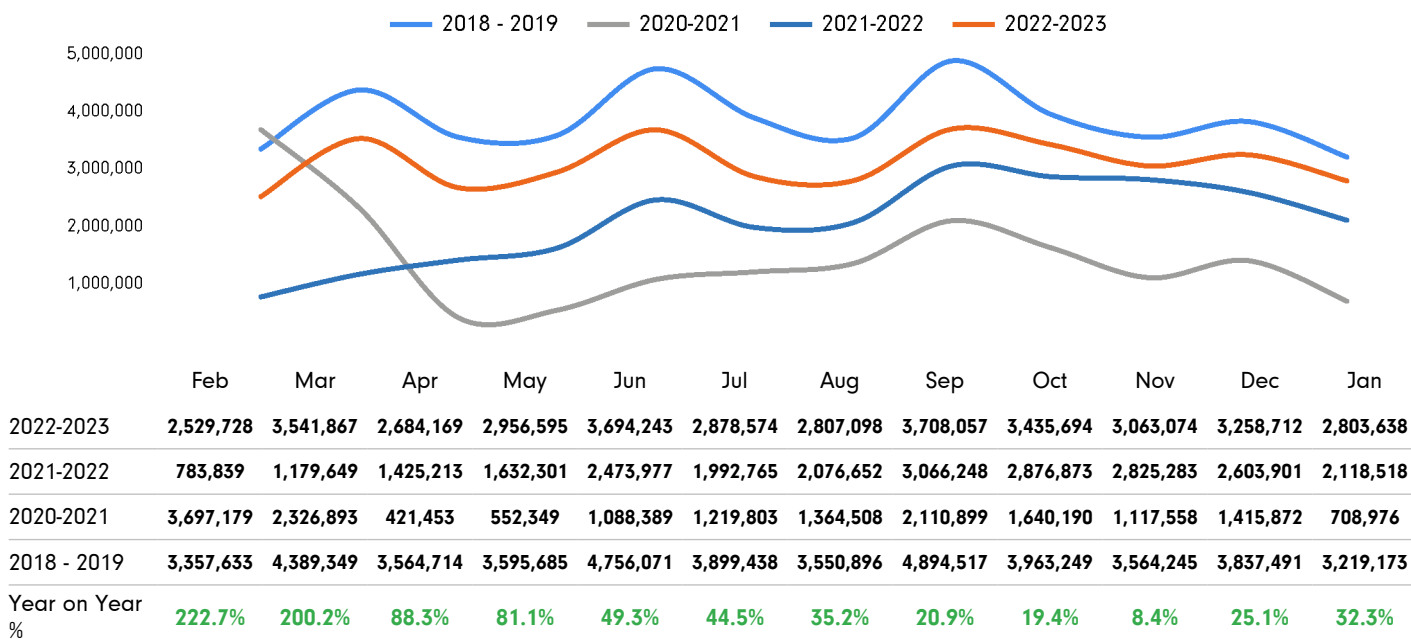
## Footfall by hour

The figures shown below are calculated using a weekly average



## Footfall - rolling 12 months

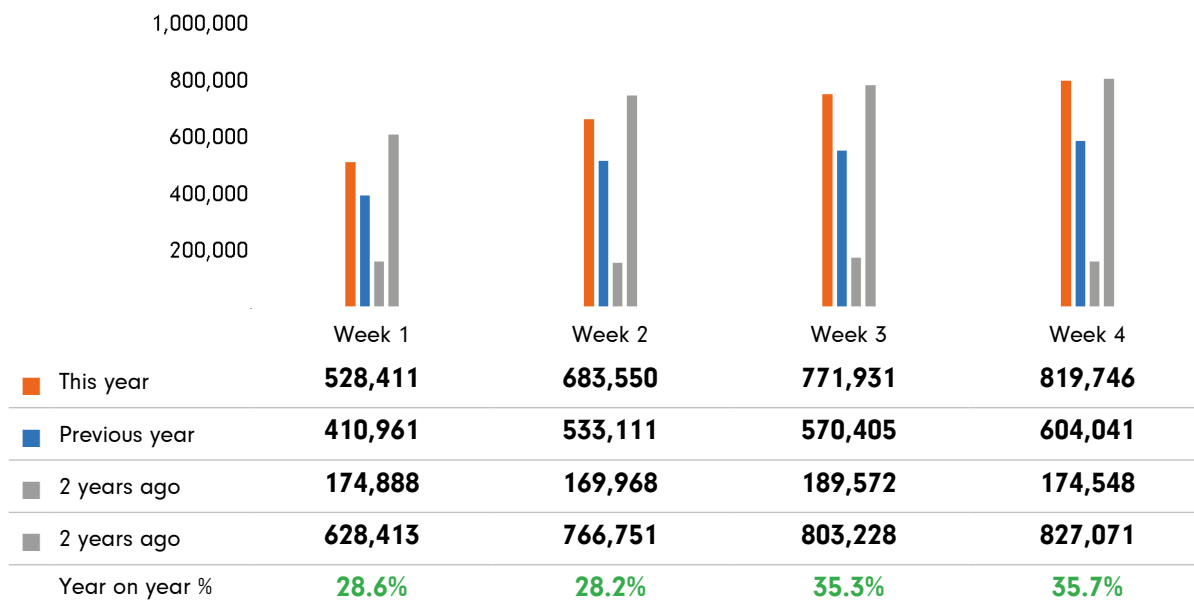
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2022-2023 period with the 2021-2022 period i.e the figure for January compares January 2023 to January 2022

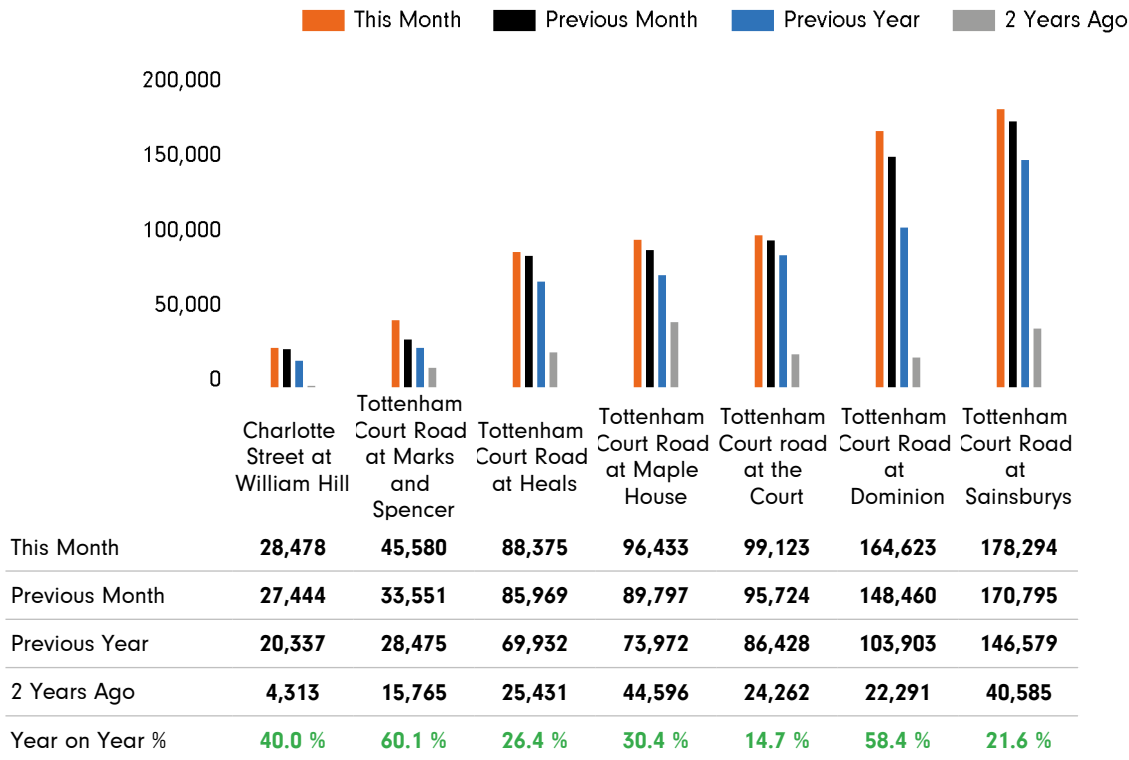
## Footfall by week of month

The figures shown below are calculated using weekly totals.



## Footfall by location

The figures shown below are calculated using weekly averages.



## Footfall by location



Tottenham Court Road at Sainsburys, 25.4 %
Tottenham Court Road at Dominion, 23.5 %
Tottenham Court road at the Court, 14.1 %
Tottenham Court Road at Maple House, 13.8 %
Tottenham Court Road at Heals, 12.6 %
Tottenham Court Road at Marks and Spencer, 6.5 %
Charlotte Street at William Hill, 4.1 %

## Reporting dates

This month - 01 January 2023 - 28 January 2023

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2023 to January, 2023 Vs January, 2022 to January, 2022

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. January, 2023 Vs January, 2022

Month on Month % Change is the % change in footfall for this Month from the previous Month. 1 2023 Vs December 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

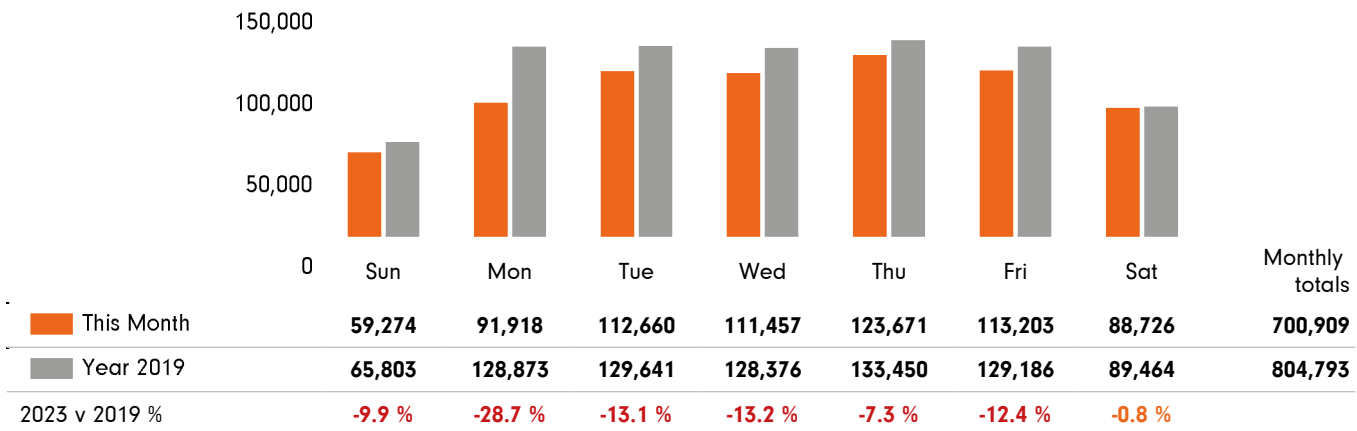
### Headlines

	Year to date % 2023 Vs 2019	Year on year % 2023 Vs 2019
Fitzrovia BID	<b>-12.9 %</b>	<b>-12.9 %</b>
Greater London	<b>-14.5 %</b>	<b>-14.2 %</b>
High Street Index(Westminster)	<b>-16.1 %</b>	<b>-15.3 %</b>
High Street Index - BDSU(BDSU - Multifunctional)	<b>-16.9 %</b>	<b>-16.9 %</b>
UK	<b>-16.1 %</b>	<b>-15.8 %</b>

Fitzrovia BID is compared to the high street index.

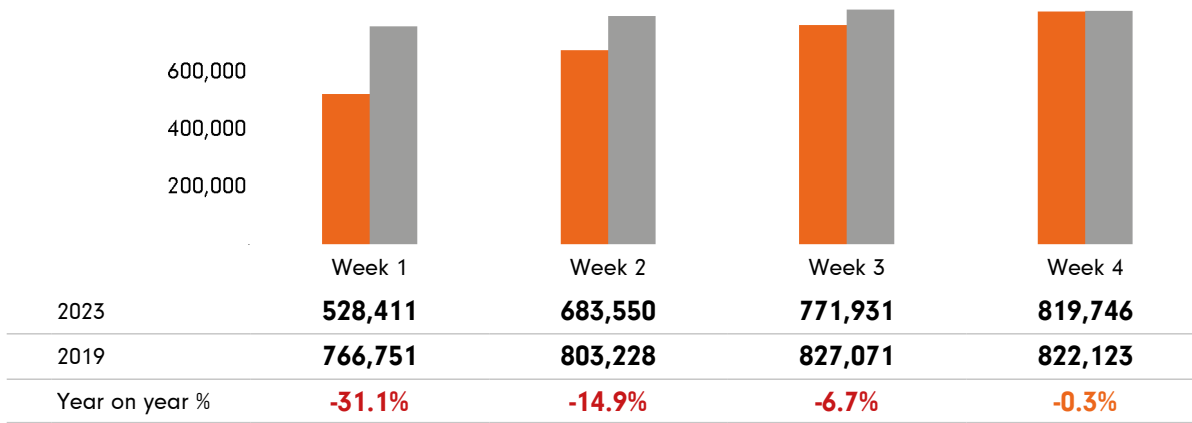
### Footfall by day

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.

