

**Weekly Footfall**

	Year to date %		Year on year %		Week on week %	
	2023	2022	2023	2022	2023	2022
Fitzrovia BID	<b>32.3%</b>	<b>198.8%</b>	<b>35.7%</b>	<b>246.1%</b>	<b>6.2%</b>	<b>5.9%</b>
Greater London	<b>27.5%</b>	<b>192.9%</b>	<b>25.1%</b>	<b>217.4%</b>	<b>2.6%</b>	<b>4.6%</b>
High Street Index(Westminster)	<b>43.2%</b>	<b>491.6%</b>	<b>38.5%</b>	<b>568.0%</b>	<b>3.7%</b>	<b>5.5%</b>
High Street Index - BDSU(BDSU - Multifunctional)	<b>11.3%</b>	<b>159.3%</b>	<b>11.6%</b>	<b>174.9%</b>	<b>4.0%</b>	<b>3.8%</b>
UK	<b>15.0%</b>	<b>169.3%</b>	<b>14.7%</b>	<b>186.0%</b>	<b>4.3%</b>	<b>3.7%</b>

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 37,361,449 which is 49.1% up on the previous year.

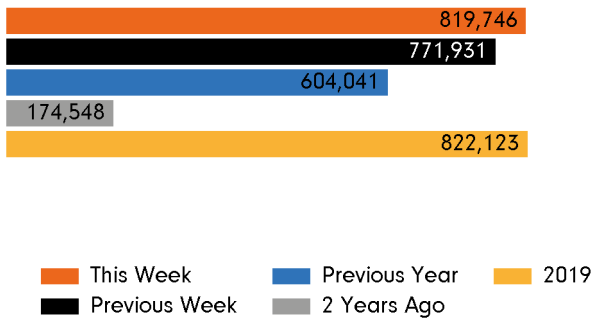
The total number of visitors for the year to date is 2,803,638 which is 32.3% up on the previous year.

The total number of visitors to Fitzrovia BID in week commencing 22 January 2023 was 819,746.

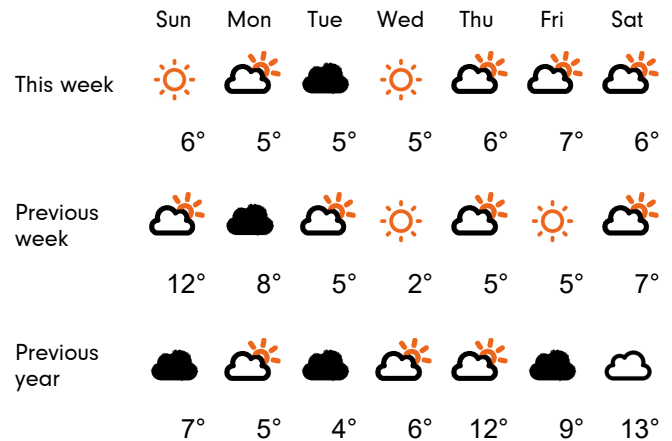
The busiest day in week commencing 22 January 2023 was Thursday with 143,207 visitors.

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

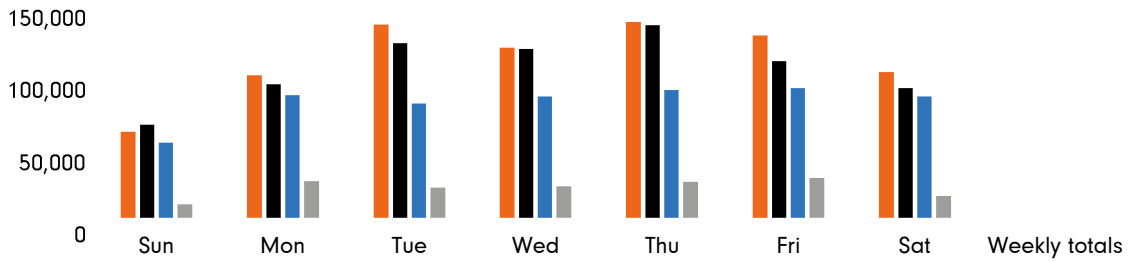
**Footfall by week**



**Weather**

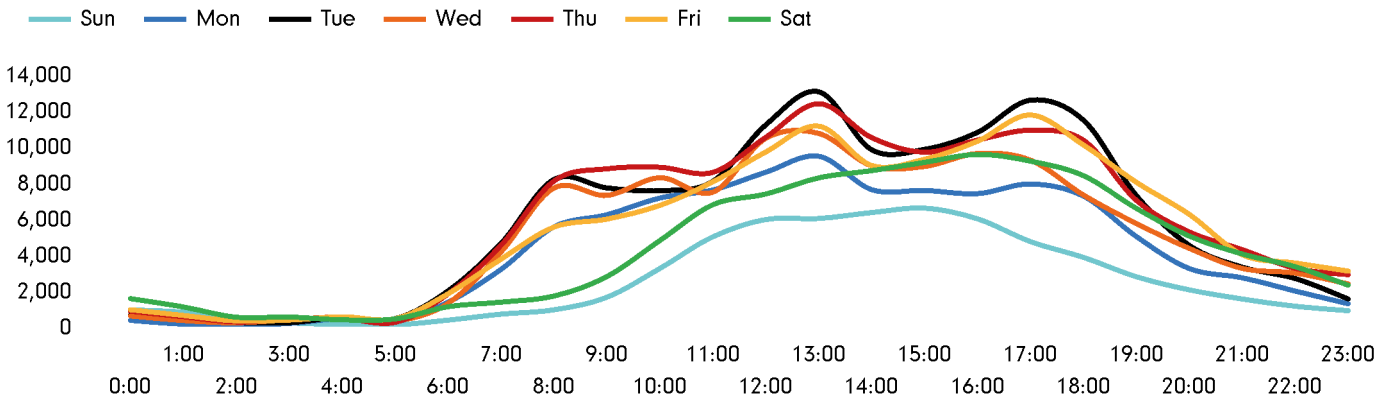


## Footfall by day

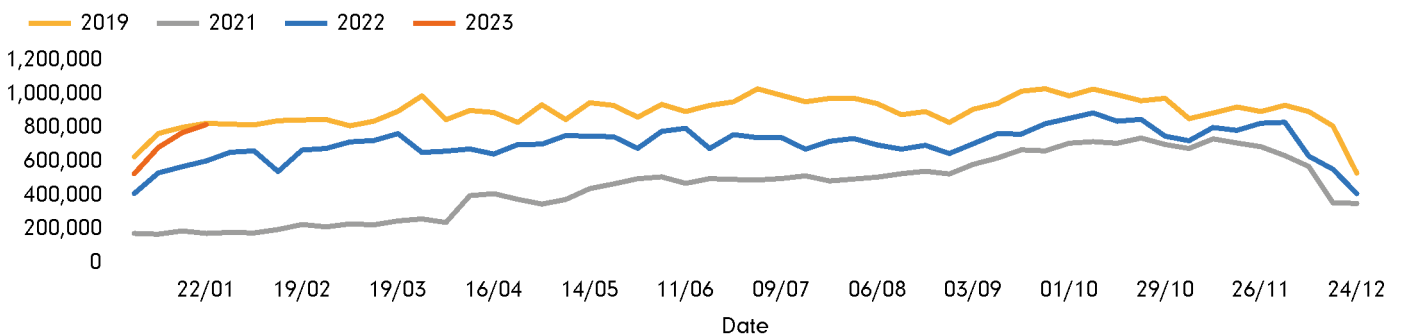


Week on week %	-7.1%	6.5%	10.2%	0.9%	1.8%	16.1%	11.6%	
Year on year %	13.4%	15.3%	65.6%	38.5%	51.5%	38.9%	19.4%	
% of week	7.9%	12.8%	17.2%	15.2%	17.5%	16.3%	13.1%	

## Footfall by hour

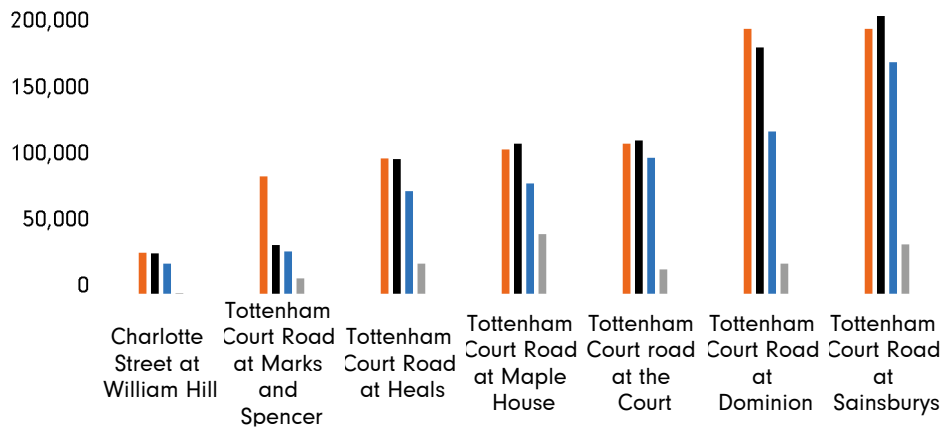


## Footfall by week



## Footfall by location

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



This Week	<b>32,978</b>	<b>86,820</b>	<b>99,811</b>	<b>106,240</b>	<b>110,175</b>	<b>191,851</b>	<b>191,871</b>
Previous Week	<b>32,507</b>	<b>38,254</b>	<b>99,436</b>	<b>110,172</b>	<b>112,318</b>	<b>178,437</b>	<b>200,807</b>
Previous Year	<b>24,910</b>	<b>33,740</b>	<b>76,419</b>	<b>81,788</b>	<b>100,095</b>	<b>118,844</b>	<b>168,245</b>
2 Years Ago	<b>4,198</b>	<b>14,771</b>	<b>25,025</b>	<b>46,117</b>	<b>21,029</b>	<b>24,893</b>	<b>38,515</b>
Week on Week %	<b>1.4 %</b>	<b>127.0 %</b>	<b>0.4 %</b>	<b>-3.6 %</b>	<b>-1.9 %</b>	<b>7.5 %</b>	<b>-4.5 %</b>
Year on Year %	<b>32.4 %</b>	<b>157.3 %</b>	<b>30.6 %</b>	<b>29.9 %</b>	<b>10.1 %</b>	<b>61.4 %</b>	<b>14.0 %</b>

## Footfall by location



Tottenham Court Road at Sainsburys	23.4 %
Tottenham Court Road at Dominion	23.4 %
Tottenham Court road at the Court	13.4 %
Tottenham Court Road at Maple House	13.0 %
Tottenham Court Road at Heals	12.2 %
Tottenham Court Road at Marks and Spencer	10.6 %
Charlotte Street at William Hill	4.0 %

## Reporting dates

This week - 22 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. Week 1, 2023 to Week 4, 2023 Vs Week 1, 2022 to Week 4, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 4, 2023 Vs Week 4, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 4 2023 Vs Week 3 2023

## 2019 comparison for Fitzrovia BID

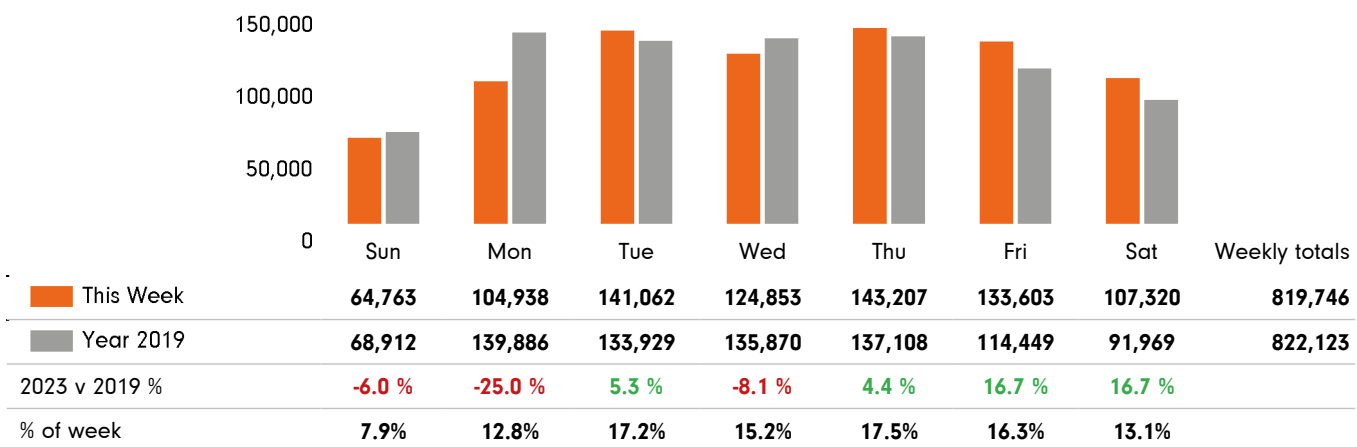
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your 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>-0.3 %</b>
Greater London	<b>-14.5 %</b>	<b>-10.3 %</b>
High Street Index(Westminster)	<b>-16.1 %</b>	<b>-12.3 %</b>
High Street Index - BDSU(BDSU - Multifunctional)	<b>-16.9 %</b>	<b>-12.2 %</b>
UK	<b>-16.1 %</b>	<b>-10.9 %</b>

Fitzrovia BID is compared to the high street index.

### Footfall by day



## Footfall by location

	This week	2019	2023 - 2019 %	 This week  Year 2019
Charlotte Street at William Hill	32,978	30,017	9.9 %	
Tottenham Court Road at Dominion	191,851	148,331	29.3 %	
Tottenham Court Road at Heals	99,811	107,567	-7.2 %	
Tottenham Court Road at Maple House	106,240	116,435	-8.8 %	
Tottenham Court Road at Marks and Spencer	86,820	74,732	16.2 %	
Tottenham Court Road at Sainsburys	191,871	218,106	-12.0 %	
Tottenham Court road at the Court	110,175	126,935	-13.2 %	