

**Weekly Footfall**

	Year to date %		Year on year %		Week on week %	
	2023	2022	2023	2022	2023	2022
Fitzrovia BID	30.8%	222.1%	31.4%	273.7%	6.2%	1.2%
Greater London	24.3%	199.9%	19.4%	224.7%	3.2%	1.7%
High Street Index(Westminster)	37.0%	510.4%	26.1%	561.6%	3.2%	3.5%
High Street Index - BDSU(BDSU - Multifunctional)	11.5%	161.1%	10.4%	172.2%	1.1%	3.6%
UK	14.3%	171.8%	13.0%	183.1%	2.4%	2.6%

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 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 37,735,930 which is 45% up on the previous year.

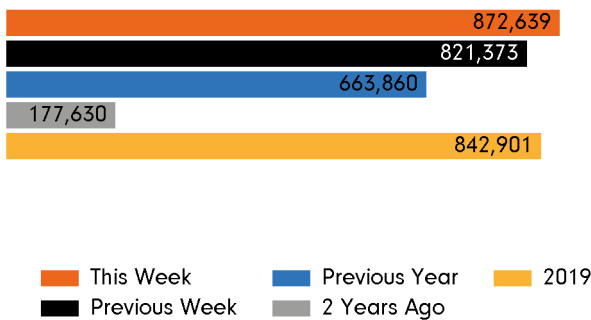
The total number of visitors for the year to date is 4,497,650 which is 30.8% up on the previous year.

The total number of visitors to Fitzrovia BID in week commencing 5 February 2023 was 872,639.

The busiest day in week commencing 5 February 2023 was Thursday with 151,196 visitors.

The peak hour of the week was 13:00 on Tuesday 7 February 2023 with footfall of 13,276.

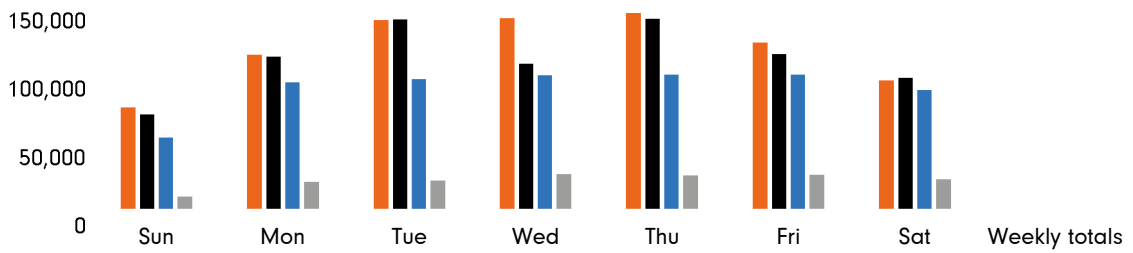
**Footfall by week**



**Weather**

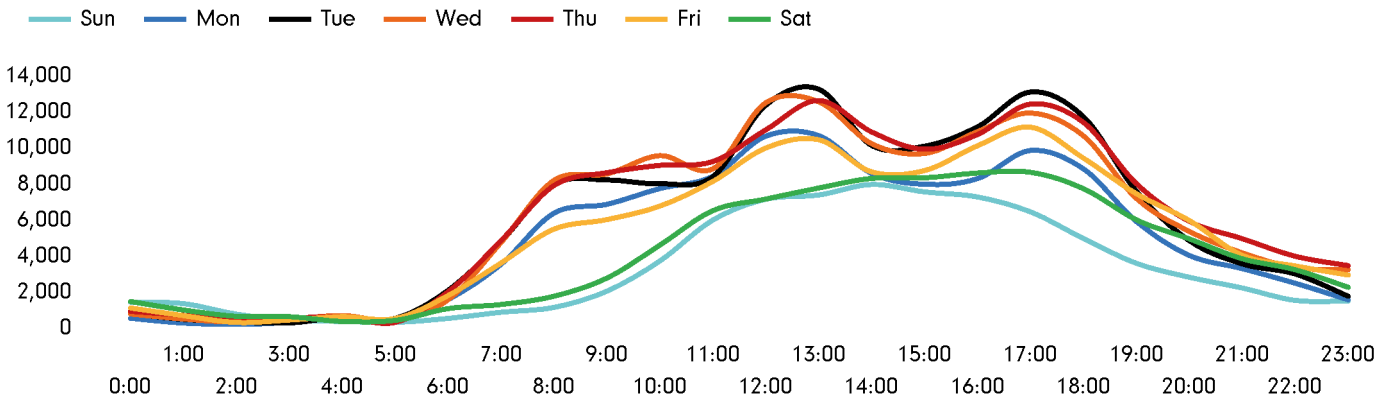
	Sun	Mon	Tue	Wed	Thu	Fri	Sat
This week	10°	9°	11°	9°	9°	10°	9°
Previous week	7°	9°	10°	12°	10°	12°	13°
Previous year	10°	11°	13°	12°	8°	8°	8°

## Footfall by day

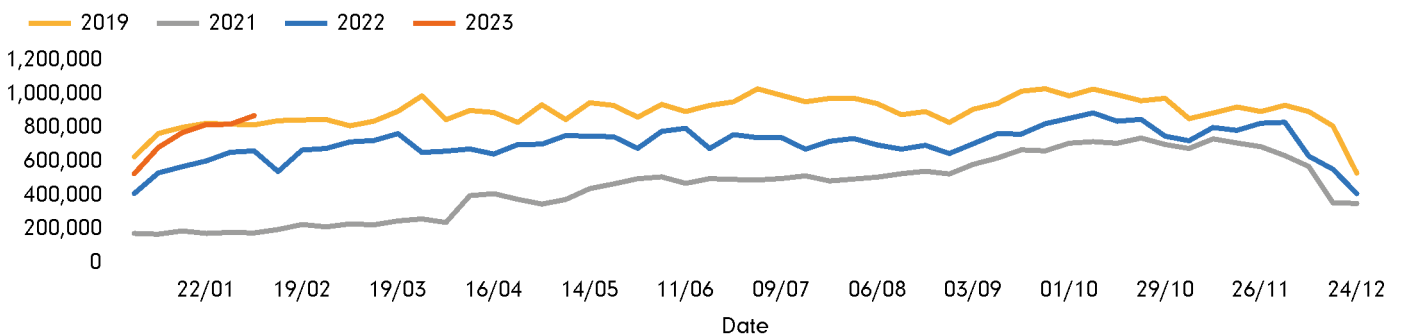


Week on week %	6.9%	1.1%	-0.3%	30.4%	3.1%	7.0%	-2.0%	
Year on year %	40.1%	20.9%	43.7%	41.5%	44.3%	23.0%	7.7%	
% of week	9.2%	13.7%	16.7%	16.9%	17.3%	14.7%	11.5%	

## Footfall by hour

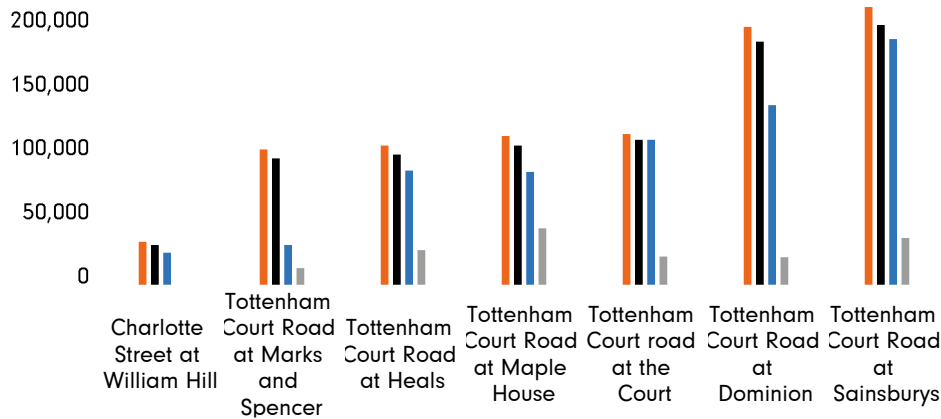


## Footfall by week



## Footfall by location

■ This Week   
 ■ Previous Week   
 ■ 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 Week	35,301	103,146	106,123	112,983	114,611	192,968	207,507
Previous Week	32,833	96,623	99,293	106,051	110,077	182,283	194,213
Previous Year	27,192	33,008	87,620	86,631	109,914	135,596	183,899
2 Years Ago	1,164	15,971	29,179	45,074	24,256	24,020	37,966
Week on Week %	7.5 %	6.8 %	6.9 %	6.5 %	4.1 %	5.9 %	6.8 %
Year on Year %	29.8 %	212.5 %	21.1 %	30.4 %	4.3 %	42.3 %	12.8 %

## Footfall by location



- Tottenham Court Road at Sainsburys, 23.8 %
- Tottenham Court Road at Dominion, 22.1 %
- Tottenham Court road at the Court, 13.1 %
- Tottenham Court Road at Maple House, 12.9 %
- Tottenham Court Road at Heals, 12.2 %
- Tottenham Court Road at Marks and Spencer, 11.8 %
- Charlotte Street at William Hill, 4.0 %

## Reporting dates

This week - 05 February 2023 - 11 February 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 6, 2023 Vs Week 1, 2022 to Week 6, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 6, 2023 Vs Week 6, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 6 2023 Vs Week 5 2023

## 2019 comparison for Fitzrovia BID

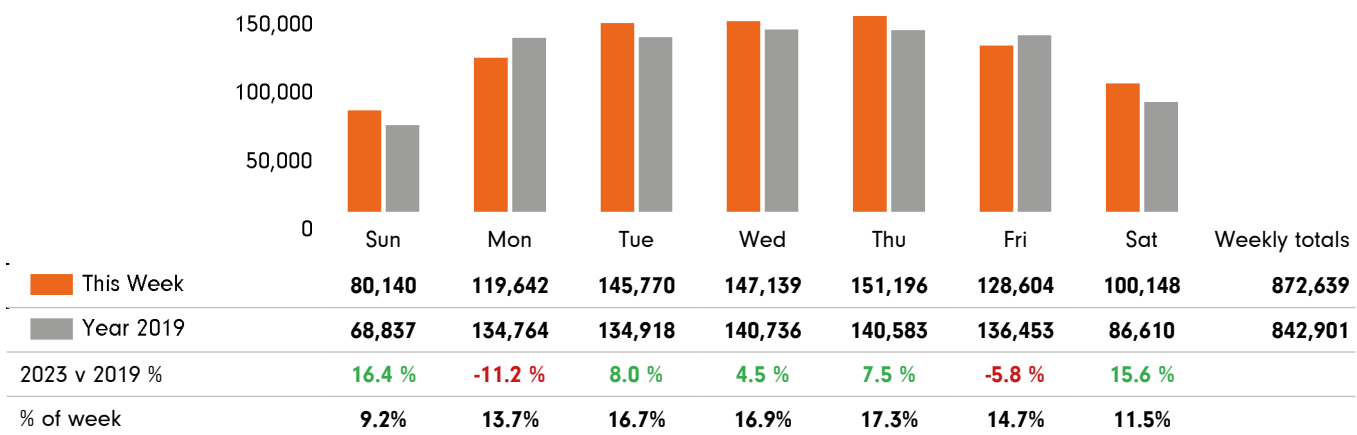
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your 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>-7.8 %</b>	<b>3.5 %</b>
Greater London	<b>-13.0 %</b>	<b>-15.8 %</b>
High Street Index(Westminster)	<b>-16.7 %</b>	<b>-19.0 %</b>
High Street Index - BDSU(BDSU - Multifunctional)	<b>-16.3 %</b>	<b>-18.4 %</b>
UK	<b>-14.8 %</b>	<b>-16.8 %</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	35,301	35,393	-0.3 %	
Tottenham Court Road at Dominion	192,968	171,380	12.6 %	
Tottenham Court Road at Heals	106,123	119,102	-10.9 %	
Tottenham Court Road at Maple House	112,983	114,997	-1.8 %	
Tottenham Court Road at Marks and Spencer	103,146	86,964	18.6 %	
Tottenham Court Road at Sainsburys	207,507	206,616	0.4 %	
Tottenham Court road at the Court	114,611	108,449	5.7 %	