

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2023	2022	2023	2022	2023	2022
Fitzrovia BID	34.6%	214.5%	58.5%	173.6%	-1.6%	-18.4%
Greater London	26.6%	194.4%	40.0%	166.6%	10.4%	-5.5%
High Street Index(Westminster)	38.7%	496.8%	47.8%	434.9%	18.3%	1.1%
High Street Index - BDSU(BDSU - Multifunctional)	13.9%	156.6%	28.3%	132.7%	8.2%	-5.9%
UK	16.9%	166.3%	32.5%	138.4%	8.5%	-7.2%

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 38,052,773 which is 44.4% up on the previous year.

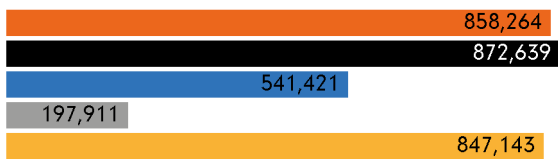
The total number of visitors for the year to date is 5,355,914 which is 34.6% up on the previous year.

The total number of visitors to Fitzrovia BID in week commencing 12 February 2023 was 858,264.

The busiest day in week commencing 12 February 2023 was Tuesday with 147,350 visitors.

The peak hour of the week was 13:00 on Tuesday 14 February 2023 with footfall of 13,458.

Footfall by week

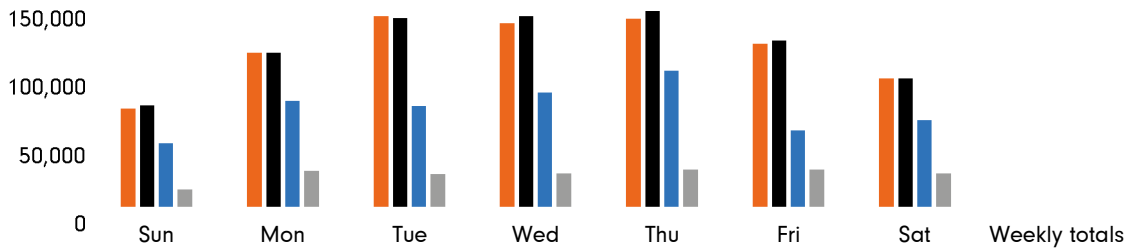


■ This Week ■ Previous Year ■ 2019
■ Previous Week ■ 2 Years Ago

Weather

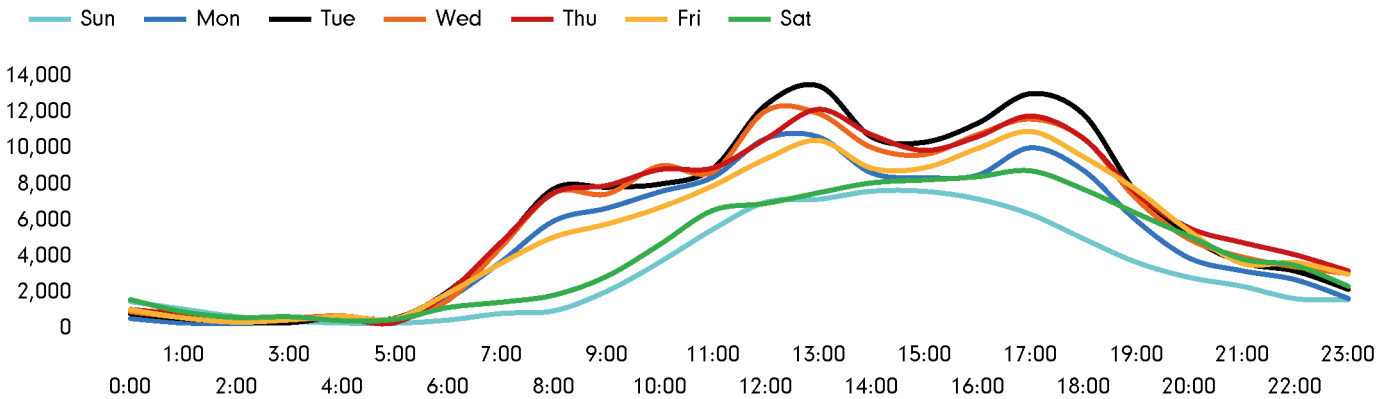
	Sun	Mon	Tue	Wed	Thu	Fri	Sat
This week	11°	9°	13°	13°	15°	13°	15°
Previous week	10°	9°	11°	9°	9°	10°	9°
Previous year	11°	9°	10°	15°	11°	12°	9°

Footfall by day

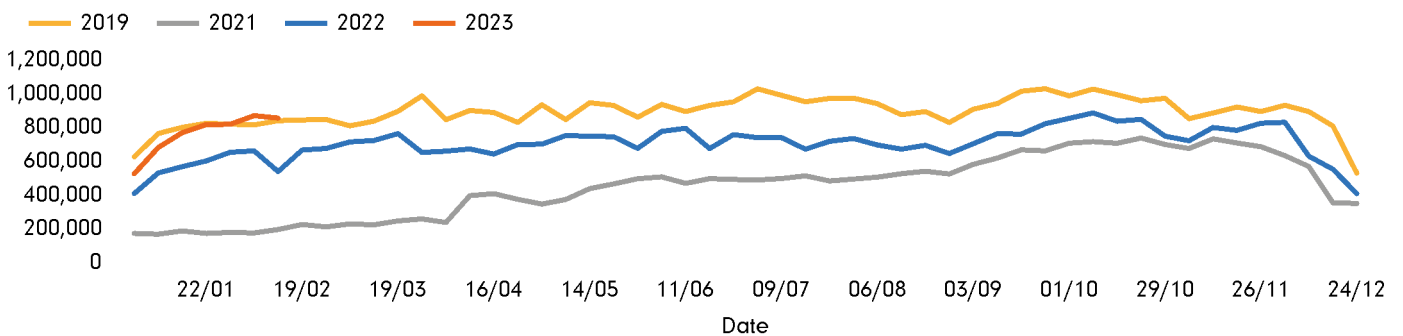


Week on week %	-2.8%	0.0%	1.1%	-3.7%	-4.0%	-1.8%	0.2%	
Year on year %	50.5%	43.1%	84.7%	58.3%	36.4%	105.9%	45.2%	
% of week	9.1%	13.9%	17.2%	16.5%	16.9%	14.7%	11.7%	

Footfall by hour

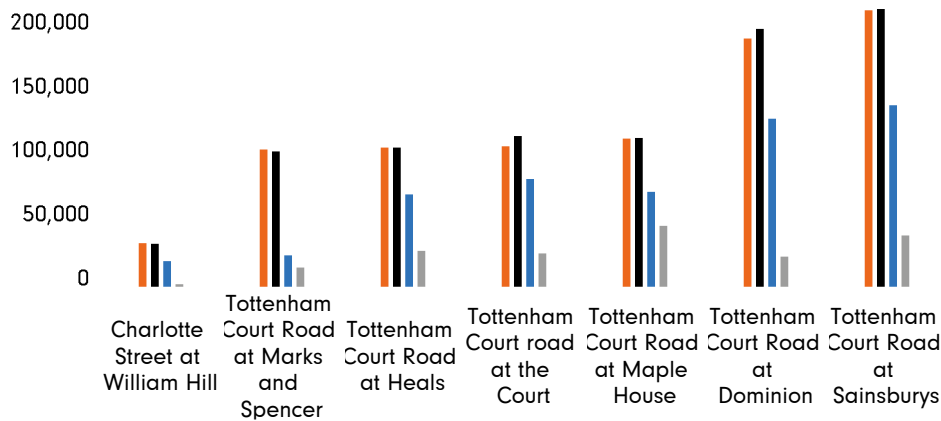


Footfall by week



Footfall by location

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



This Week	35,872	104,619	105,734	106,842	112,490	185,965	206,742
Previous Week	35,301	103,146	106,123	114,611	112,983	192,968	207,507
Previous Year	22,554	26,852	71,737	83,000	73,232	126,963	137,083
2 Years Ago	5,656	18,022	29,915	28,344	48,253	26,107	41,614
Week on Week %	1.6 %	1.4 %	-0.4 %	-6.8 %	-0.4 %	-3.6 %	-0.4 %
Year on Year %	59.0 %	289.6 %	47.4 %	28.7 %	53.6 %	46.5 %	50.8 %

Footfall by location



Tottenham Court Road at Sainsburys	24.1 %
Tottenham Court Road at Dominion	21.7 %
Tottenham Court Road at Maple House	13.1 %
Tottenham Court road at the Court	12.4 %
Tottenham Court Road at Heals	12.3 %
Tottenham Court Road at Marks and Spencer	12.2 %
Charlotte Street at William Hill	4.2 %

Reporting dates

This week - 12 February 2023 - 18 February 2023

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week1, 2023 to Week 7, 2023 Vs Week 1, 2022 to Week 7, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week7, 2023 Vs Week 7, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 7 2023 Vs Week 6 2023

2019 comparison for Fitzrovia BID

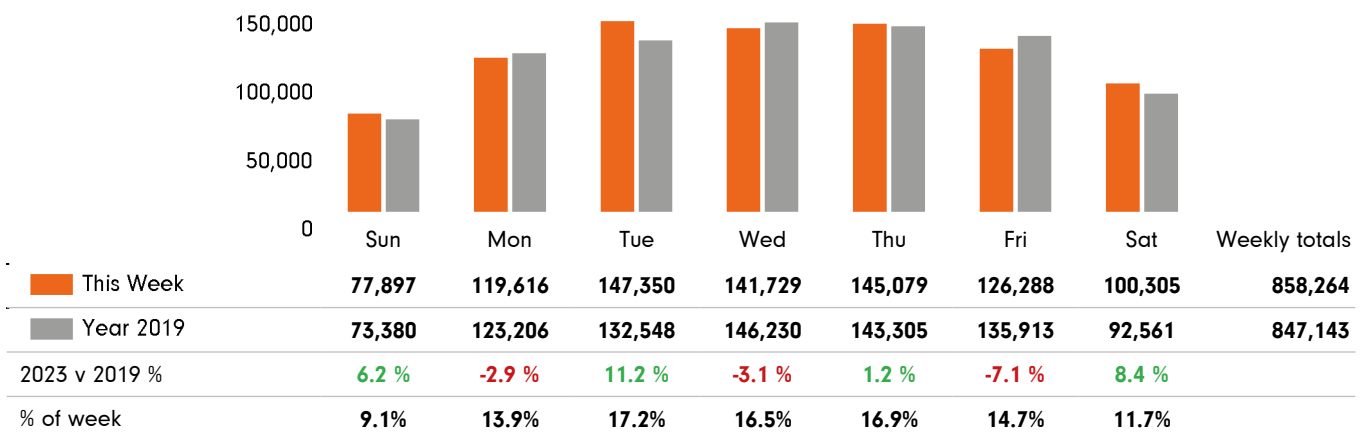
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your 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	-6.5 %	1.3 %
Greater London	-13.0 %	-12.9 %
High Street Index(Westminster)	-15.9 %	-12.2 %
High Street Index - BDSU(BDSU - Multifunctional)	-16.1 %	-14.9 %
UK	-14.7 %	-14.3 %

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	35,872	35,327	1.5 %	
Tottenham Court Road at Dominion	185,965	182,214	2.1 %	
Tottenham Court Road at Heals	105,734	129,404	-18.3 %	
Tottenham Court Road at Maple House	112,490	121,732	-7.6 %	
Tottenham Court Road at Marks and Spencer	104,619	85,482	22.4 %	
Tottenham Court Road at Sainsburys	206,742	192,099	7.6 %	
Tottenham Court road at the Court	106,842	100,885	5.9 %	