

# Footfall Report for: Fitzrovia BID

## Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2023	2022	2023	2022	2023	2022
Fitzrovia BID	34.1%	211.4%	31.2%	193.9%	2.2%	23.5%
Greater London	24.4%	190.0%	11.5%	166.6%	-6.7%	16.3%
High Street Index(Westminster)	34.9%	488.0%	14.3%	445.2%	-9.1%	17.1%
High Street Index - BDSU(BDSU - Multifunctional)	12.9%	151.3%	6.2%	123.3%	-7.3%	11.5%
UK	15.6%	162.0%	7.7%	138.7%	-5.6%	15.5%

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 38,261,509 which is 42.8% up on the previous year.

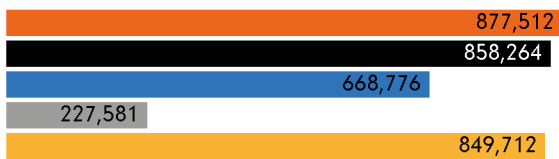
The total number of visitors for the year to date is 6,233,426 which is 34.1% up on the previous year.

The total number of visitors to Fitzrovia BID in week commencing 19 February 2023 was 877,512.

The busiest day in week commencing 19 February 2023 was Thursday with 149,747 visitors.

The peak hour of the week was 13:00 on Tuesday 21 February 2023 with footfall of 13,467.

## Footfall by week

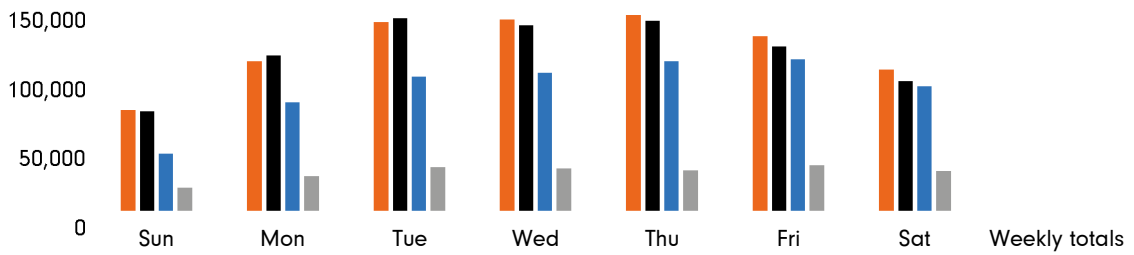


■ This Week    ■ Previous Year    ■ 2019  
■ Previous Week    ■ 2 Years Ago

## Weather

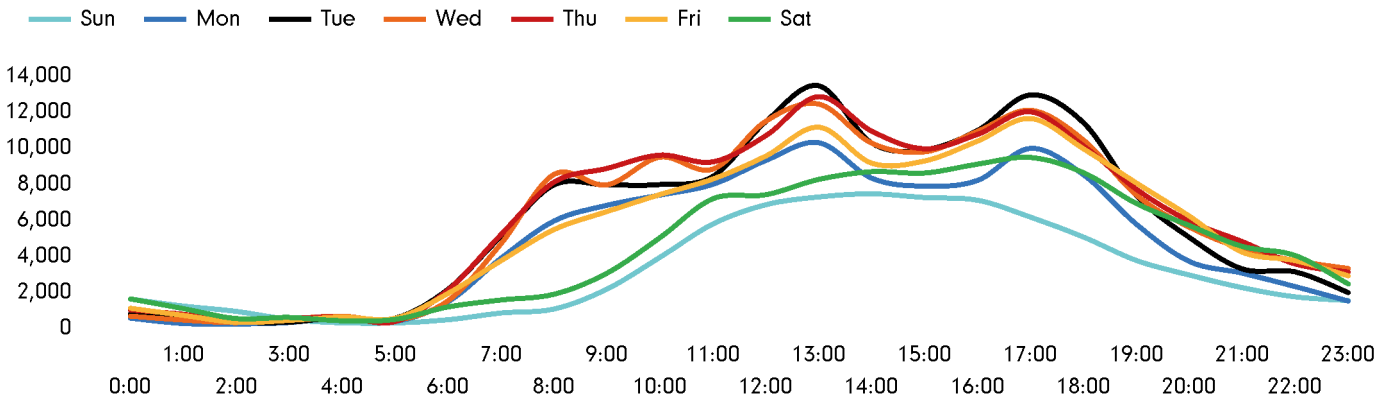
	Sun	Mon	Tue	Wed	Thu	Fri	Sat
This week	13°	13°	13°	10°	9°	8°	10°
Previous week	11°	9°	13°	13°	15°	13°	15°
Previous year	12°	11°	13°	11°	10°	11°	11°

## Footfall by day

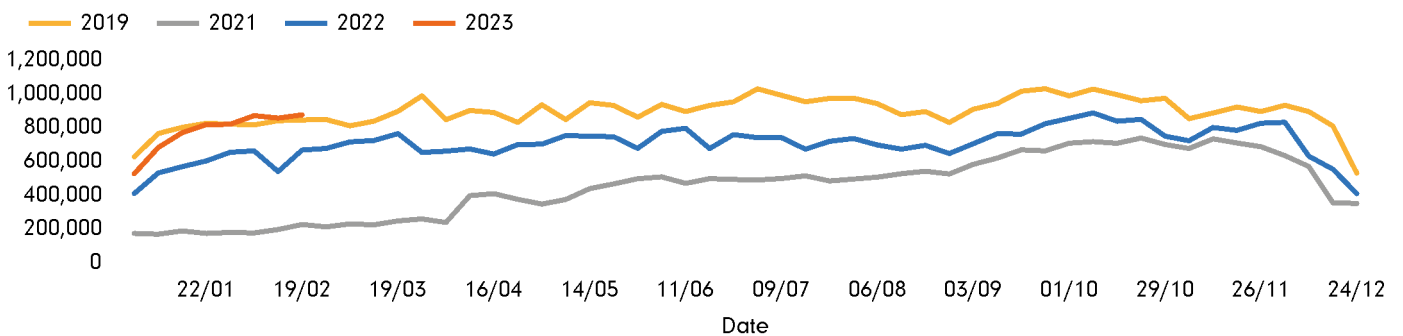


Week on week %	1.4%	-3.7%	-2.0%	3.3%	3.2%	6.0%	8.6%	
Year on year %	71.3%	36.3%	39.4%	37.7%	30.0%	14.9%	12.8%	
% of week	9.0%	13.1%	16.5%	16.7%	17.1%	15.2%	12.4%	

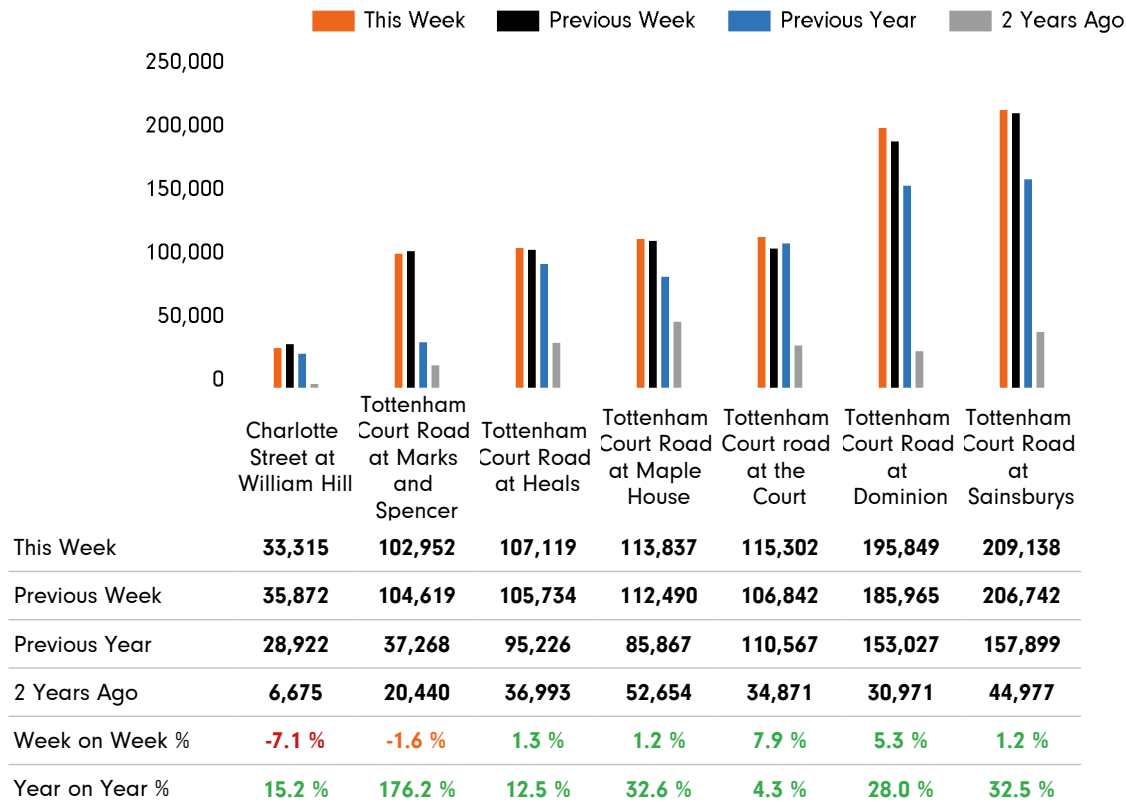
## Footfall by hour



## Footfall by week



## Footfall by location



## Footfall by location



## Reporting dates

This week - 19 February 2023 - 25 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 8, 2023 Vs Week 1, 2022 to Week 8, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week8, 2023 Vs Week 8, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week8 2023 Vs Week 7 2023

## 2019 comparison for Fitzrovia BID

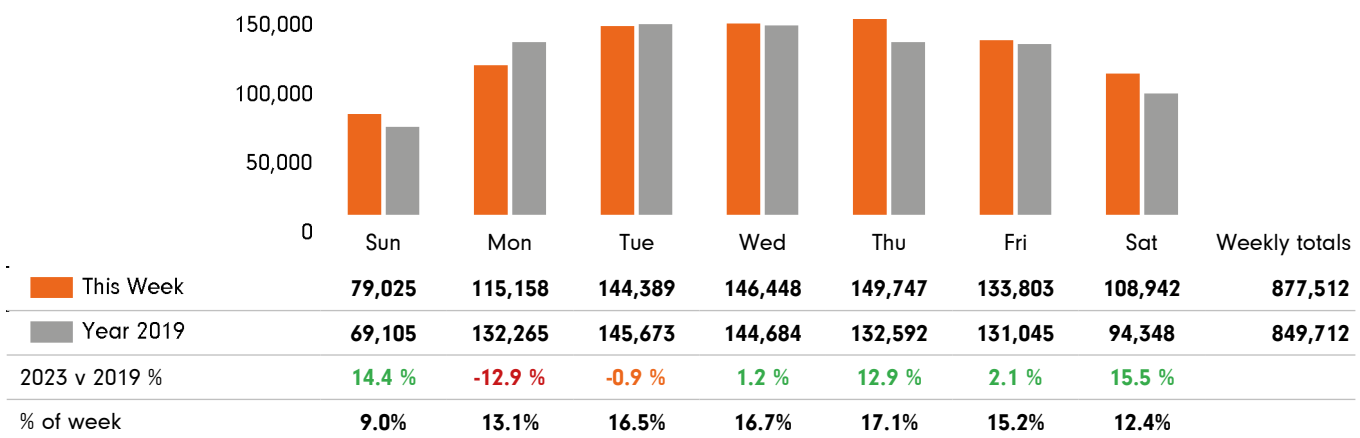
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your current performance in 2022 against the similar time period in 2019

### Headlines









	Year to date %	Year on year %
	2023 Vs 2019	2023 Vs 2019
Fitzrovia BID	<b>-5.2 %</b>	<b>3.3 %</b>
Greater London	<b>-13.5 %</b>	<b>-16.7 %</b>
High Street Index(Westminster)	<b>-15.7 %</b>	<b>-14.1 %</b>
High Street Index - BDSU(BDSU - Multifunctional)	<b>-16.7 %</b>	<b>-20.4 %</b>
UK	<b>-15.0 %</b>	<b>-17.5 %</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	<b>33,315</b>	<b>36,054</b>	<b>-7.6 %</b>	
Tottenham Court Road at Dominion	<b>195,849</b>	<b>180,191</b>	<b>8.7 %</b>	
Tottenham Court Road at Heals	<b>107,119</b>	<b>145,252</b>	<b>-26.3 %</b>	
Tottenham Court Road at Maple House	<b>113,837</b>	<b>121,415</b>	<b>-6.2 %</b>	
Tottenham Court Road at Marks and Spencer	<b>102,952</b>	<b>86,047</b>	<b>19.6 %</b>	
Tottenham Court Road at Sainsburys	<b>209,138</b>	<b>175,813</b>	<b>19.0 %</b>	
Tottenham Court road at the Court	<b>115,302</b>	<b>104,940</b>	<b>9.9 %</b>	