

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2023	2022	2023	2022	2023	2022
Fitzrovia BID	34.1%	211.4%	35.6%	222.7%	22.3%	19.4%
Greater London	24.4%	190.0%	21.7%	187.5%	12.6%	17.5%
High Street Index(Westminster)	34.6%	488.2%	27.3%	482.4%	12.1%	25.2%
High Street Index - BDSU(BDSU - Multifunctional)	12.9%	152.1%	13.9%	143.4%	14.1%	12.3%
UK	15.6%	162.0%	16.1%	155.1%	13.3%	12.2%

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 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 6,233,426 which is 34.1% up on the previous year.

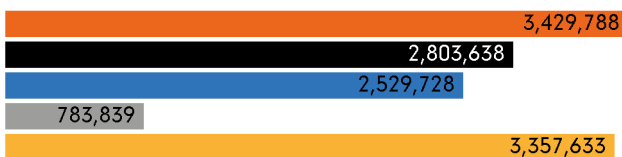
The total number of visitors to Fitzrovia BID in month commencing 29 January 2023 was 3,429,788.

The busiest day in month commencing 29 January 2023 was Thursday 9 February with 151,196 visitors.

The peak hour of the month was 13:00 on Tuesday 31 January 2023 with footfall of 13,911.

Footfall by month

Figures shown below are calculated using monthly totals.



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

Weather



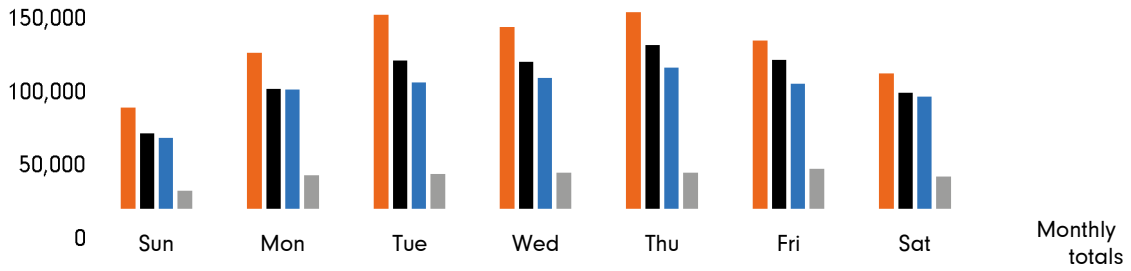
Number of days this month	13	14	1	
Number of days same month last year	5	8	15	
Number of days same month two years ago	7	3	12	6

Average temperature

	Maximum temperature	Minimum temperature
2023	11°	5°
2022	11°	5°
2021	9°	4°

Footfall by day

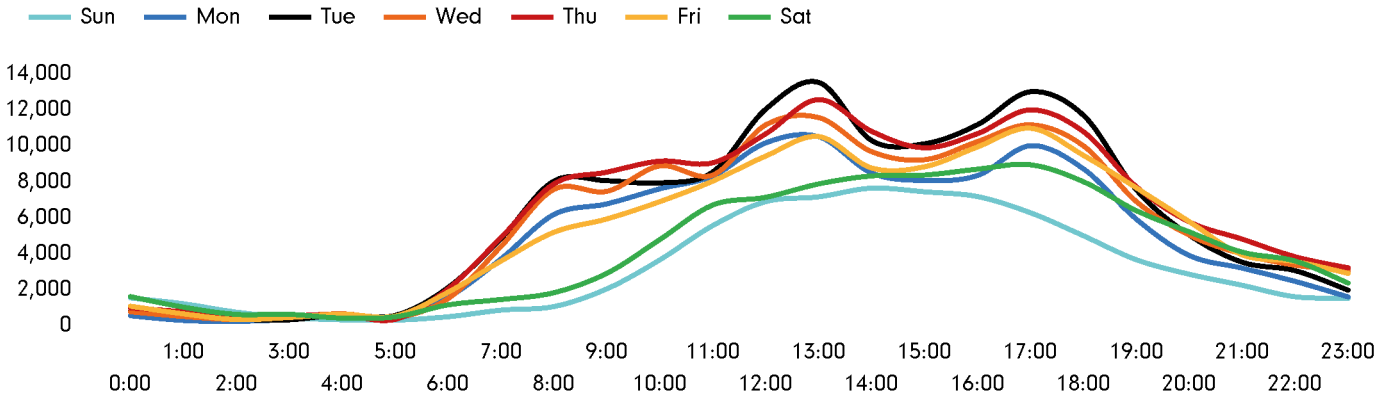
The figures shown below are calculated using weekly averages.



This Month	78,010	118,177	145,939	137,035	148,184	127,208	102,894	857,447
Previous Month	59,274	91,918	112,660	111,457	123,671	113,203	88,726	700,909
Previous Year	55,711	91,306	96,313	99,879	107,513	95,515	86,195	632,432
2 Years Ago	17,140	28,184	29,424	30,492	30,192	32,929	27,598	195,959
Month on month %	31.6%	28.6%	29.5%	22.9%	19.8%	12.4%	16.0%	
Year on year %	40.0%	29.4%	51.5%	37.2%	37.8%	33.2%	19.4%	

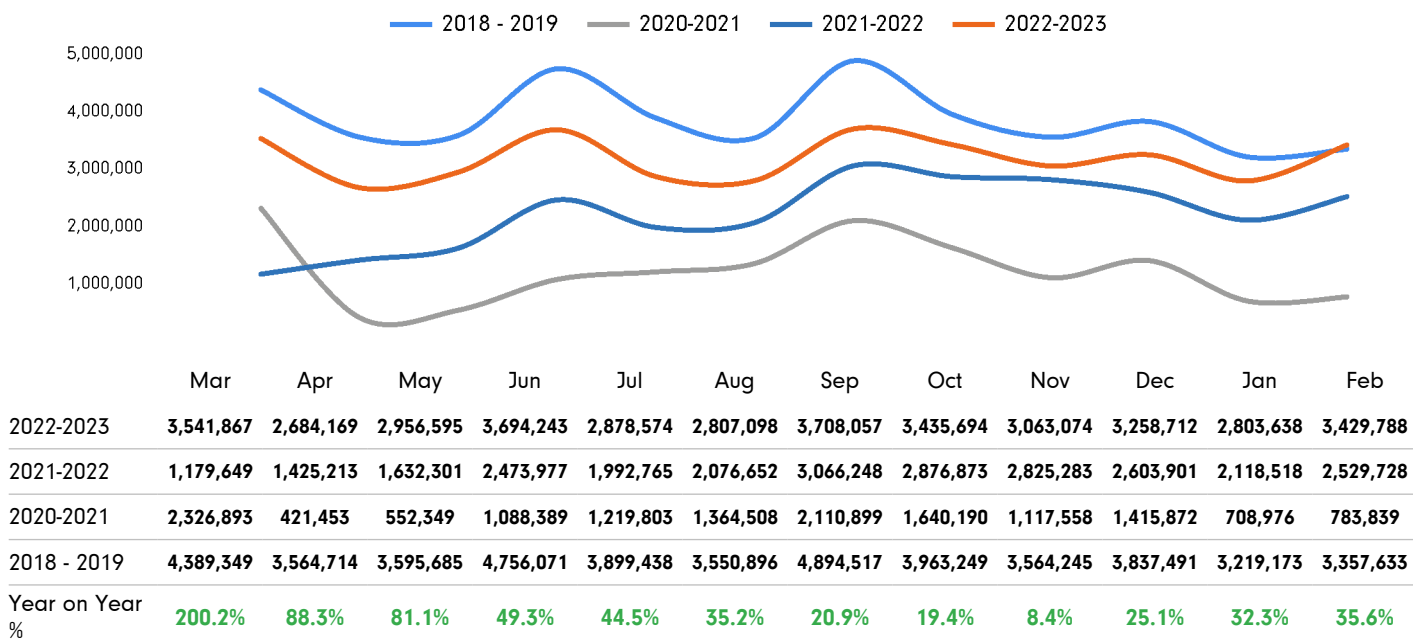
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

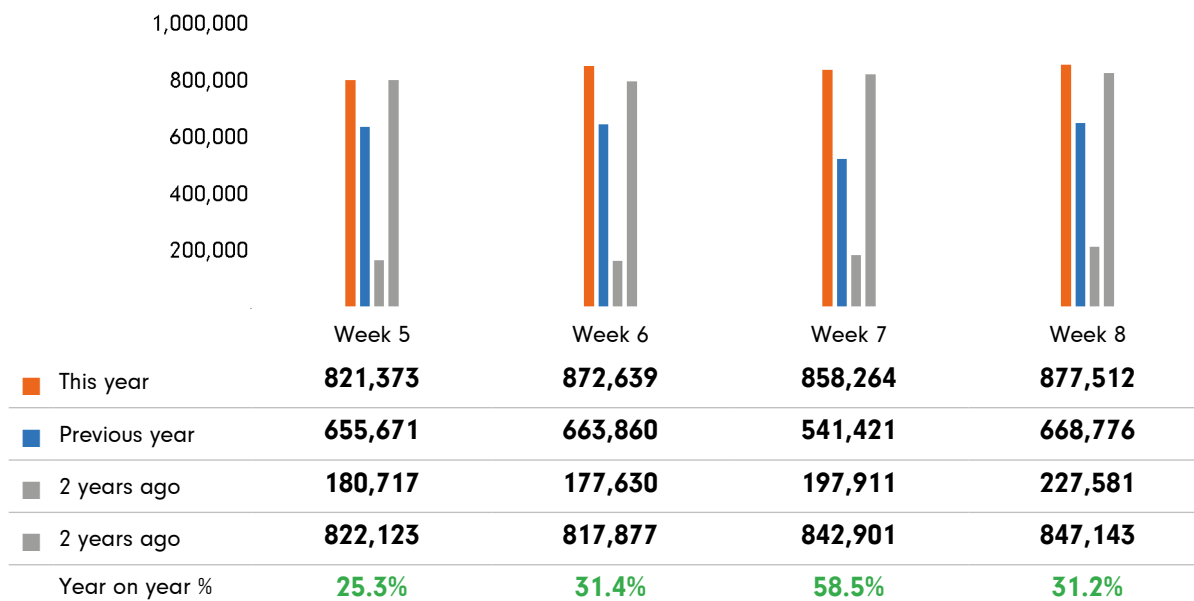
The figures shown below are calculated using weekly averages.



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

Footfall by week of month

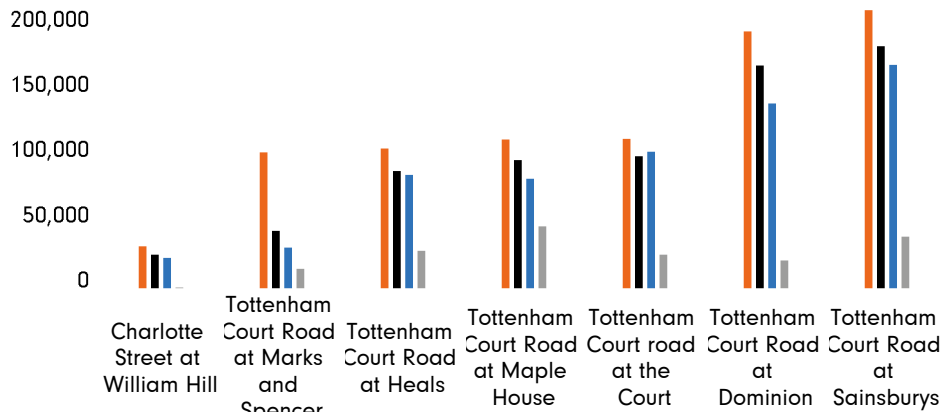
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

■ This Month
 ■ Previous Month
 ■ 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 Month	34,330	101,835	104,567	111,340	111,708	189,266	204,400
Previous Month	28,478	45,580	88,375	96,433	99,123	164,623	178,294
Previous Year	26,147	33,203	85,792	83,088	102,276	137,036	164,888
2 Years Ago	4,419	17,964	31,111	48,657	28,404	24,074	41,329
Year on Year %	31.3 %	206.7 %	21.9 %	34.0 %	9.2 %	38.1 %	24.0 %

Footfall by location



- Tottenham Court Road at Sainsburys, 23.8 %
- Tottenham Court Road at Dominion, 22.1 %
- Tottenham Court road at the Court, 13.0 %
- Tottenham Court Road at Maple House, 13.0 %
- Tottenham Court Road at Heals, 12.2 %
- Tottenham Court Road at Marks and Spencer, 11.9 %
- Charlotte Street at William Hill, 4.0 %

Reporting dates

This month - 29 January 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. January, 2023 to February, 2023 Vs January, 2022 to February, 2022

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 2 2023 Vs 1 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

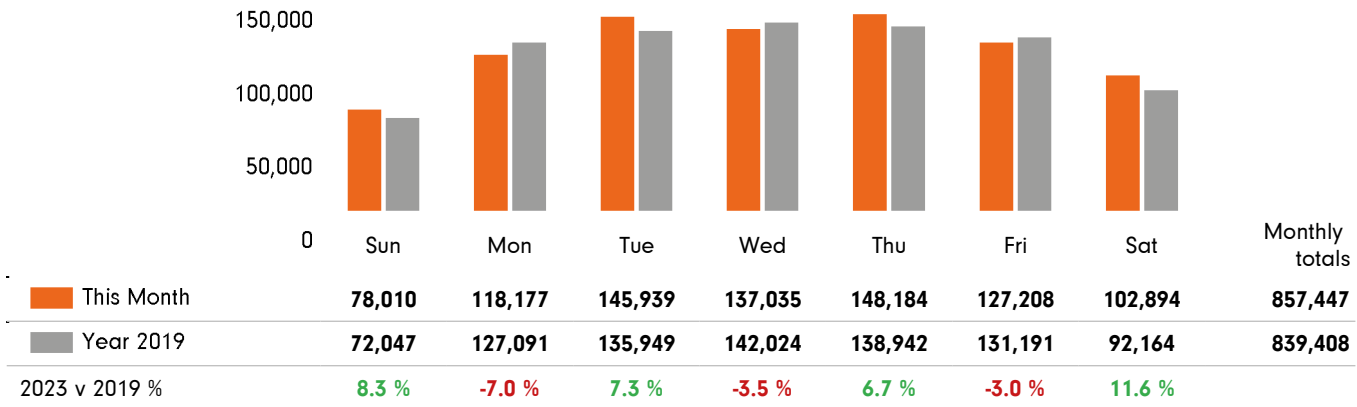
Headlines

	Year to date % 2023 Vs 2019	Year on year % 2023 Vs 2019
Fitzrovia BID	-5.2 %	2.1 %
Greater London	-13.5 %	-14.6 %
High Street Index(Westminster)	-15.7 %	-15.4 %
High Street Index - BDSU(BDSU - Multifunctional)	-16.7 %	-16.5 %
UK	-15.0 %	-15.1 %

Fitzrovia BID is compared to the high street index.

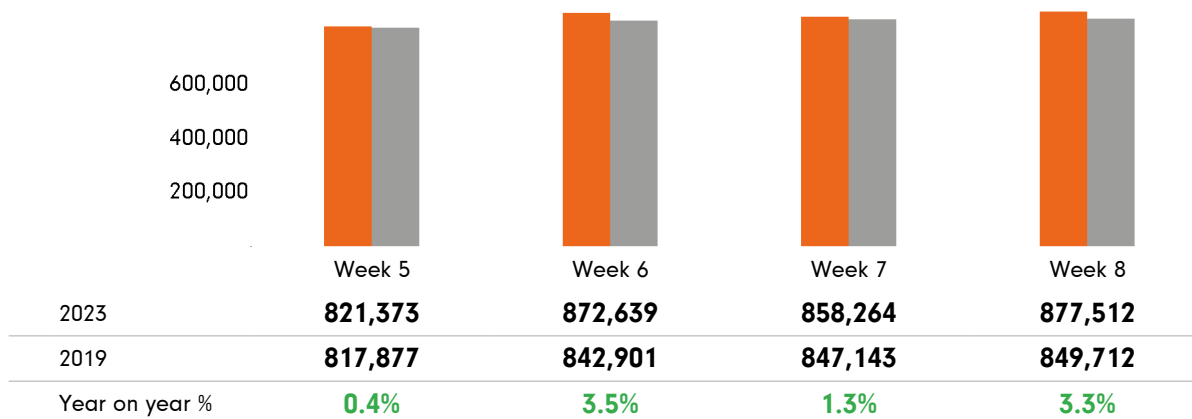
Footfall by day

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.

