

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2023	2022	2023	2022	2023	2022
Fitzrovia BID	30.2%	212.9%	18.9%	221.5%	5.0%	1.2%
Greater London	19.2%	182.3%	5.4%	165.8%	7.6%	3.3%
High Street Index(Westminster)	28.1%	464.4%	8.5%	396.8%	7.2%	4.5%
High Street Index - BDSU(BDSU - Multifunctional)	9.4%	142.0%	1.2%	122.3%	11.2%	3.0%
UK	11.5%	153.3%	1.4%	134.9%	10.5%	4.2%

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 38,721,777 which is 37.1% up on the previous year.

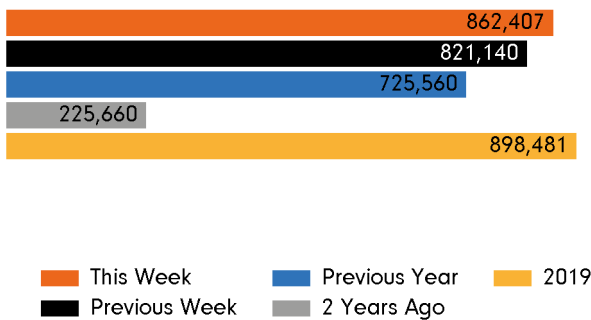
The total number of visitors for the year to date is 8,814,574 which is 30.2% up on the previous year.

The total number of visitors to Fitzrovia BID in week commencing 12 March 2023 was 862,407.

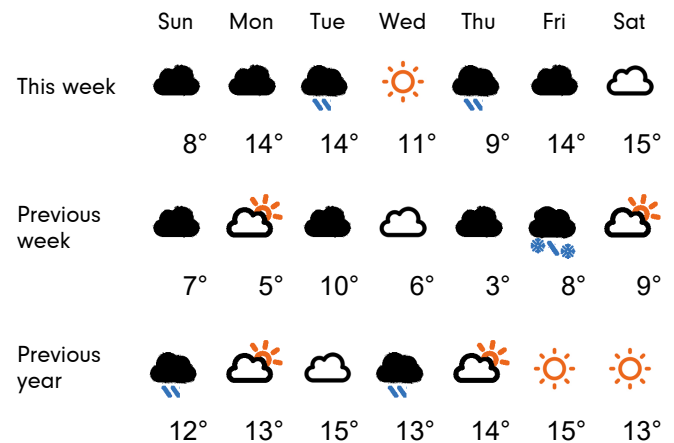
The busiest day in week commencing 12 March 2023 was Wednesday with 152,649 visitors.

The peak hour of the week was 17:00 on Wednesday 15 March 2023 with footfall of 13,735.

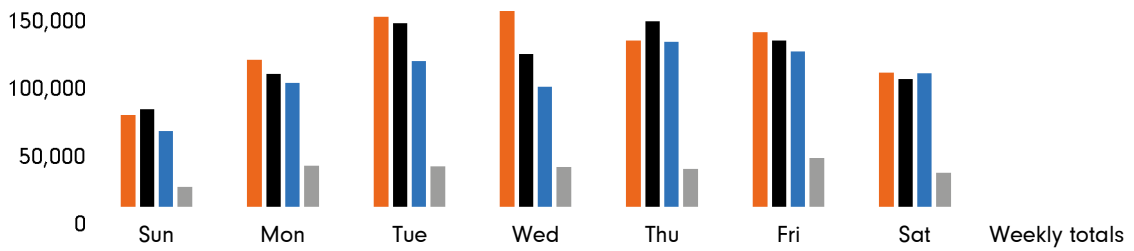
Footfall by week



Weather

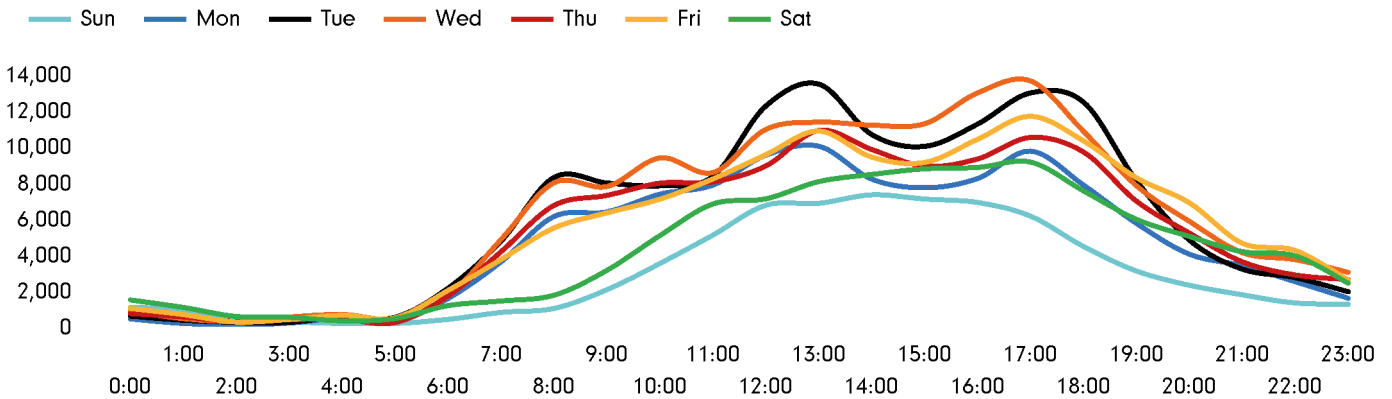


Footfall by day

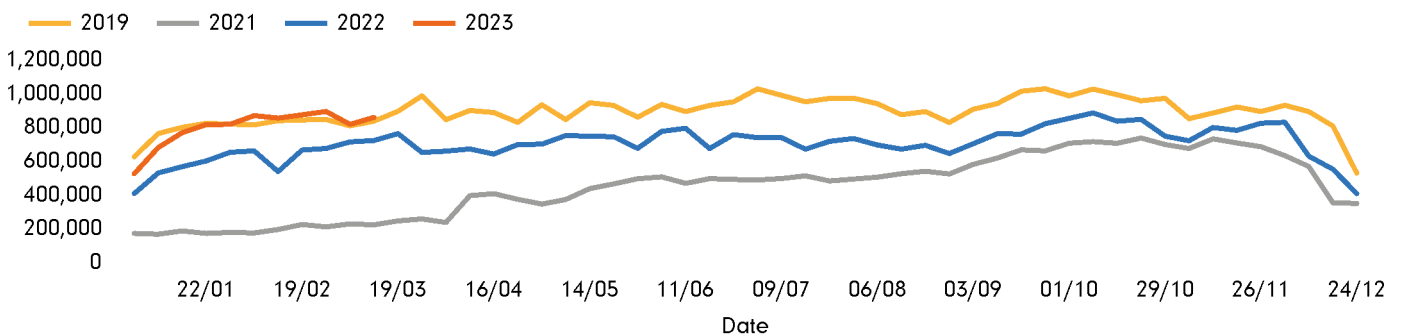


Week on week %	-5.7%	10.1%	3.5%	27.6%	-10.0%	5.2%	4.7%	
Year on year %	19.6%	17.9%	29.2%	60.5%	0.8%	12.2%	0.3%	
% of week	8.5%	13.4%	17.2%	17.7%	15.1%	15.8%	12.2%	

Footfall by hour

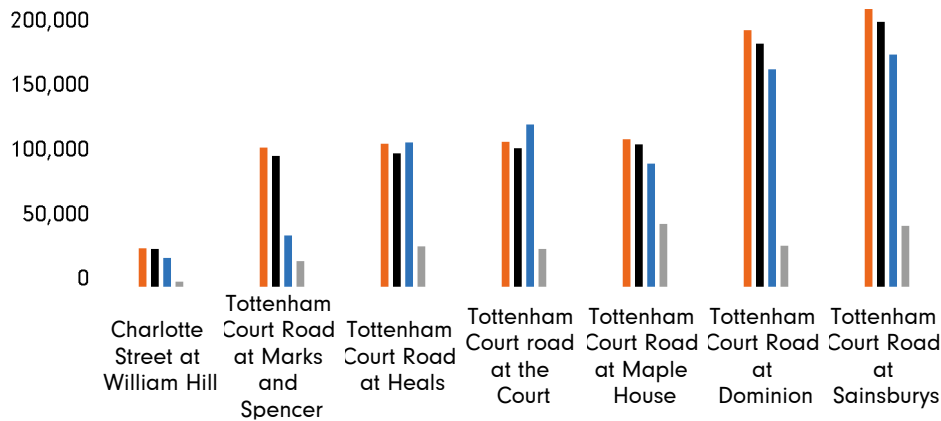


Footfall by week



Footfall by location

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



This Week	31,939	105,273	107,773	109,536	111,295	190,643	205,948
Previous Week	31,195	99,189	100,953	104,646	107,467	180,787	196,903
Previous Year	24,977	41,178	108,784	121,755	93,604	162,206	173,056
2 Years Ago	7,644	22,360	32,946	31,415	49,505	33,461	48,329
Week on Week %	2.4 %	6.1 %	6.8 %	4.7 %	3.6 %	5.5 %	4.6 %
Year on Year %	27.9 %	155.7 %	-0.9 %	-10.0 %	18.9 %	17.5 %	19.0 %

Footfall by location



Tottenham Court Road at Sainsburys, 23.9 %
Tottenham Court Road at Dominion, 22.1 %
Tottenham Court Road at Maple House, 12.9 %
Tottenham Court road at the Court, 12.7 %
Tottenham Court Road at Heals, 12.5 %
Tottenham Court Road at Marks and Spencer, 12.2 %
Charlotte Street at William Hill, 3.7 %

Reporting dates

This week - 12 March 2023 - 18 March 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 11, 2023 Vs Week 1, 2022 to Week 11, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week11, 2023 Vs Week 11, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 11 2023 Vs Week 10 2023

2019 comparison for Fitzrovia BID

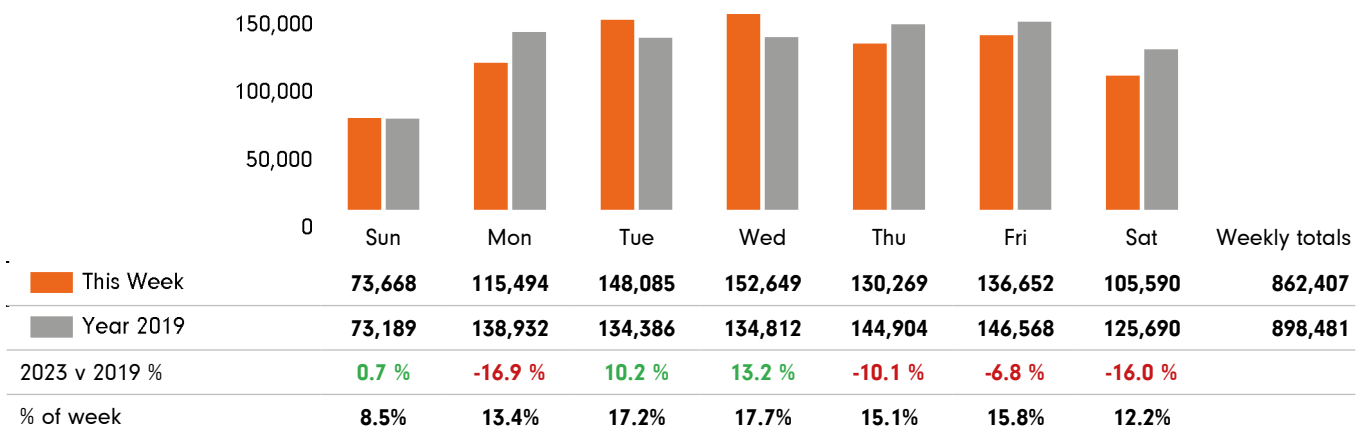
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your 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	-3.4 %	-4.0 %
Greater London	-14.6 %	-19.4 %
High Street Index(Westminster)	-16.8 %	-23.3 %
High Street Index - BDSU(BDSU - Multifunctional)	-16.7 %	-15.5 %
UK	-15.3 %	-17.5 %

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	31,939	35,208	-9.3 %	
Tottenham Court Road at Dominion	190,643	189,638	0.5 %	
Tottenham Court Road at Heals	107,773	132,723	-18.8 %	
Tottenham Court Road at Maple House	111,295	119,610	-7.0 %	
Tottenham Court Road at Marks and Spencer	105,273	101,675	3.5 %	
Tottenham Court Road at Sainsburys	205,948	200,967	2.5 %	
Tottenham Court road at the Court	109,536	118,660	-7.7 %	