

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2023	2022	2023	2022	2023	2022
Fitzrovia BID	28.6%	206.5%	21.3%	200.2%	0.2%	12.0%
Greater London	15.7%	173.1%	4.7%	153.0%	-5.3%	11.5%
High Street Index(Westminster)	24.1%	428.1%	10.2%	365.4%	-6.2%	8.8%
High Street Index - BDSU(BDSU - Multifunctional)	7.1%	135.5%	-1.0%	115.4%	-4.9%	9.2%
UK	8.7%	146.0%	-0.6%	126.9%	-5.3%	11.7%

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 10,530,549 which is 28.6% up on the previous year.

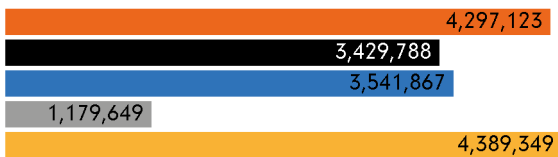
The total number of visitors to Fitzrovia BID in month commencing 26 February 2023 was 4,297,123.

The busiest day in month commencing 26 February 2023 was Thursday 2 March with 157,775 visitors.

The peak hour of the month was 13:00 on Tuesday 21 March 2023 with footfall of 13,792.

Footfall by month

Figures shown below are calculated using monthly totals.



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

Weather



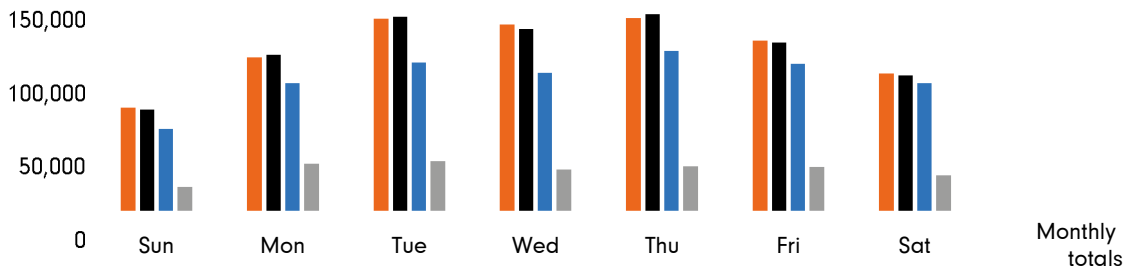
	Sun	Cloud	Rain	Snow	Menu
Number of days this month	9	23	2	1	
Number of days same month last year	18	4	12		1
Number of days same month two years ago	14	8	13		

Average temperature

	Maximum temperature	Minimum temperature
2023	10°	5°
2022	13°	5°
2021	12°	5°

Footfall by day

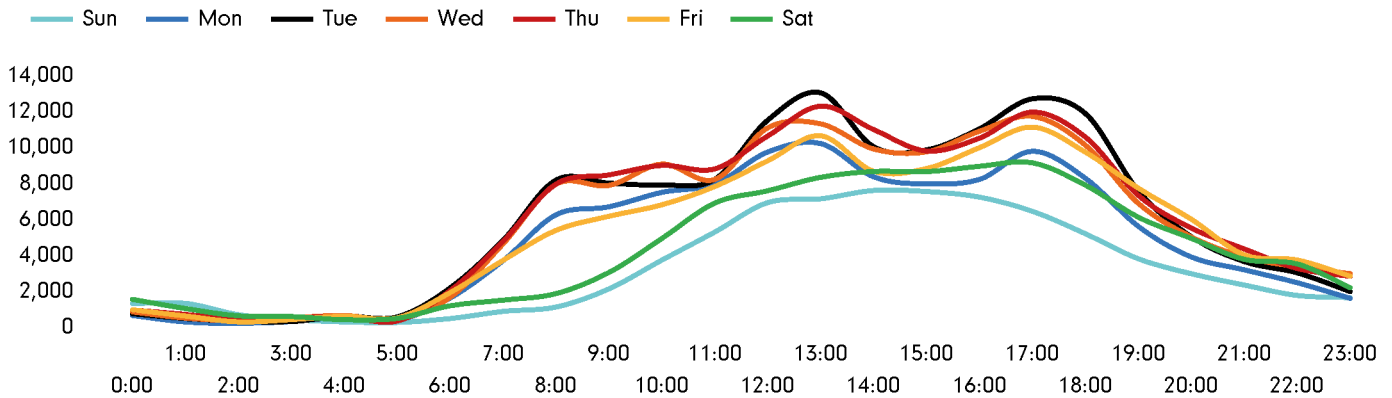
The figures shown below are calculated using weekly averages.



This Month	79,396	116,315	144,524	140,463	145,373	128,622	104,731	859,424
Previous Month	78,010	118,177	145,939	137,035	148,184	127,208	102,894	857,447
Previous Year	63,764	97,329	112,386	104,905	120,868	111,671	97,450	708,373
2 Years Ago	21,273	38,311	39,971	33,936	36,630	35,976	29,832	235,929
Month on month %	1.8%	-1.6%	-1.0%	2.5%	-1.9%	1.1%	1.8%	
Year on year %	24.5%	19.5%	28.6%	33.9%	20.3%	15.2%	7.5%	

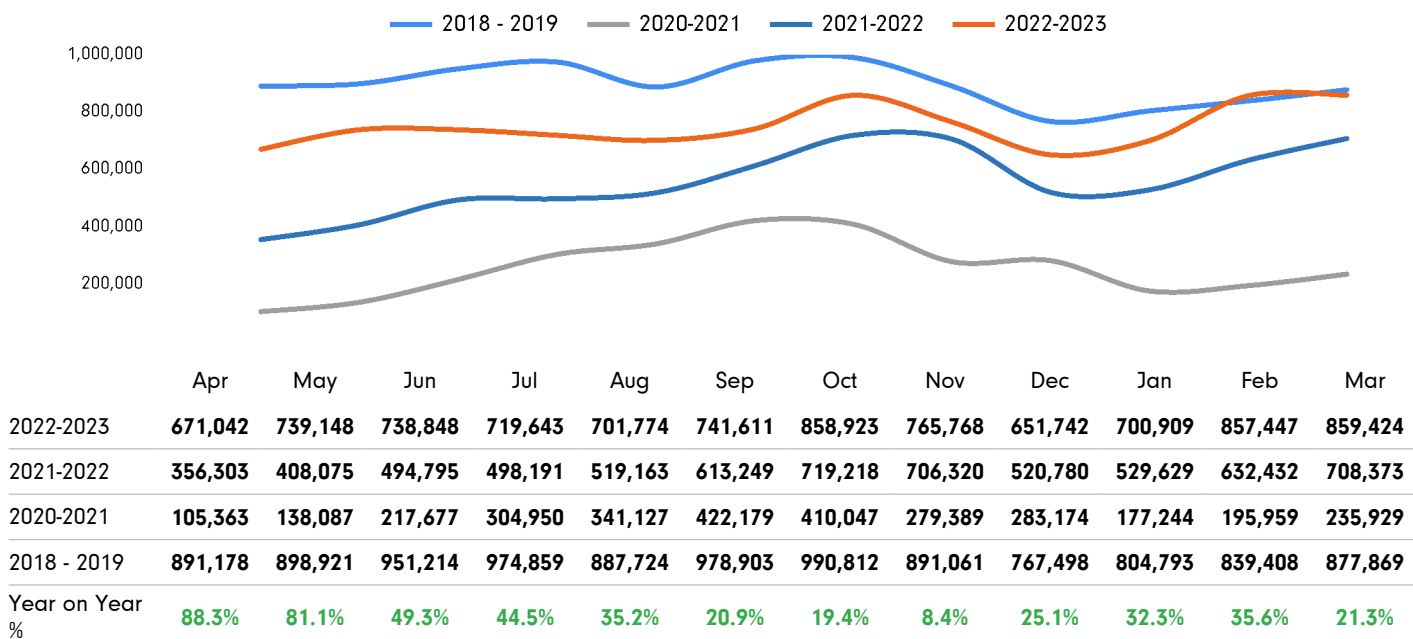
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

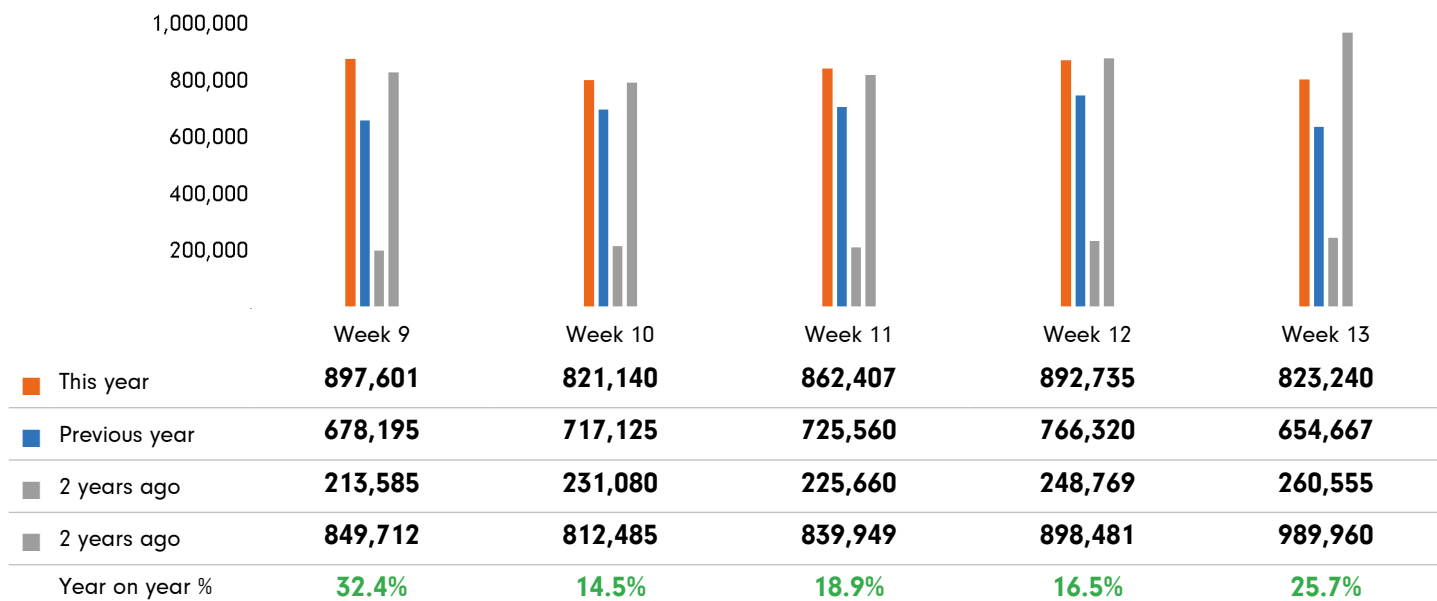
The figures shown below are calculated using weekly averages.



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

Footfall by week of month

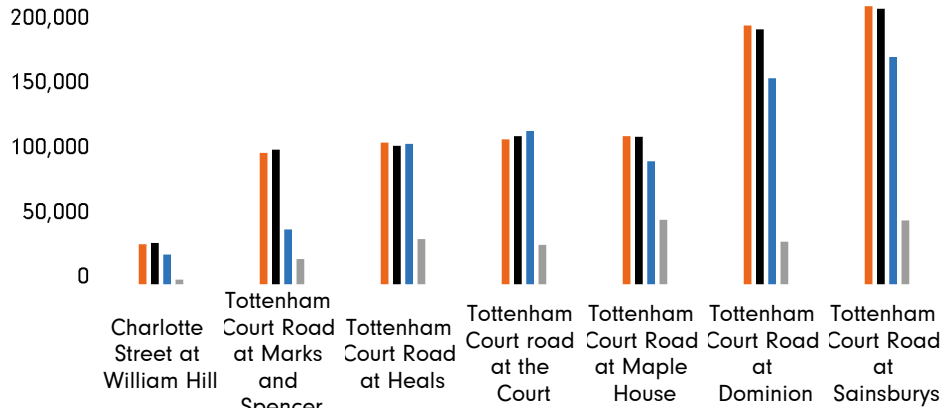
The figures shown below are calculated using weekly totals.



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 the Court	Tottenham Court Road at Maple House	Tottenham Court Road at Dominion	Tottenham Court Road at Sainsburys
This Month	33,328	99,765	106,913	109,567	111,879	191,919	206,051
Previous Month	34,330	101,835	104,567	111,708	111,340	189,266	204,400
Previous Year	25,742	43,948	105,936	115,659	93,686	154,008	169,391
2 Years Ago	7,443	22,299	36,974	32,850	51,063	34,847	50,450
Year on Year %	29.5 %	127.0 %	0.9 %	-5.3 %	19.4 %	24.6 %	21.6 %

Footfall by location



- Tottenham Court Road at Sainsburys, 24.0 %
- Tottenham Court Road at Dominion, 22.3 %
- Tottenham Court Road at Maple House, 13.0 %
- Tottenham Court road at the Court, 12.7 %
- Tottenham Court Road at Heals, 12.4 %
- Tottenham Court Road at Marks and Spencer, 11.6 %
- Charlotte Street at William Hill, 3.9 %

Reporting dates

This month - 26 February 2023 - 01 April 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 March, 2023 Vs January, 2022 to March, 2022

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 3 2023 Vs 2 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

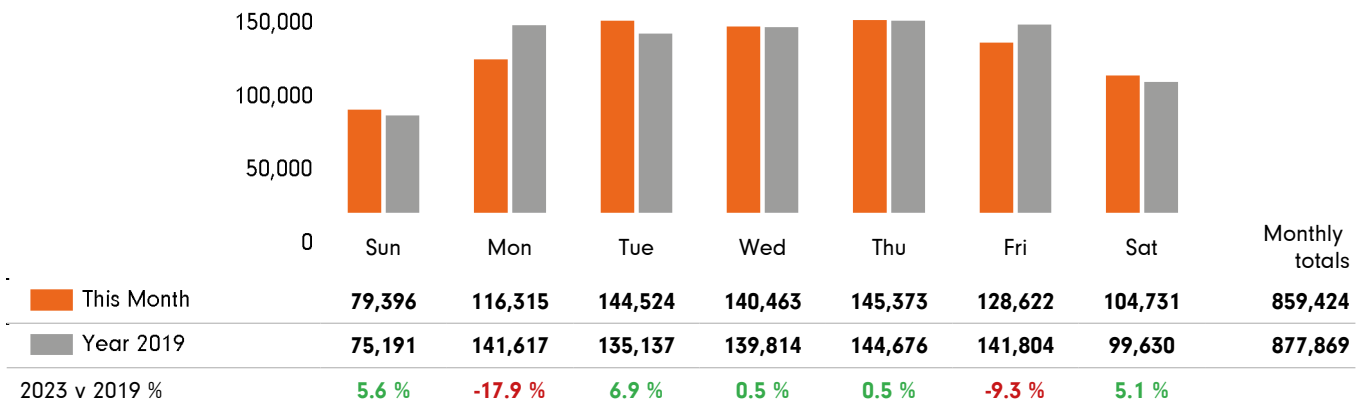
Headlines

	Year to date % 2023 Vs 2019	Year on year % 2023 Vs 2019
Fitzrovia BID	-4.0 %	-2.1 %
Greater London	-15.8 %	-19.2 %
High Street Index(Westminster)	-18.1 %	-21.6 %
High Street Index - BDSU(BDSU - Multifunctional)	-17.7 %	-18.8 %
UK	-16.4 %	-18.7 %

Fitzrovia BID is compared to the high street index.

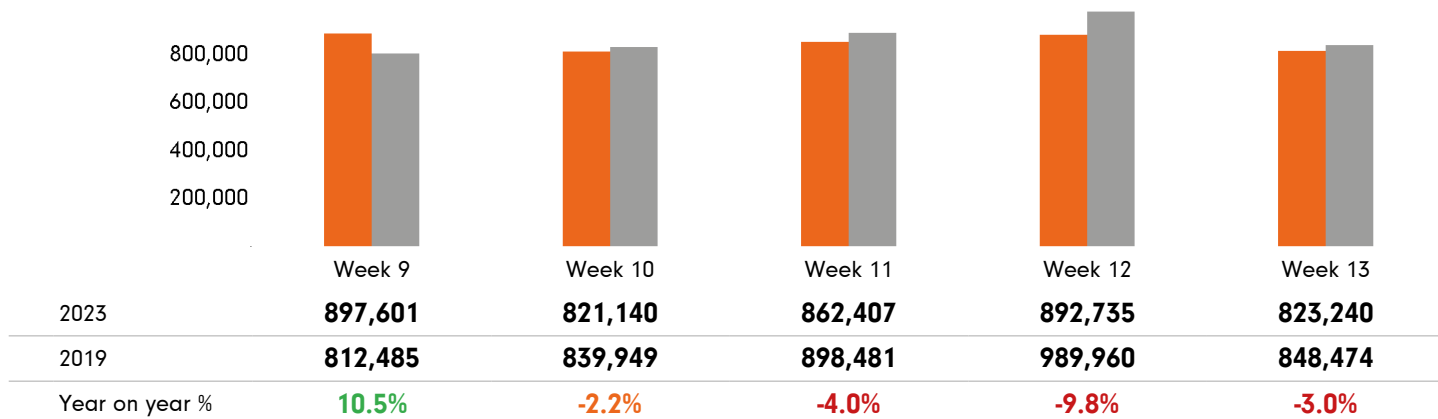
Footfall by day

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.

