

**Weekly Footfall**

|  | Year to date % |        | Year on year % |        | Week on week % |      |
|--|----------------|--------|----------------|--------|----------------|------|
|  | 2023           | 2022   | 2023           | 2022   | 2023           | 2022 |
| Fitzrovia BID                                    | 28.2%          | 204.0% | 24.2%          | 176.5% | -0.1%          | 1.2% |
| Greater London                                   | 16.1%          | 169.5% | 21.0%          | 134.1% | 17.2%          | 2.0% |
| High Street Index(Westminster)                   | 24.2%          | 419.2% | 24.9%          | 306.2% | 18.6%          | 3.9% |
| High Street Index - BDSU(BDSU - Multifunctional) | 7.5%           | 133.0% | 15.0%          | 108.5% | 15.1%          | 1.1% |
| UK   | 9.4%           | 143.4% | 18.1%          | 115.4% | 17.0%          | 0.2% |

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 39,176,904 which is 32.4% up on the previous year.

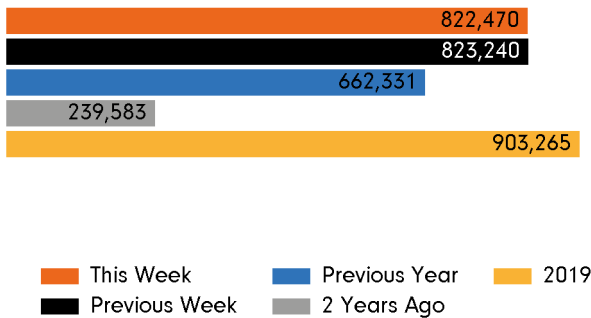
The total number of visitors for the year to date is 11,353,019 which is 28.2% up on the previous year.

The total number of visitors to Fitzrovia BID in week commencing 2 April 2023 was 822,470.

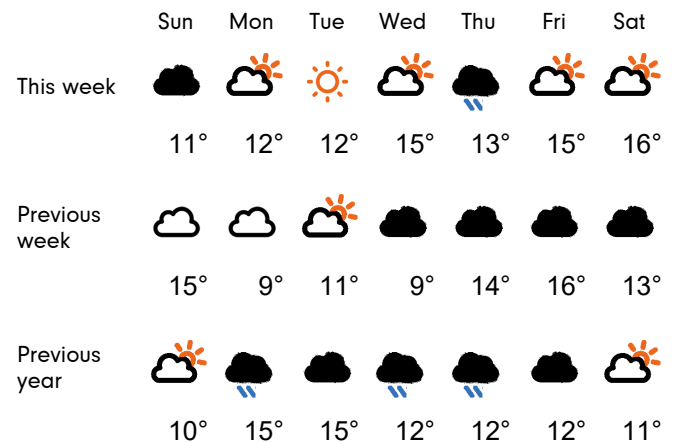
The busiest day in week commencing 2 April 2023 was Tuesday with 147,885 visitors.

The peak hour of the week was 13:00 on Tuesday 4 April 2023 with footfall of 13,192.

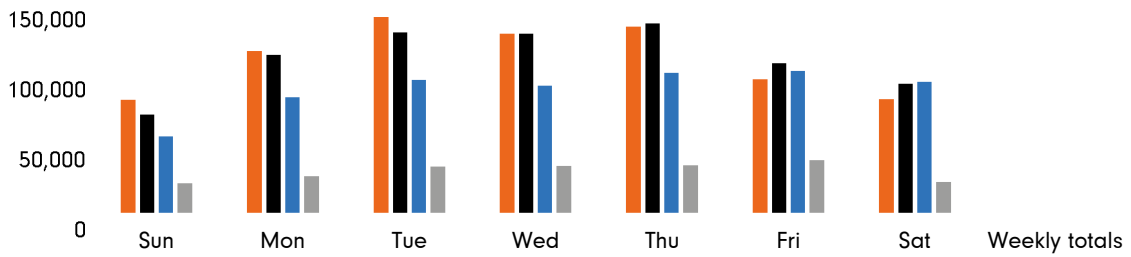
**Footfall by week**



**Weather**

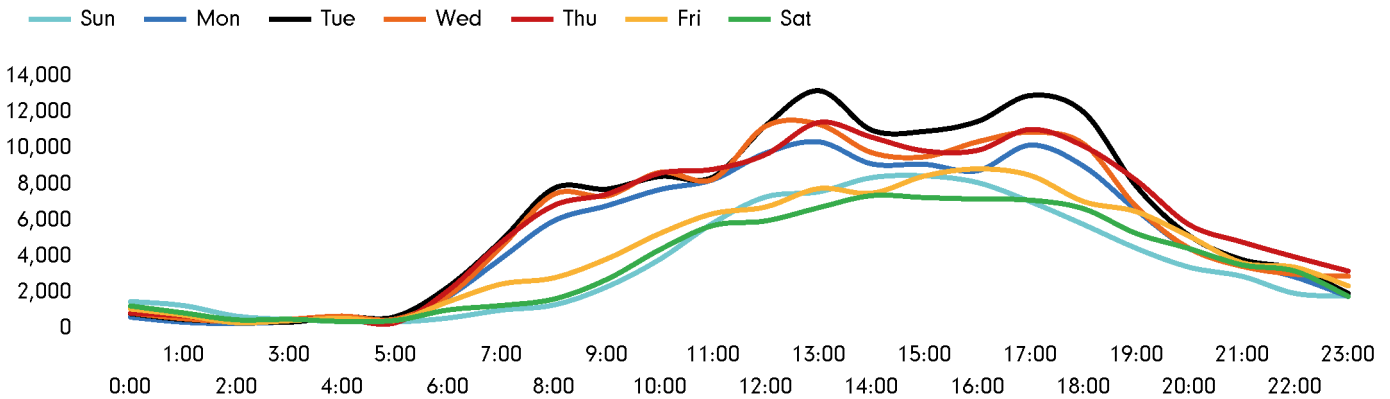


## Footfall by day

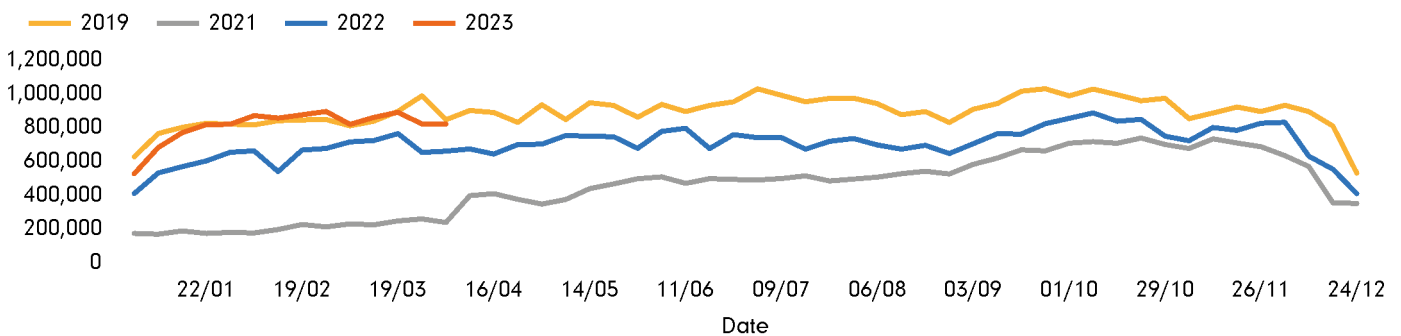


|                |       |       |       |       |       |        |        |  |
|----------------|-------|-------|-------|-------|-------|--------|--------|--|
| Week on week % | 14.2% | 2.4%  | 8.3%  | 0.0%  | -1.7% | -10.4% | -11.5% |  |
| Year on year % | 44.9% | 38.0% | 45.5% | 39.4% | 31.9% | -5.8%  | -12.8% |  |
| % of week      | 10.6% | 14.9% | 18.0% | 16.5% | 17.1% | 12.4%  | 10.6%  |  |

## Footfall by hour

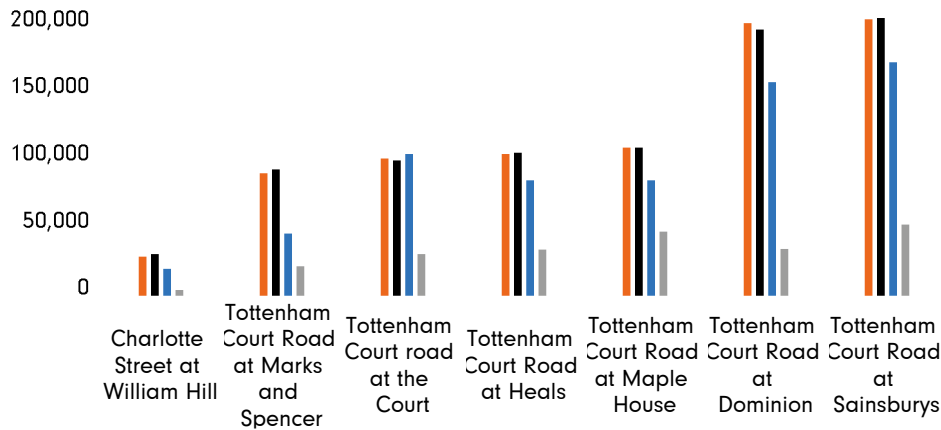


## Footfall by week



## Footfall by location

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



|                |               |               |                |                |                |                |                |
|----------------|---------------|---------------|----------------|----------------|----------------|----------------|----------------|
| This Week      | <b>30,963</b> | <b>89,409</b> | <b>100,004</b> | <b>102,916</b> | <b>107,372</b> | <b>194,520</b> | <b>197,286</b> |
| Previous Week  | <b>32,889</b> | <b>92,227</b> | <b>98,531</b>  | <b>103,706</b> | <b>107,612</b> | <b>190,122</b> | <b>198,153</b> |
| Previous Year  | <b>22,695</b> | <b>47,330</b> | <b>103,121</b> | <b>84,385</b>  | <b>84,314</b>  | <b>153,490</b> | <b>166,996</b> |
| 2 Years Ago    | <b>7,589</b>  | <b>24,106</b> | <b>33,020</b>  | <b>36,119</b>  | <b>48,585</b>  | <b>36,631</b>  | <b>53,533</b>  |
| Week on Week % | <b>-5.9 %</b> | <b>-3.1 %</b> | <b>1.5 %</b>   | <b>-0.8 %</b>  | <b>-0.2 %</b>  | <b>2.3 %</b>   | <b>-0.4 %</b>  |
| Year on Year % | <b>36.4 %</b> | <b>88.9 %</b> | <b>-3.0 %</b>  | <b>22.0 %</b>  | <b>27.3 %</b>  | <b>26.7 %</b>  | <b>18.1 %</b>  |

## Footfall by location



|   |        |
|---|--------|
| Tottenham Court Road at Sainsburys        | 24.0 % |
| Tottenham Court Road at Dominion          | 23.7 % |
| Tottenham Court Road at Maple House       | 13.1 % |
| Tottenham Court Road at Heals             | 12.5 % |
| Tottenham Court road at the Court         | 12.2 % |
| Tottenham Court Road at Marks and Spencer | 10.9 % |
| Charlotte Street at William Hill          | 3.8 %  |

## Reporting dates

This week - 02 April 2023 - 08 April 2023

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week 1, 2023 to Week 14, 2023 Vs Week 1, 2022 to Week 14, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 14, 2023 Vs Week 14, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 14 2023 Vs Week 13 2023

## 2019 comparison for Fitzrovia BID

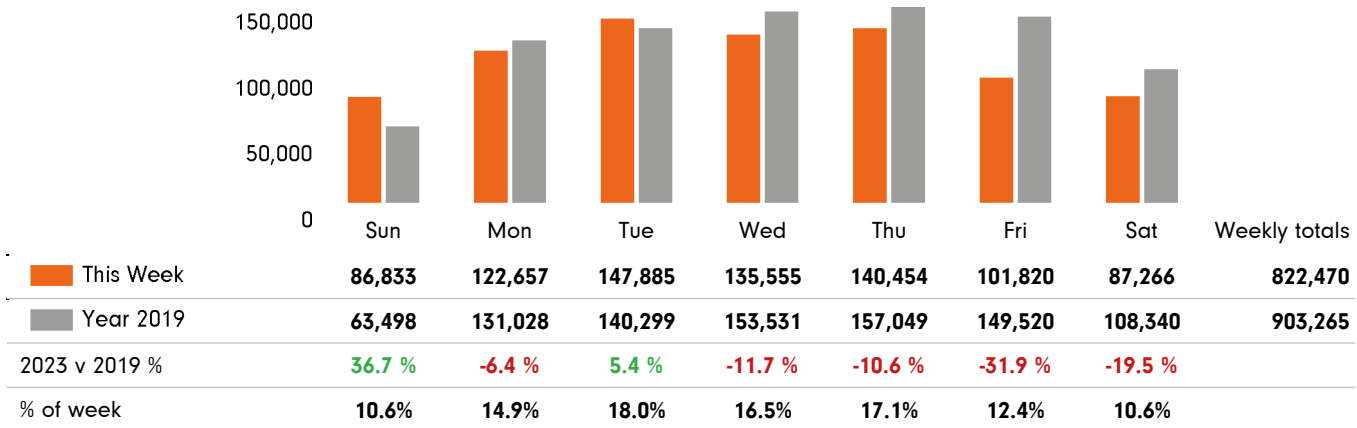
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your 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>-4.4 %</b>  | <b>-8.9 %</b>  |
| Greater London                                   | <b>-15.6 %</b> | <b>-12.2 %</b> |
| High Street Index(Westminster)                   | <b>-17.9 %</b> | <b>-15.9 %</b> |
| High Street Index - BDSU(BDSU - Multifunctional) | <b>-17.1 %</b> | <b>-10.3 %</b> |
| UK   | <b>-16.0 %</b> | <b>-10.6 %</b> |

Fitzrovia BID is compared to the high street index.

### Footfall by day



## Footfall by location

|   | This week      | 2019           | 2023 - 2019 %  |  This week<br> Year 2019 |
|---|----------------|----------------|----------------|--|
| Charlotte Street at William Hill          | <b>30,963</b>  | <b>36,368</b>  | <b>-14.9 %</b> |   |
| Tottenham Court Road at Dominion          | <b>194,520</b> | <b>189,869</b> | <b>2.4 %</b>   |    |
| Tottenham Court Road at Heals             | <b>102,916</b> | <b>140,272</b> | <b>-26.6 %</b> |    |
| Tottenham Court Road at Maple House       | <b>107,372</b> | <b>130,128</b> | <b>-17.5 %</b> |    |
| Tottenham Court Road at Marks and Spencer | <b>89,409</b>  | <b>92,417</b>  | <b>-3.3 %</b>  |   |
| Tottenham Court Road at Sainsburys        | <b>197,286</b> | <b>199,642</b> | <b>-1.2 %</b>  |    |
| Tottenham Court road at the Court         | <b>100,004</b> | <b>114,569</b> | <b>-12.7 %</b> |    |