

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2023	2022	2023	2022	2023	2022
Fitzrovia BID	27.0%	187.8%	11.2%	69.5%	-8.7%	2.0%
Greater London	14.5%	152.1%	-4.1%	45.7%	-10.0%	13.5%
High Street Index(Westminster)	22.1%	353.3%	-0.2%	93.1%	-7.0%	16.3%
High Street Index - BDSU(BDSU - Multifunctional)	6.3%	117.9%	-8.9%	21.9%	-11.9%	10.4%
UK	8.1%	126.7%	-6.8%	26.6%	-11.2%	12.8%

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 39,252,316 which is 31.4% up on the previous year.

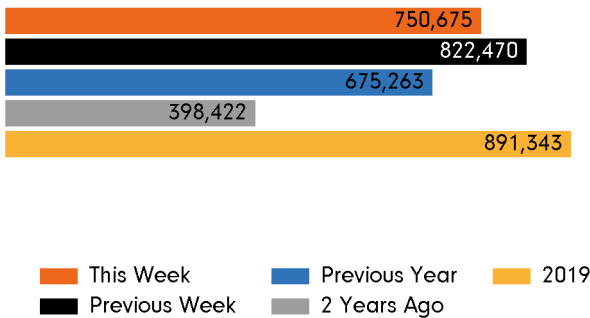
The total number of visitors for the year to date is 12,103,694 which is 27% up on the previous year.

The total number of visitors to Fitzrovia BID in week commencing 9 April 2023 was 750,675.

The busiest day in week commencing 9 April 2023 was Thursday with 155,666 visitors.

The peak hour of the week was 13:00 on Thursday 13 April 2023 with footfall of 12,671.

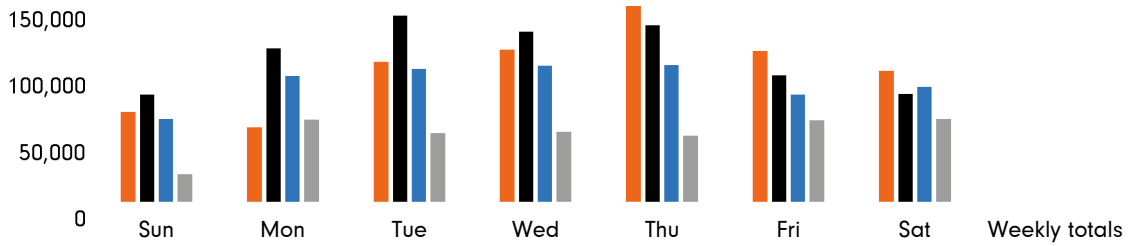
Footfall by week



Weather

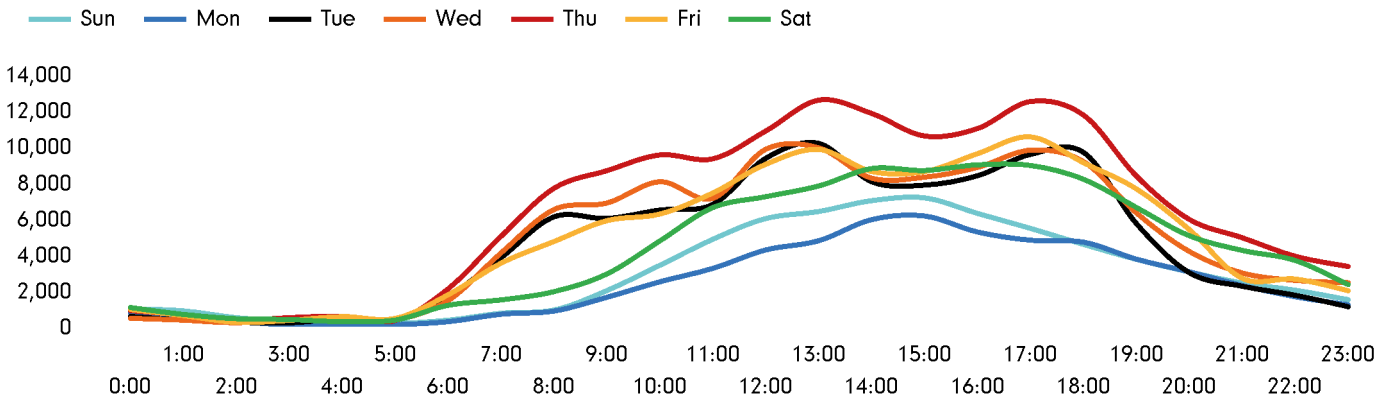
	Sun	Mon	Tue	Wed	Thu	Fri	Sat
This week	15°	17°	15°	13°	12°	13°	14°
Previous week	11°	12°	12°	15°	13°	15°	16°
Previous year	13°	17°	17°	18°	18°	21°	19°

Footfall by day

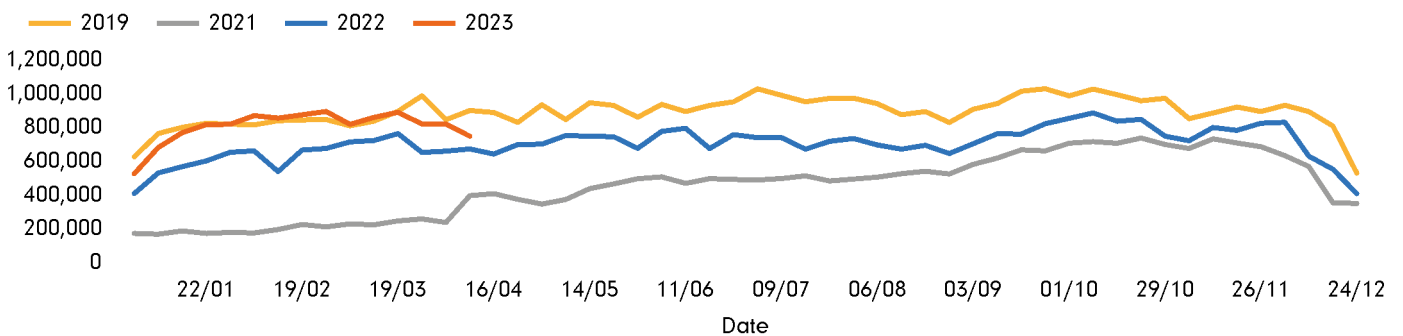


Week on week %	-15.4%	-49.9%	-23.9%	-10.3%	10.8%	18.7%	20.5%	
Year on year %	7.9%	-39.3%	5.2%	11.1%	41.5%	39.2%	13.4%	
% of week	9.8%	8.2%	15.0%	16.2%	20.7%	16.1%	14.0%	

Footfall by hour

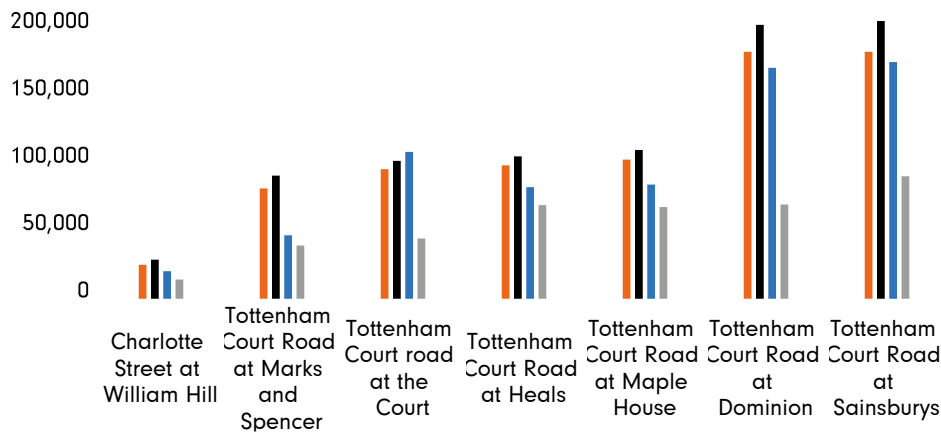


Footfall by week



Footfall by location

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



This Week	27,322	80,685	93,926	96,455	100,528	175,820	175,939
Previous Week	30,963	89,409	100,004	102,916	107,372	194,520	197,286
Previous Year	22,731	48,105	105,905	81,592	83,389	164,665	168,876
2 Years Ago	16,792	40,786	45,517	68,873	67,609	69,584	89,261
Week on Week %	-11.8 %	-9.8 %	-6.1 %	-6.3 %	-6.4 %	-9.6 %	-10.8 %
Year on Year %	20.2 %	67.7 %	-11.3 %	18.2 %	20.6 %	6.8 %	4.2 %

Footfall by location



■	Tottenham Court Road at Sainsburys, 23.4 %
■	Tottenham Court Road at Dominion, 23.4 %
■	Tottenham Court Road at Maple House, 13.4 %
■	Tottenham Court Road at Heals, 12.8 %
■	Tottenham Court road at the Court, 12.5 %
■	Tottenham Court Road at Marks and Spencer, 10.7 %
■	Charlotte Street at William Hill, 3.6 %

Reporting dates

This week - 09 April 2023 - 15 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 15, 2023 Vs Week 1, 2022 to Week 15, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 15, 2023 Vs Week 15, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 15 2023 Vs Week 14 2023

2019 comparison for Fitzrovia BID

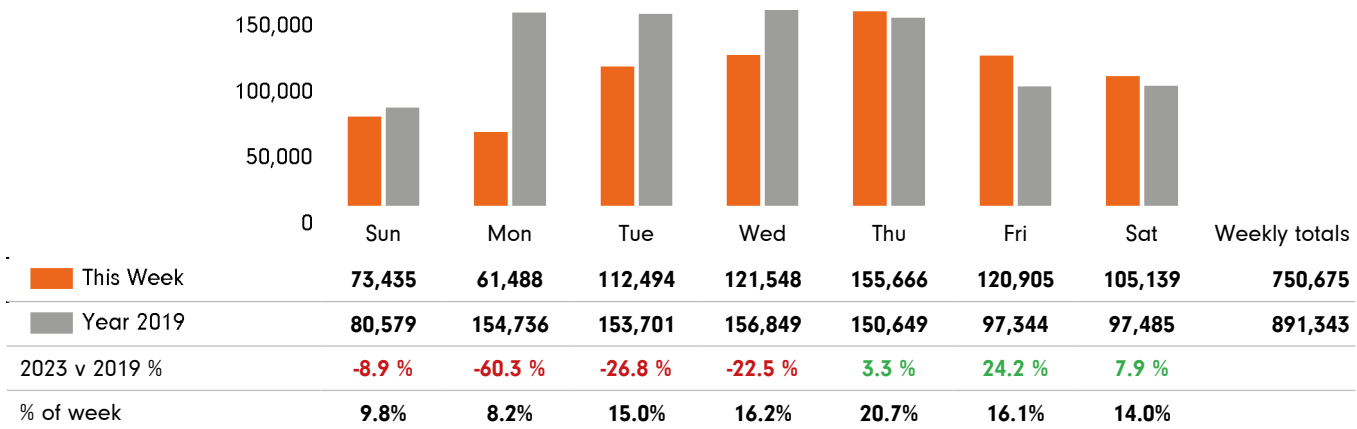
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your 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	-5.1 %	-15.8 %
Greater London	-16.3 %	-25.4 %
High Street Index(Westminster)	-18.5 %	-25.9 %
High Street Index - BDSU(BDSU - Multifunctional)	-17.8 %	-25.6 %
UK	-16.6 %	-24.6 %

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	27,322	36,293	-24.7 %	
Tottenham Court Road at Dominion	175,820	183,546	-4.2 %	
Tottenham Court Road at Heals	96,455	127,658	-24.4 %	
Tottenham Court Road at Maple House	100,528	87,043	15.5 %	
Tottenham Court Road at Marks and Spencer	80,685	101,834	-20.8 %	
Tottenham Court Road at Sainsburys	175,939	234,126	-24.9 %	
Tottenham Court road at the Court	93,926	120,843	-22.3 %	