

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2023	2022	2023	2022	2023	2022
Fitzrovia BID	23.1%	178.5%	24.6%	93.7%	0.8%	6.4%
Greater London	14.0%	128.5%	12.5%	48.8%	2.7%	-0.1%
High Street Index(Westminster)	21.2%	289.4%	18.2%	113.8%	2.7%	-2.3%
High Street Index - BDSU(BDSU - Multifunctional)	5.8%	98.0%	3.5%	26.0%	4.2%	1.3%
UK	7.7%	104.7%	6.0%	29.5%	3.5%	0.7%

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 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 40,773,506 which is 29.6% up on the previous year.

The total number of visitors for the year to date is 14,044,881 which is 23.1% up on the previous year.

The total number of visitors to Fitzrovia BID in week commencing 23 April 2023 was 909,257.

The busiest day in week commencing 23 April 2023 was Wednesday with 157,273 visitors.

The peak hour of the week was 13:00 on Tuesday 25 April 2023 with footfall of 14,108.

Footfall by week

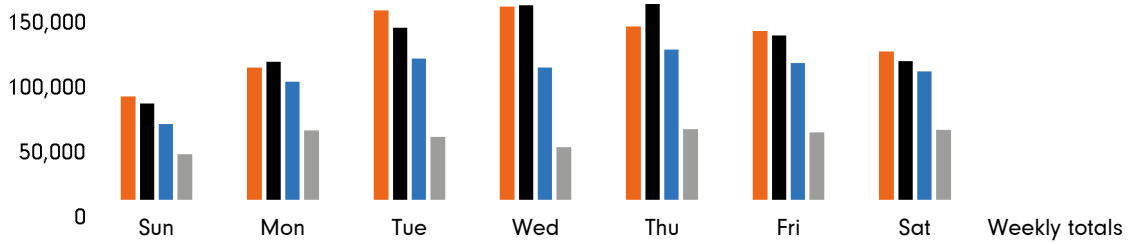


■ This Week ■ Previous Year ■ 2019
■ Previous Week ■ 2 Years Ago

Weather

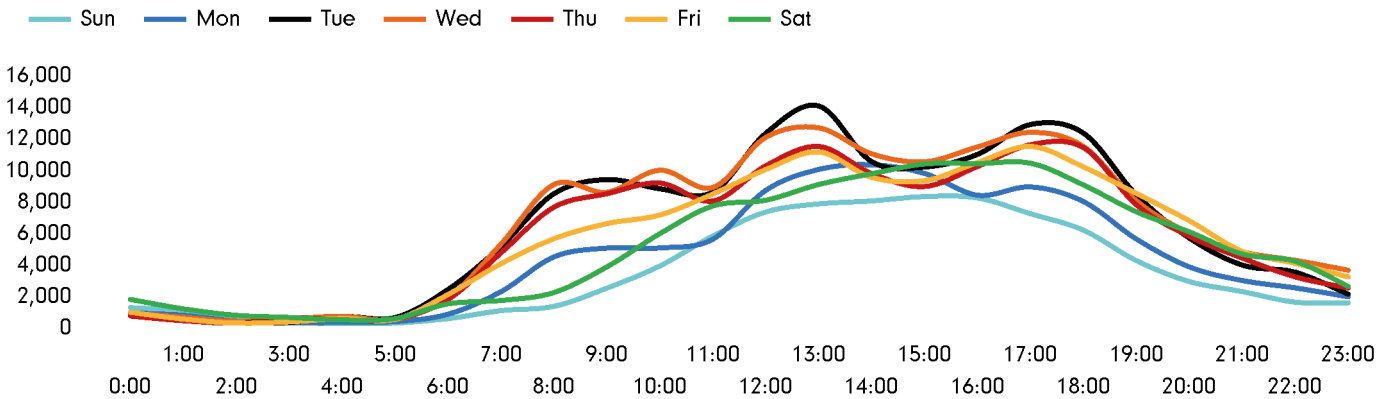
	Sun	Mon	Tue	Wed	Thu	Fri	Sat
This week	15°	11°	12°	11°	12°	15°	18°
Previous week	15°	16°	12°	11°	15°	11°	15°
Previous year	18°	15°	16°	14°	16°	13°	17°

Footfall by day

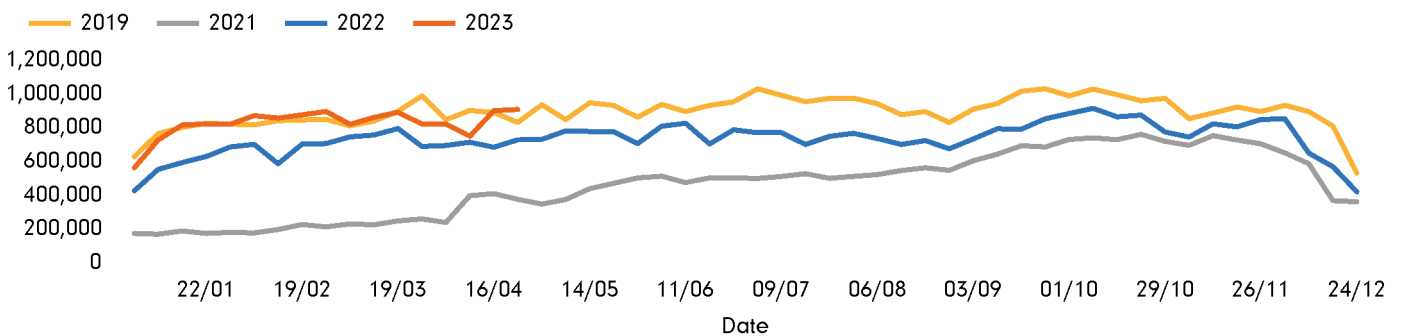


Week on week %	7.2%	-4.2%	9.8%	-0.8%	-11.1%	2.7%	6.9%	
Year on year %	34.0%	11.4%	32.9%	44.0%	14.9%	22.9%	15.3%	
% of week	9.5%	12.0%	17.0%	17.3%	15.6%	15.2%	13.4%	

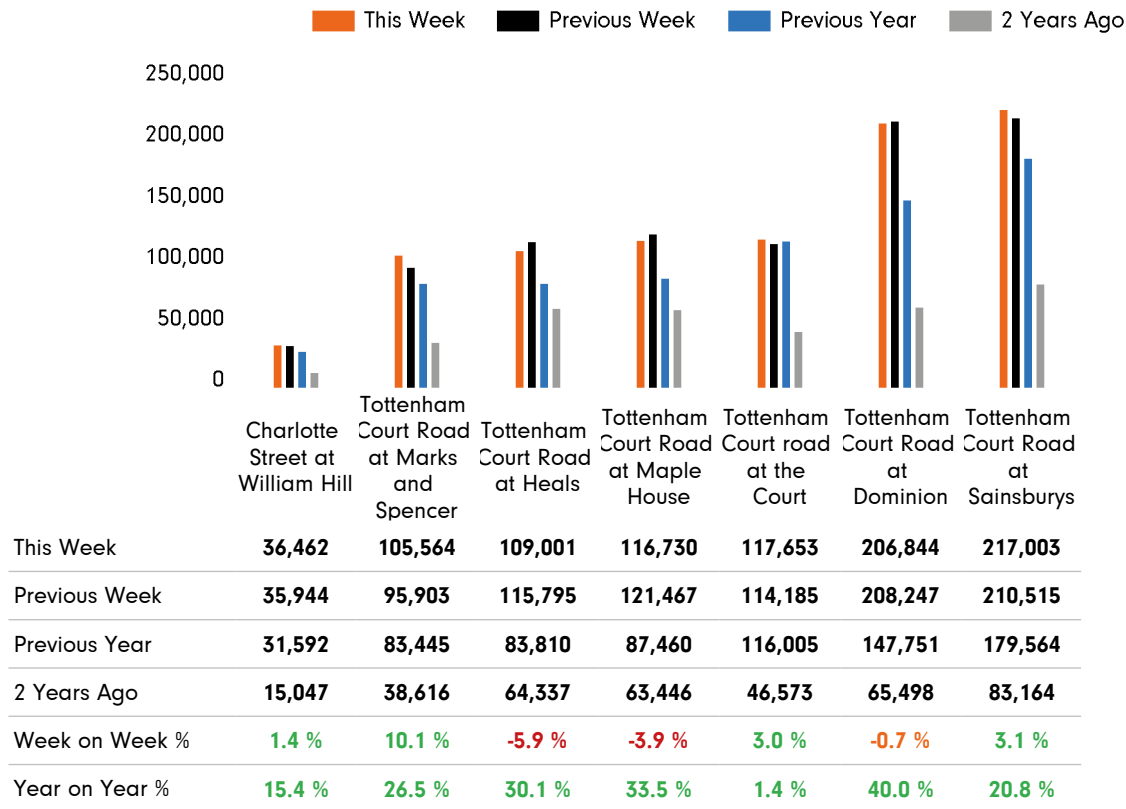
Footfall by hour



Footfall by week



Footfall by location



Footfall by location



Reporting dates

This week - 23 April 2023 - 29 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 17, 2023 Vs Week 1, 2022 to Week 17, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 17, 2023 Vs Week 17, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 17 2023 Vs Week 16 2023

2019 comparison for Fitzrovia BID

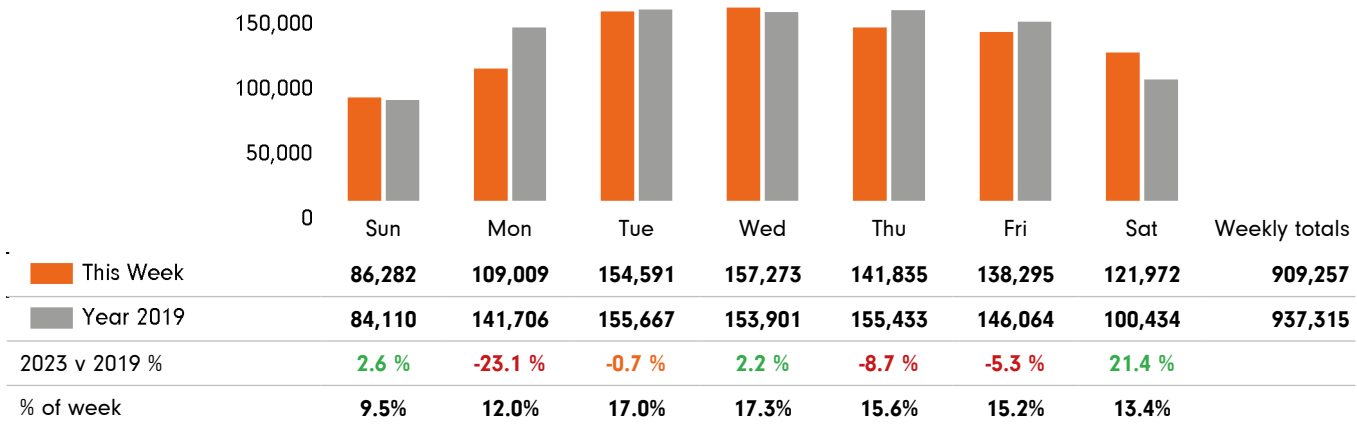
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your 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	-3.3 %	-3.0 %
Greater London	-15.9 %	-14.3 %
High Street Index(Westminster)	-18.3 %	-16.8 %
High Street Index - BDSU(BDSU - Multifunctional)	-17.3 %	-14.6 %
UK	-16.2 %	-13.9 %

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	36,462	37,930	-3.9 %	
Tottenham Court Road at Dominion	206,844	213,375	-3.1 %	
Tottenham Court Road at Heals	109,001	114,791	-5.0 %	
Tottenham Court Road at Maple House	116,730	91,610	27.4 %	
Tottenham Court Road at Marks and Spencer	105,564	105,144	0.4 %	
Tottenham Court Road at Sainsburys	217,003	237,958	-8.8 %	
Tottenham Court road at the Court	117,653	136,507	-13.8 %	