

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2023	2022	2023	2022	2023	2022
Fitzrovia BID	19.7%	152.6%	7.2%	87.7%	-2.8%	8.7%
Greater London	12.5%	106.7%	7.4%	53.7%	3.0%	4.8%
High Street Index (Westminster)	18.6%	217.2%	9.3%	96.3%	0.7%	4.8%
High Street Index - BDSU (BDSU - Multifunctional)	5.2%	77.7%	2.8%	29.2%	3.7%	2.8%
UK	7.0%	83.7%	4.4%	33.2%	3.6%	3.6%

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

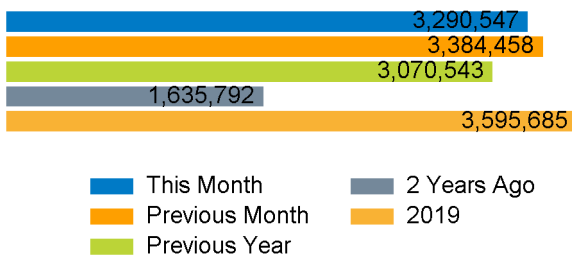
The total number of visitors for the year to date is 17,335,428 which is 19.7% up on the previous year.

The total number of visitors to Fitzrovia BID in month commencing 30 April 2023 was 3,290,547.

The busiest day in month commencing 30 April 2023 was Wednesday 3 May with 148,051 visitors.

The peak hour of the month was 13:00 on Tuesday 16 May 2023 with footfall of 13,401.

Footfall by month



Figures shown below are calculated using monthly totals.

Weather



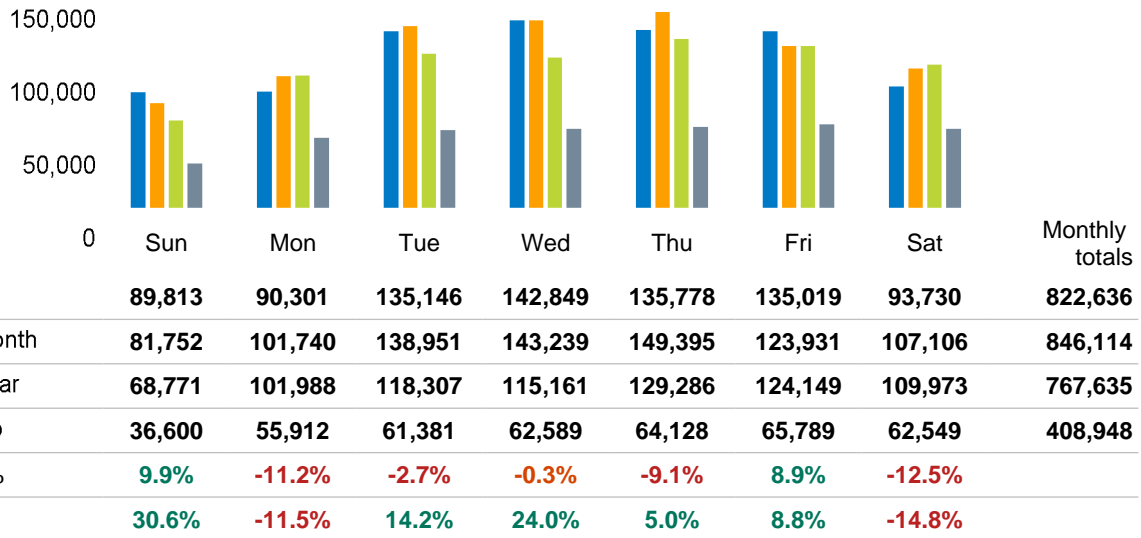
	Sun	Cloud	Rain
Number of days this month	16	7	5
Number of days same month last year	11	8	9
Number of days same month two years ago	4	1	23

Average temperature

	Maximum temperature	Minimum temperature
2023	18°	10°
2022	20°	10°
2021	15°	8°

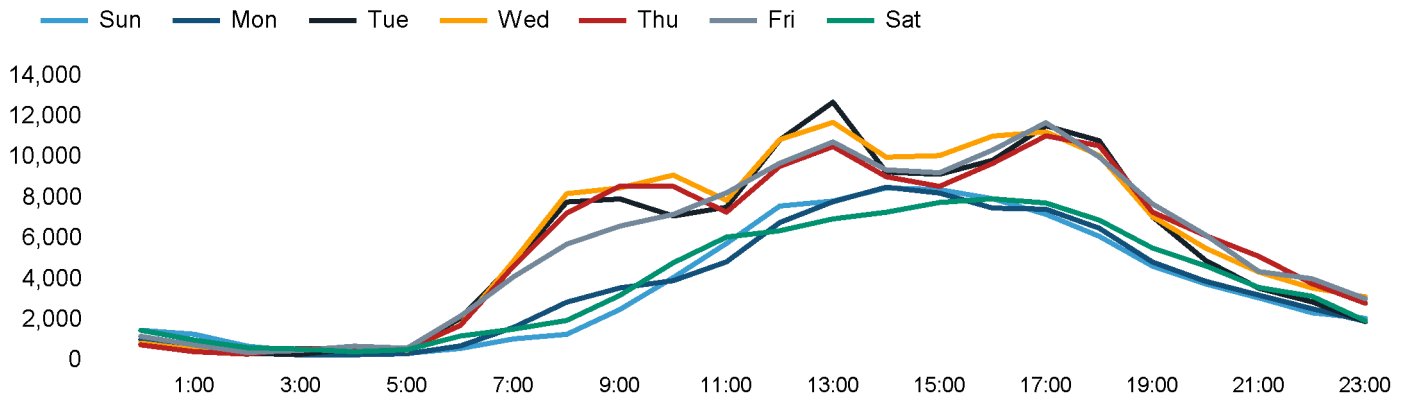
Footfall by day

The figures shown below are calculated using weekly averages.



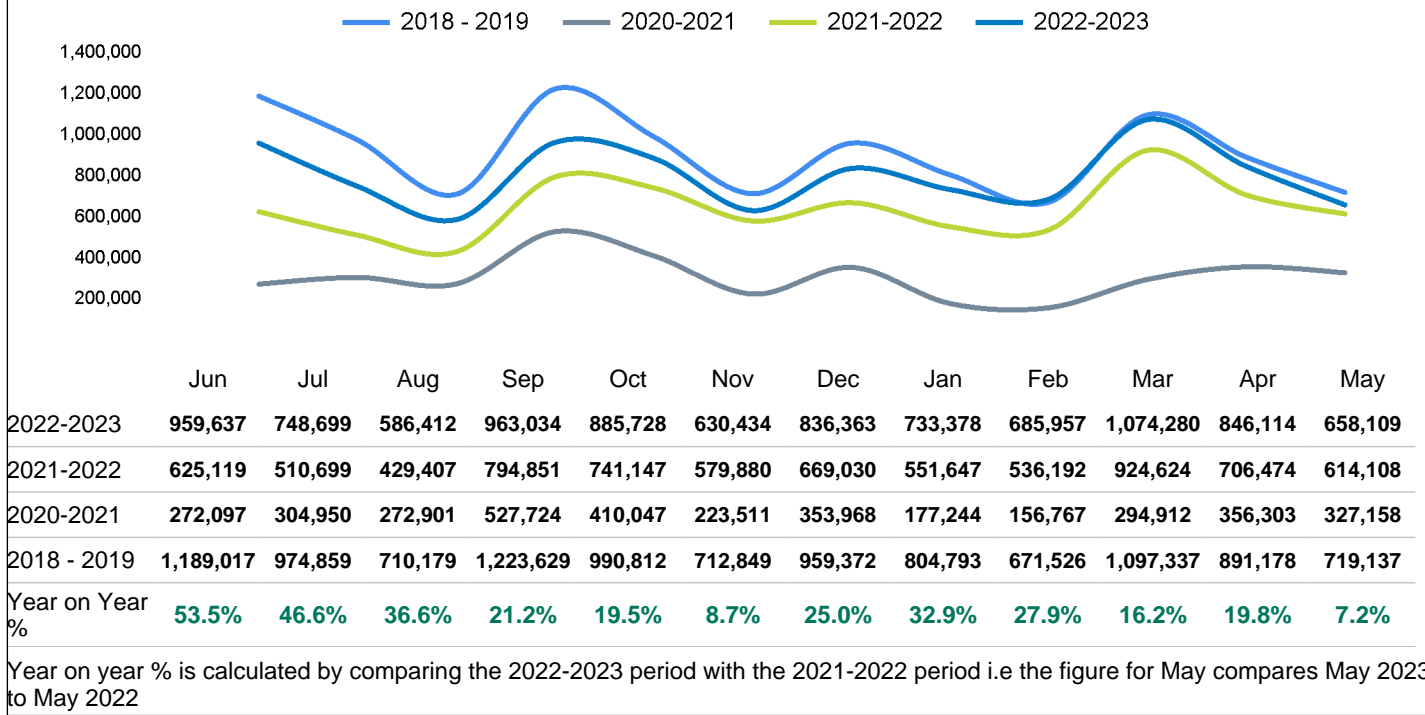
Footfall by hour

The figures shown below are calculated using a weekly average



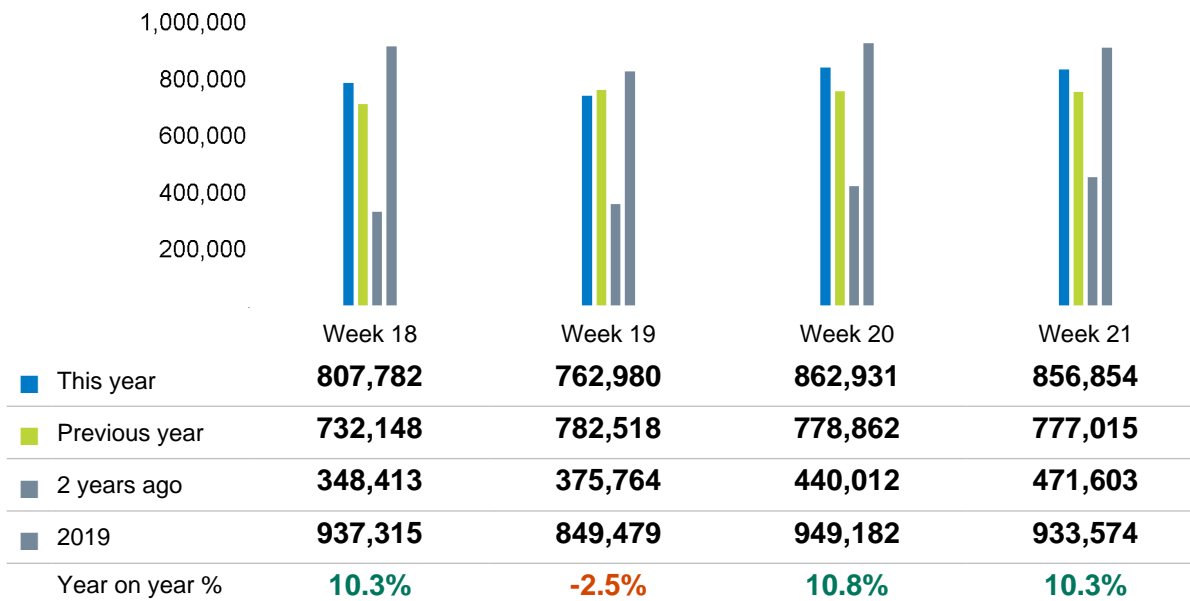
Footfall - rolling 12 months

The figures shown below are calculated using weekly averages.



Footfall by week of month

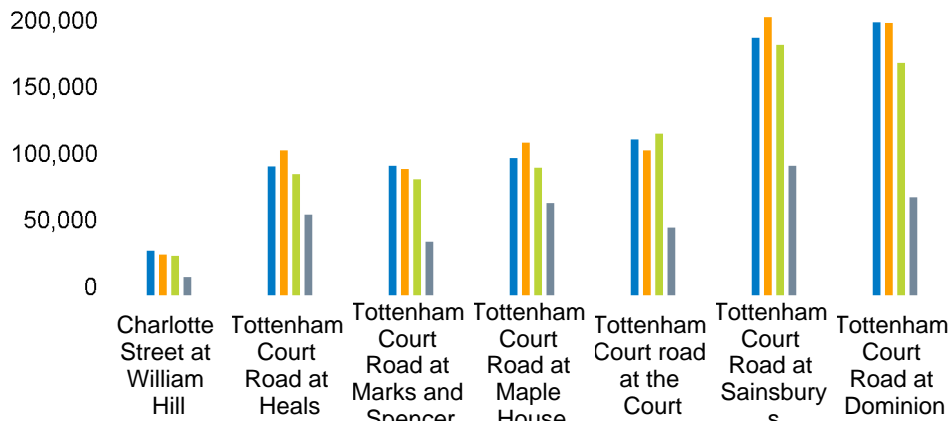
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

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



This Month	35,228	94,805	95,541	100,886	113,895	185,715	196,564
Previous Month	32,672	106,041	92,890	111,524	106,442	200,185	196,357
Previous Year	31,689	89,641	85,725	93,894	117,941	180,560	168,181
2 Years Ago	16,905	60,962	41,593	68,981	51,952	95,422	73,129
Year on Year %	11.2 %	5.8 %	11.5 %	7.4 %	-3.4 %	2.9 %	16.9 %

Footfall by location



- Tottenham Court Road at Dominion, 23.9 %
- Tottenham Court Road at Sainsburys, 22.6 %
- Tottenham Court road at the Court, 13.8 %
- Tottenham Court Road at Maple House, 12.3 %
- Tottenham Court Road at Marks and Spencer, 11.6 %
- Tottenham Court Road at Heals, 11.5 %
- Charlotte Street at William Hill, 4.3 %

Reporting dates

This month - 30 April 2023 - 27 May 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 May, 2023 Vs January, 2022 to May, 2022

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 5 2023 Vs 4 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

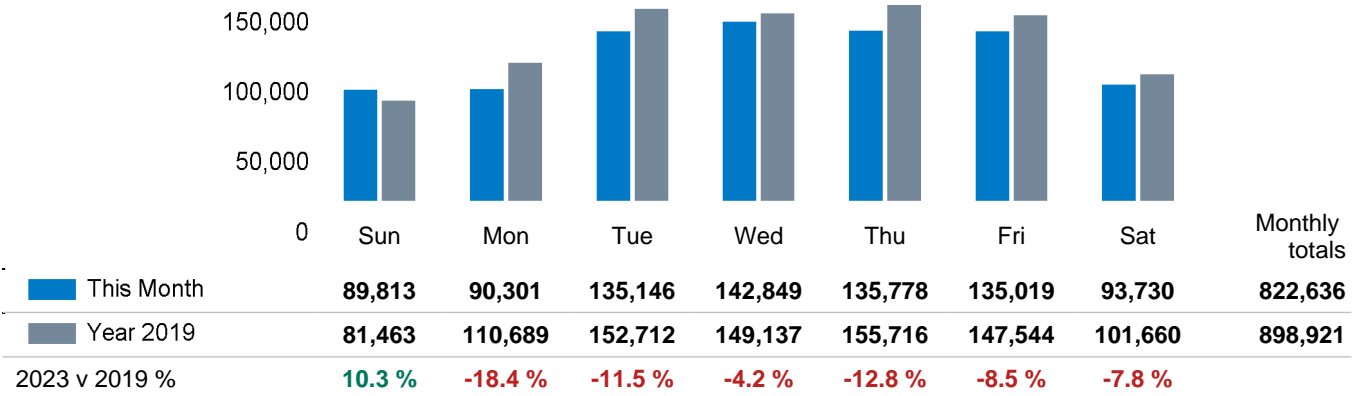
Headlines

	Year to date % 2023 Vs 2019	Year on year % 2023 Vs 2019
Fitzrovia BID	-4.4 %	-8.5 %
Greater London	-15.4 %	-13.0 %
High Street Index (Westminster)	-18.0 %	-16.9 %
High Street Index - BDSU (BDSU - Multifunctional)	-16.4 %	-12.0 %
UK	-15.6 %	-12.8 %

Fitzrovia BID is compared to the high street index.

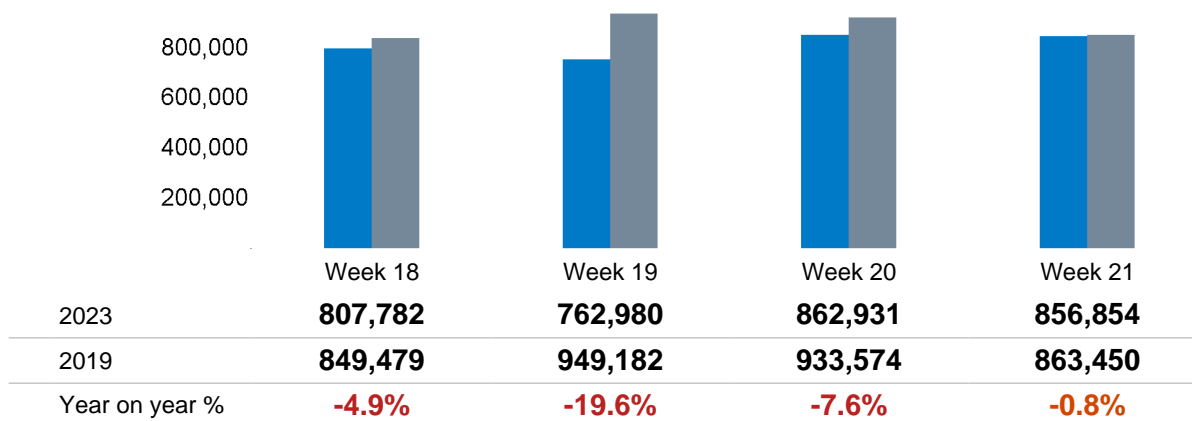
Footfall by day

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.

