

**Weekly Footfall**

	Year to date %		Year on year %		Week on week %	
	2023	2022	2023	2022	2023	2022
Fitzrovia BID	20.8%	168.1%	-2.5%	108.2%	-5.5%	6.9%
Greater London	12.9%	117.4%	0.7%	59.1%	-7.0%	1.2%
High Street Index(Westminster)	19.7%	256.7%	6.8%	115.5%	-7.3%	-3.0%
High Street Index - BDSU(BDSU - Multifunctional)	5.0%	87.6%	-3.0%	32.6%	-2.3%	2.6%
UK	7.0%	93.9%	-0.5%	37.5%	-3.4%	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 40,829,602 which is 26.6% up on the previous year.

The total number of visitors for the year to date is 15,615,643 which is 20.8% up on the previous year.

The total number of visitors to Fitzrovia BID in week commencing 7 May 2023 was 762,980.

The busiest day in week commencing 7 May 2023 was Wednesday with 141,047 visitors.

The peak hour of the week was 13:00 on Tuesday 9 May 2023 with footfall of 11,717.

**Footfall by week**

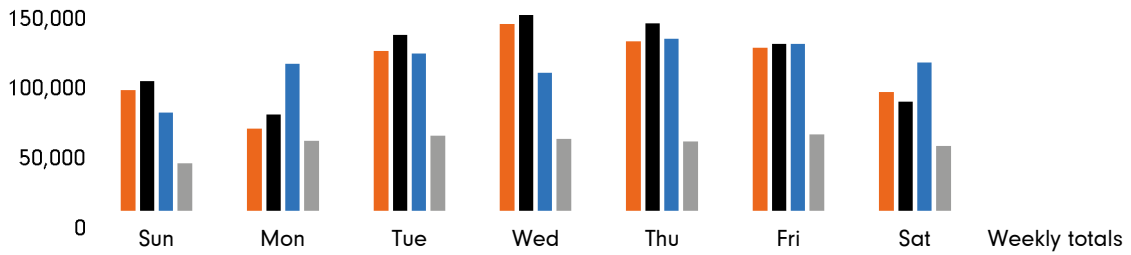


■ This Week    ■ Previous Year    ■ 2019  
■ Previous Week    ■ 2 Years Ago

**Weather**

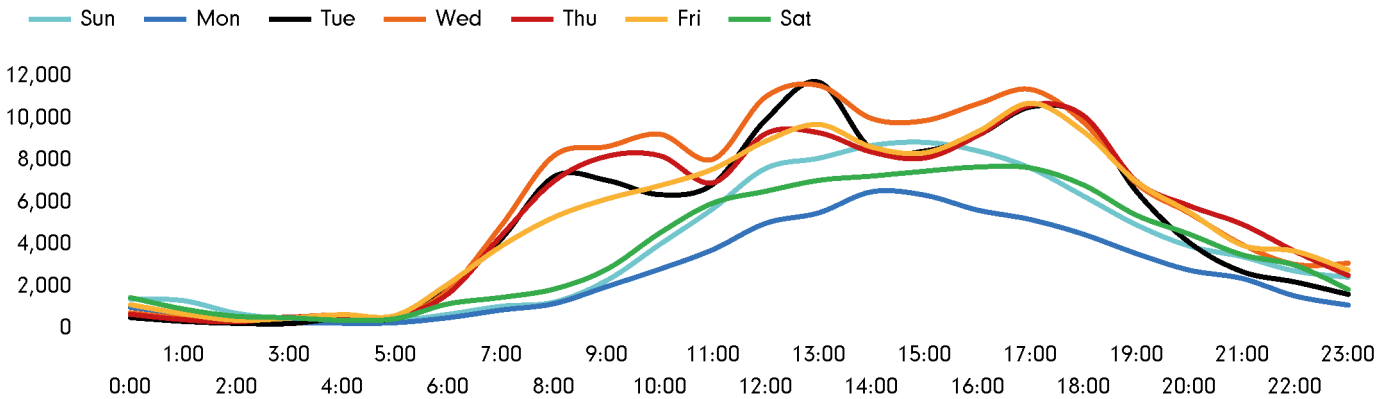
	Sun	Mon	Tue	Wed	Thu	Fri	Sat
This week	21°	14°	17°	19°	18°	17°	14°
Previous week	18°	18°	18°	15°	20°	18°	15°
Previous year	18°	22°	20°	16°	18°	21°	22°

## Footfall by day

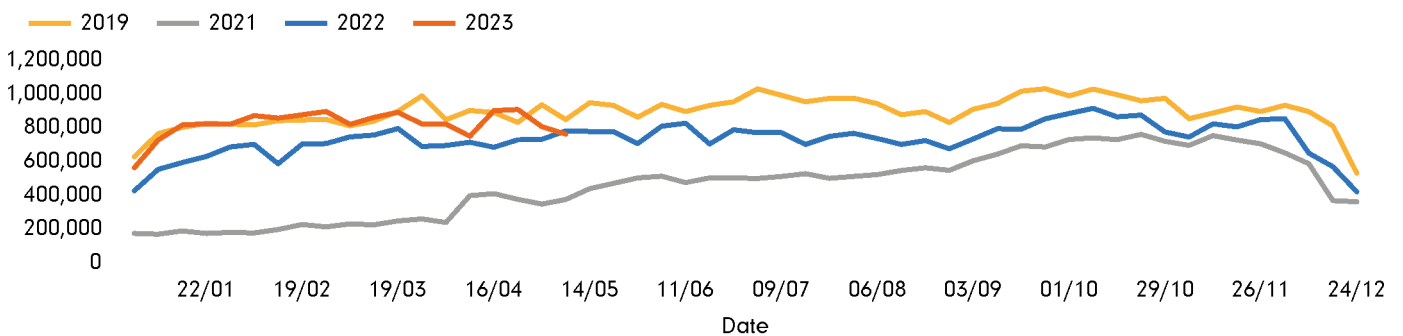


Week on week %	-6.4%	-14.0%	-8.9%	-4.7%	-9.3%	-2.2%	8.0%	
Year on year %	22.1%	-42.7%	1.7%	34.0%	-1.4%	-2.1%	-19.3%	
% of week	12.2%	8.4%	15.9%	18.5%	16.8%	16.2%	11.9%	

## Footfall by hour

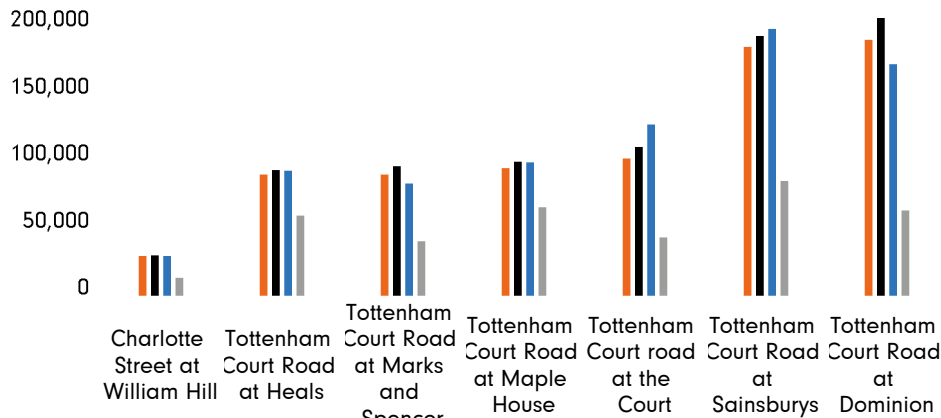


## Footfall by week



## Footfall by location

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



	Charlotte Street at William Hill	Tottenham Court Road at Heals	Tottenham Court Road at Marks and Spencer	Tottenham Court Road at Maple House	Tottenham Court Road at the Court	Tottenham Court Road at Sainsburys	Tottenham Court Road at Dominion
This Week	31,336	88,532	88,617	92,945	100,022	178,288	183,240
Previous Week	32,138	91,684	94,335	97,436	108,011	185,835	198,343
Previous Year	31,405	91,485	82,268	97,117	123,644	190,598	166,001
2 Years Ago	16,043	59,777	41,837	65,896	44,513	84,038	63,660
Week on Week %	-2.5 %	-3.4 %	-6.1 %	-4.6 %	-7.4 %	-4.1 %	-7.6 %
Year on Year %	-0.2 %	-3.2 %	7.7 %	-4.3 %	-19.1 %	-6.5 %	10.4 %

## Footfall by location



- Tottenham Court Road at Dominion, 24.0 %
- Tottenham Court Road at Sainsburys, 23.4 %
- Tottenham Court Road at the Court, 13.1 %
- Tottenham Court Road at Maple House, 12.2 %
- Tottenham Court Road at Marks and Spencer, 11.6 %
- Tottenham Court Road at Heals, 11.6 %
- Charlotte Street at William Hill, 4.1 %

## Reporting dates

This week - 07 May 2023 - 13 May 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 19, 2023 Vs Week 1, 2022 to Week 19, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 19, 2023 Vs Week 19, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 19 2023 Vs Week 18 2023

## 2019 comparison for Fitzrovia BID

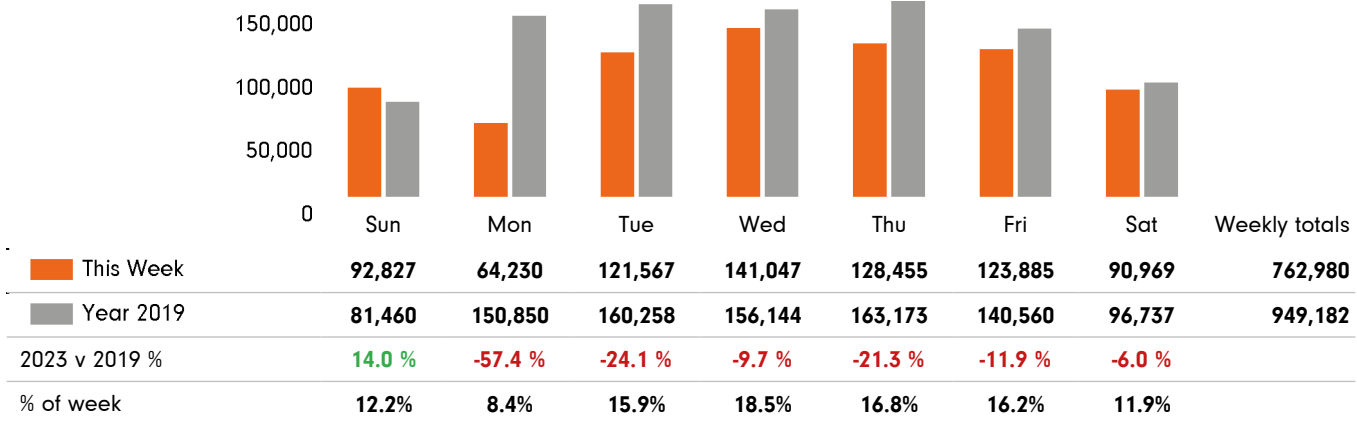
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your 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	<b>-4.4 %</b>	<b>-19.6 %</b>
Greater London	<b>-15.7 %</b>	<b>-20.3 %</b>
High Street Index(Westminster)	<b>-18.1 %</b>	<b>-21.7 %</b>
High Street Index - BDSU(BDSU - Multifunctional)	<b>-17.0 %</b>	<b>-17.5 %</b>
UK	<b>-15.9 %</b>	<b>-18.0 %</b>

Fitzrovia BID is compared to the high street index.

### Footfall by day



## Footfall by location

