

Weekly Footfall Counts

	Year to date %		Year on year %		Week on week %	
	2023	2022	2023	2022	2023	2022
Fitzrovia BID	18.3%	107.4%	11.7%	49.6%	3.3%	6.8%
Greater London	10.7%	77.0%	4.8%	38.9%	3.3%	7.7%
High Street Index (Westminster)	14.9%	135.1%	6.9%	48.8%	7.0%	11.3%
High Street Index - BDSU (BDSU - Multifunctional)	4.3%	54.0%	1.2%	23.1%	4.1%	6.2%
UK	5.8%	55.8%	1.3%	22.5%	5.5%	7.1%

Benchmark 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

Weather

Headlines

The total number of visitors to Fitzrovia BID for the last 52 weeks is 42,034,769 which is 19.5% up on the previous year.

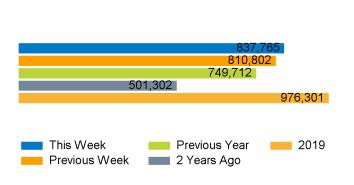
The total number of visitors for the year to date is 25,210,032 which is 18.3% up on the previous year.

The total number of visitors to Fitzrovia BID in week commencing 23 July 2023 was 837,765.

The busiest day in week commencing 23 July 2023 was Monday with 150,247 visitors.

The peak hour of the week was 15:00 on Monday 24 July 2023 with footfall of 14,281.

Footfall Counts by week

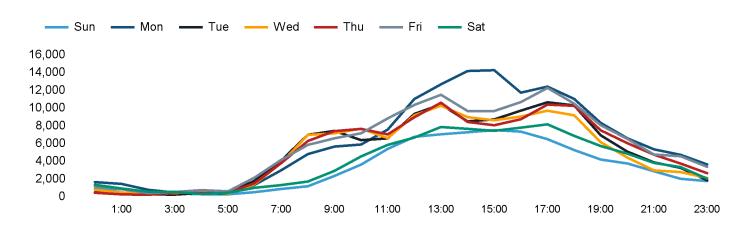


Mon Tue Wed Thu Fri Sat Sun × × ഹ This week 23° 23° 23° 20° 23° 23° 23° Previous week 23° 23° 23° 24° 20° 21° 24° Previous year 28° 24° 22° 20° 23° 26° 27°

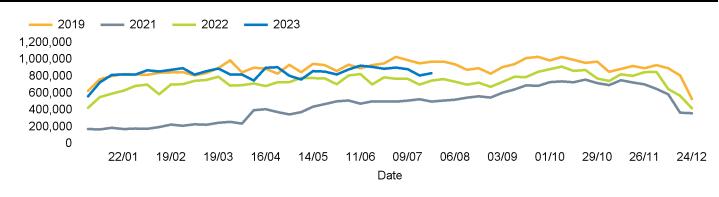
Footfall Counts by day

150,000				_		1		
100,000							L.L.	
50,000								
0	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Weekly totals
This Week	80,088	150,247	124,531	120,450	126,629	141,534	94,286	837,765
Previous Week	75,823	151,907	125,844	128,085	117,494	133,004	78,645	810,802
Previous Year	70,240	108,632	118,779	102,030	123,993	128,594	97,444	749,712
2 Years Ago	43,539	70,968	74,813	71,172	85,907	80,177	74,726	501,302
Week on week %	5.6%	-1.1%	-1.0%	-6.0%	7.8%	6.4%	19.9%	
Year on year %	14.0%	38.3%	4.8%	18.1%	2.1%	10.1%	-3.2%	
% of week	9.6%	17.9%	14.9%	14.4%	15.1%	16.9%	11.3%	

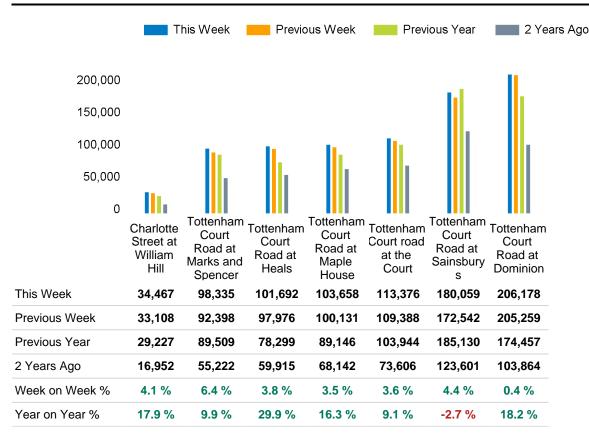
Footfall Counts by hour



Footfall Counts by week







Footfall Counts by location



Reporting dates

This week - 23 July 2023 - 29 July 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 30 , 2023 Vs Week 1, 2022 to Week 30 , 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 30, 2023 Vs Week 30, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 30 2023 Vs Week 29 2023





Week 30, 2023. 23 Jul 2023 - 29 Jul 2023 2019 Comparison for: Fitzrovia BID

2019 comparison for Fitzrovia BID

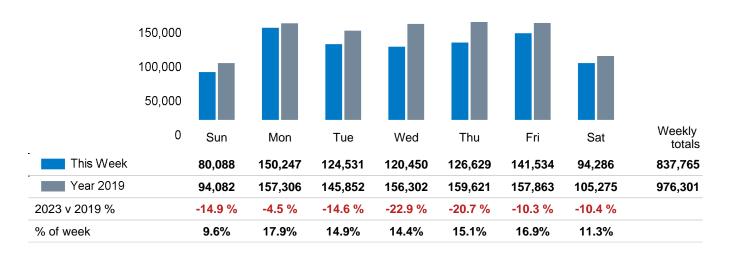
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your 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	-5.9 %	-14.2 %		
Greater London	-14.8 %	-15.8 %		
High Street Index (Westminster)	-18.2 %	-18.0 %		
High Street Index - BDSU (BDSU - Multifunctional)	-15.1 %	-14.2 %		
UK	-14.4 %	-14.3 %		

Fitzrovia BID is compared to the high street index.

Footfall Counts by day



	This week	2019	2023 - 2019 %	This week Year 2019
Charlotte Street at William Hill	34,467	39,916	-13.7 %	
Tottenham Court Road at Dominion	206,178	214,532	-3.9 %	
Tottenham Court Road at Heals	101,692	114,466	-11.2 %	
Tottenham Court Road at Maple House	103,658	102,670	1.0 %	
Tottenham Court Road at Marks and Spencer	98,335	105,707	-7.0 %	
Tottenham Court Road at Sainsburys	180,059	249,620	-27.9 %	
Tottenham Court road at the Court	113,376	149,390	-24.1 %	