

**Weekly Footfall Counts**

	Year to date %		Year on year %		Week on week %	
	2023	2022	2023	2022	2023	2022
Fitzrovia BID	17.4%	98.3%	14.3%	28.3%	-0.8%	-4.7%
Greater London	10.3%	69.9%	11.1%	19.3%	-1.6%	-3.2%
High Street Index (Westminster)	14.4%	114.9%	13.9%	19.3%	-1.6%	-1.8%
High Street Index - BDSU (BDSU - Multifunctional)	4.1%	49.0%	4.3%	12.3%	-2.5%	-1.1%
UK	5.3%	50.3%	4.8%	12.3%	-2.4%	-2.9%

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

**Headlines**

The total number of visitors to Fitzrovia BID for the last 52 weeks is 42,244,856 which is 18% up on the previous year.

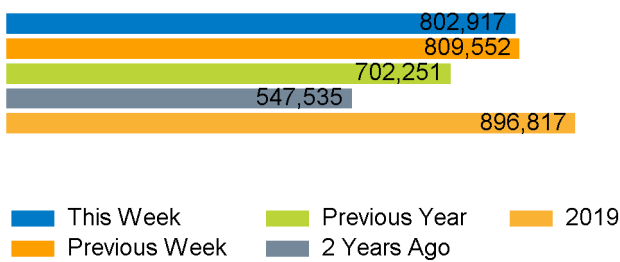
The total number of visitors for the year to date is 27,627,317 which is 17.4% up on the previous year.

The total number of visitors to Fitzrovia BID in week commencing 13 August 2023 was 802,917.

The busiest day in week commencing 13 August 2023 was Monday with 145,462 visitors.

The peak hour of the week was 14:00 on Monday 14 August 2023 with footfall of 13,615.

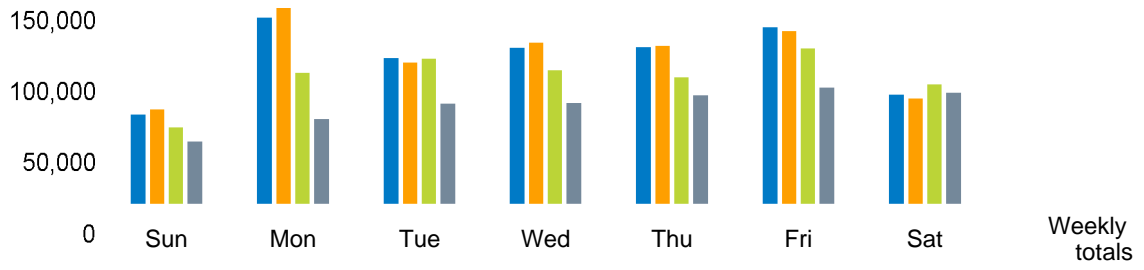
**Footfall Counts by week**



**Weather**

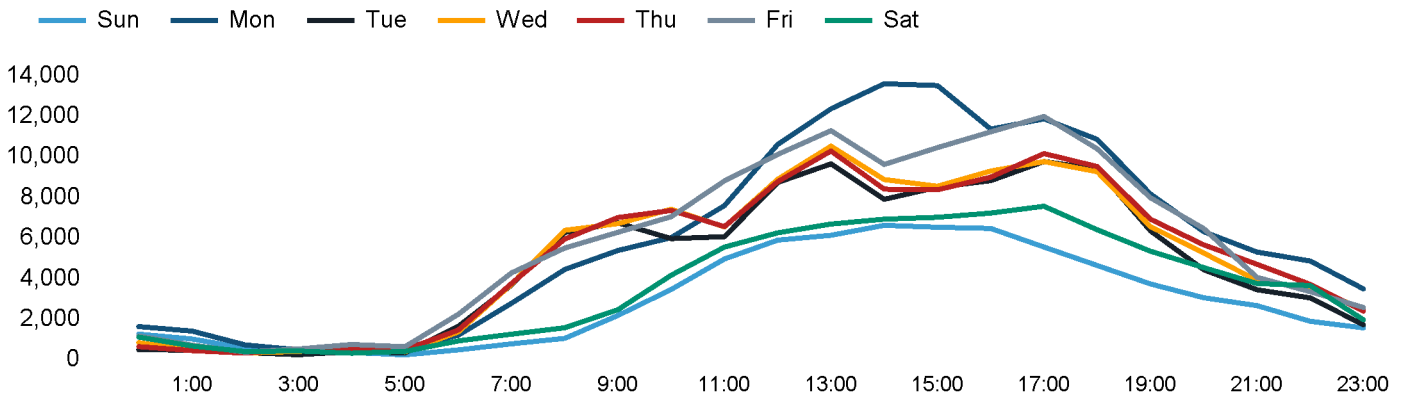
	Sun	Mon	Tue	Wed	Thu	Fri	Sat
This week	22°	22°	24°	25°	25°	24°	24°
Previous week	20°	22°	22°	24°	27°	27°	25°
Previous year	33°	29°	23°	23°	26°	25°	24°

## Footfall Counts by day

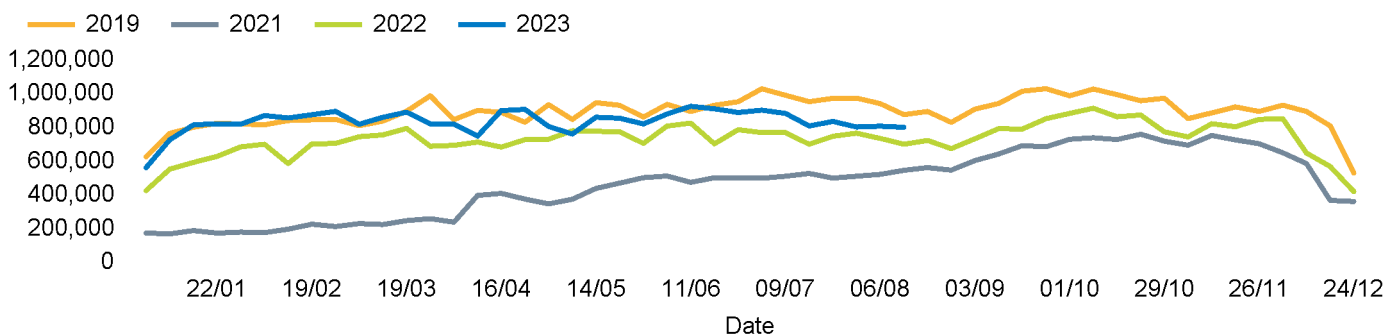


Week on week %	-5.0%	-4.9%	3.2%	-3.1%	-0.6%	2.2%	3.4%	
Year on year %	15.8%	40.4%	0.4%	15.9%	23.3%	13.2%	-8.1%	
% of week	8.9%	18.1%	14.3%	15.2%	15.4%	17.2%	10.8%	

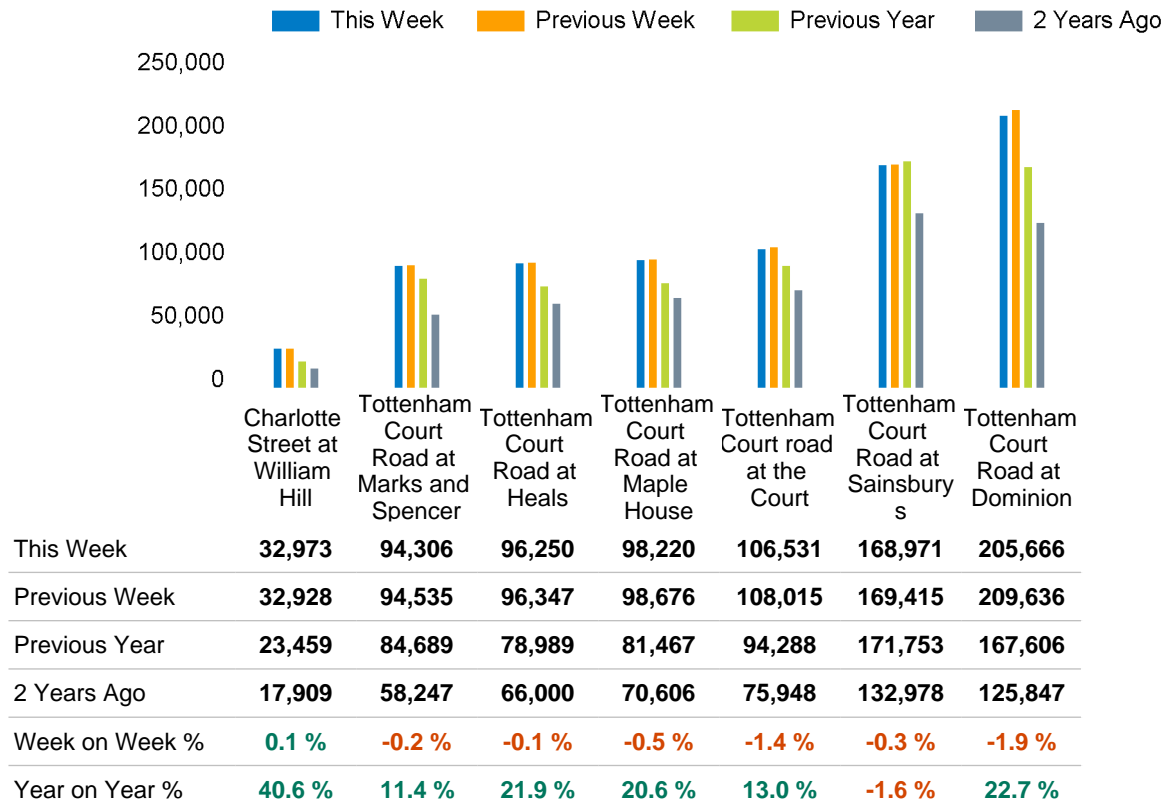
## Footfall Counts by hour



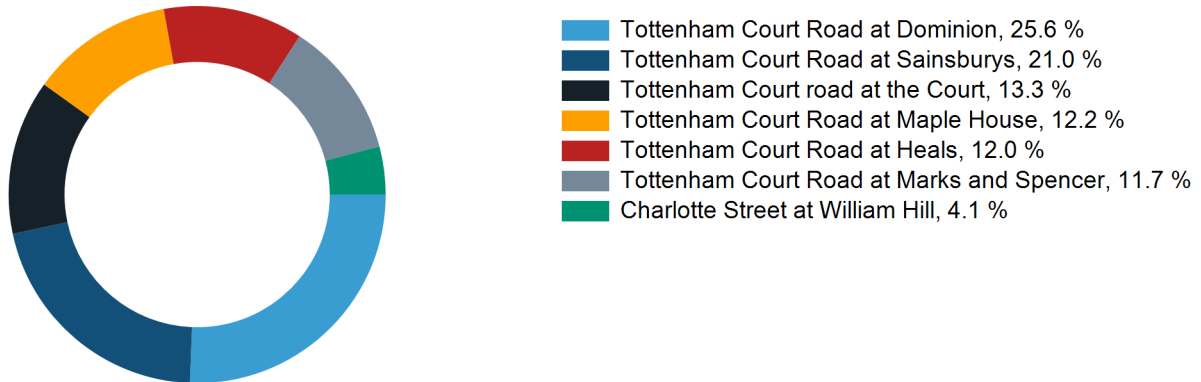
## Footfall Counts by week



## Footfall Counts by location



## Footfall Counts by location



## Reporting dates

This week - 13 August 2023 - 19 August 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 Vs Week 1, 2022 to Week 33, 2023 Vs Week 33, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 33, 2023 Vs Week 33, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 33 2023 Vs Week 32 2023

## 2019 comparison for Fitzrovia BID

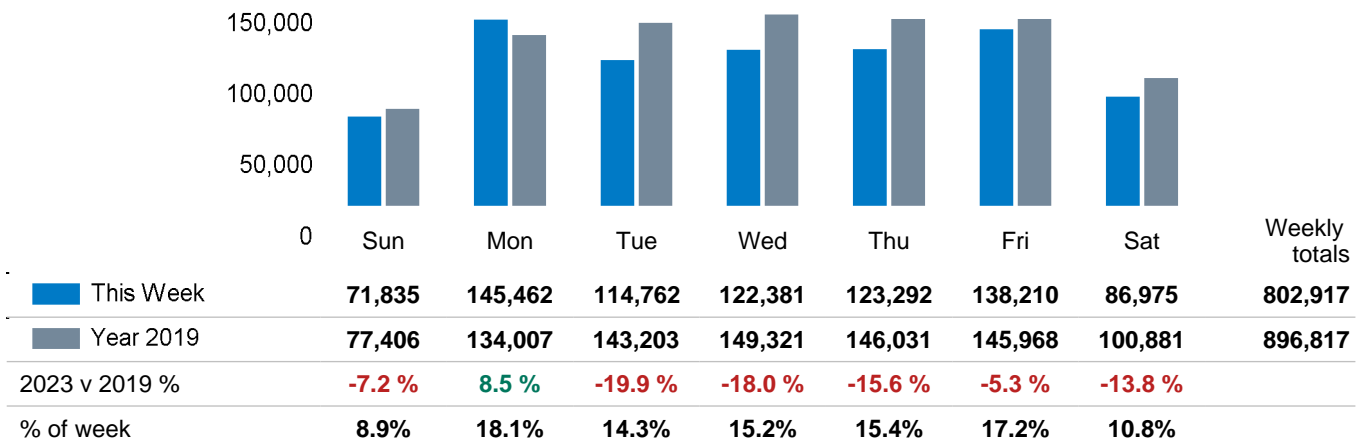
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your 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	<b>-6.4 %</b>	<b>-10.5 %</b>
Greater London	<b>-14.8 %</b>	<b>-14.9 %</b>
High Street Index (Westminster)	<b>-18.0 %</b>	<b>-16.7 %</b>
High Street Index - BDSU (BDSU - Multifunctional)	<b>-15.1 %</b>	<b>-16.3 %</b>
UK	<b>-14.3 %</b>	<b>-14.6 %</b>

Fitzrovia BID is compared to the high street index.

### Footfall Counts by day



## Footfall Counts by location

