

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

Weather

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.

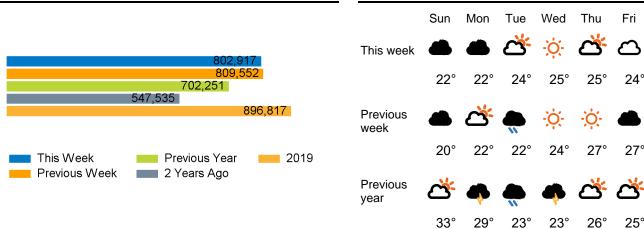
The total number of visitors for the year to date is 27,627,317 which is 17.4% up on the previous year.

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





Sat

24°

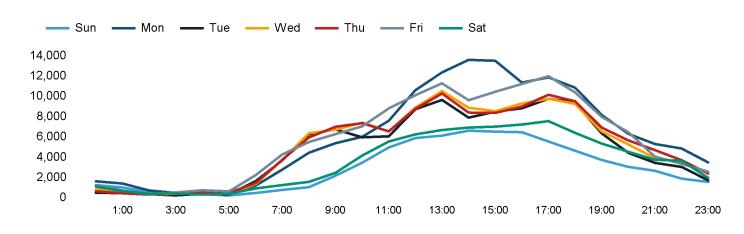
25°

24°

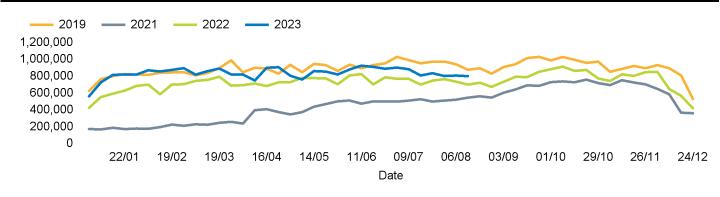
Footfall Counts by day

150,000				_				
100,000	_			I .	.			
50,000								
0	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Weekly totals
This Week	71,835	145,462	114,762	122,381	123,292	138,210	86,975	802,917
Previous Week	75,635	153,000	111,185	126,321	124,027	135,241	84,143	809,552
Previous Year	62,035	103,642	114,267	105,615	100,004	122,040	94,648	702,251
2 Years Ago	51,271	68,295	80,093	80,740	86,520	92,077	88,539	547,535
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%	

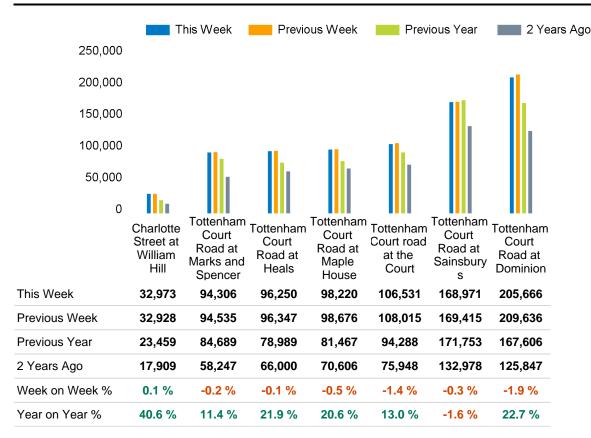
Footfall Counts by hour



Footfall Counts by week







Footfall Counts by location



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 to Week 33 , 2023 Vs Week 1, 2022 to 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





Week 33, 2023. 13 Aug 2023 - 19 Aug 2023 2019 Comparison for: Fitzrovia BID

2019 comparison for Fitzrovia BID

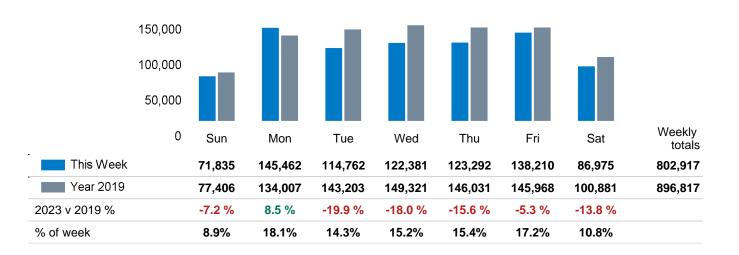
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your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

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	32,973	37,225	-11.4 %	
Tottenham Court Road at Dominion	205,666	193,206	6.4 %	
Tottenham Court Road at Heals	96,250	110,605	-13.0 %	
Tottenham Court Road at Maple House	98,220	90,343	8.7 %	
Tottenham Court Road at Marks and Spencer	94,306	95,854	-1.6 %	
Tottenham Court Road at Sainsburys	168,971	241,820	-30.1 %	
Tottenham Court road at the Court	106,531	127,764	-16.6 %	