

Weekly Footfall Counts

	Year to date %		Year on year %		Week on week %	
	2023	2022	2023	2022	2023	2022
Fitzrovia BID	17.1%	95.2%	7.3%	28.6%	-3.2%	3.2%
Greater London	10.0%	67.4%	3.0%	16.8%	-4.1%	3.2%
High Street Index (Westminster)	14.1%	108.4%	4.9%	15.4%	-5.4%	2.3%
High Street Index - BDSU (BDSU - Multifunctional)	4.0%	47.3%	0.4%	7.9%	-0.4%	3.4%
UK	5.1%	48.4%	0.6%	8.5%	-0.9%	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 42,297,459 which is 17.6% up on the previous year.

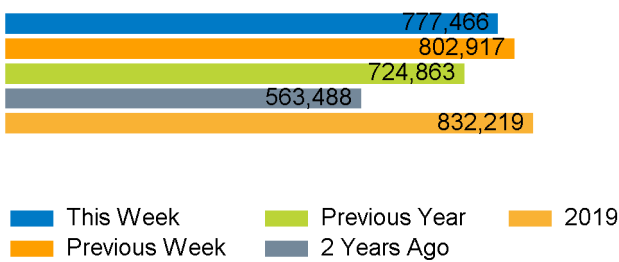
The total number of visitors for the year to date is 28,404,783 which is 17.1% up on the previous year.

The total number of visitors to Fitzrovia BID in week commencing 20 August 2023 was 777,466.

The busiest day in week commencing 20 August 2023 was Monday with 142,856 visitors.

The peak hour of the week was 14:00 on Monday 21 August 2023 with footfall of 14,030.

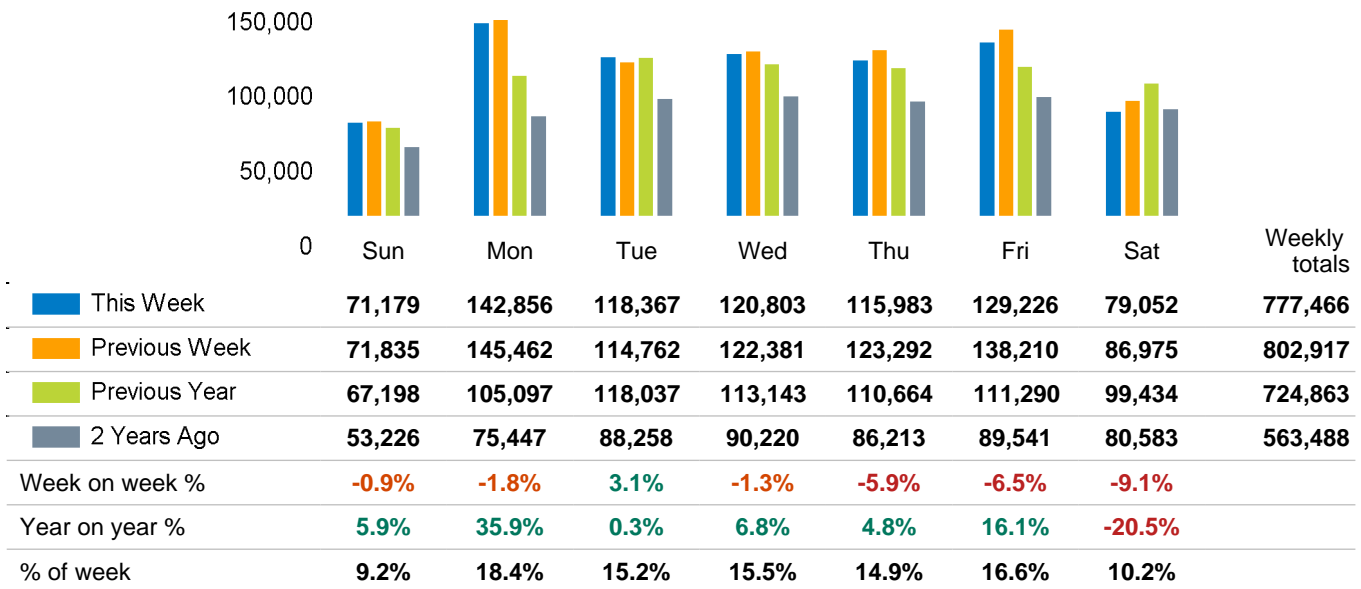
Footfall Counts by week



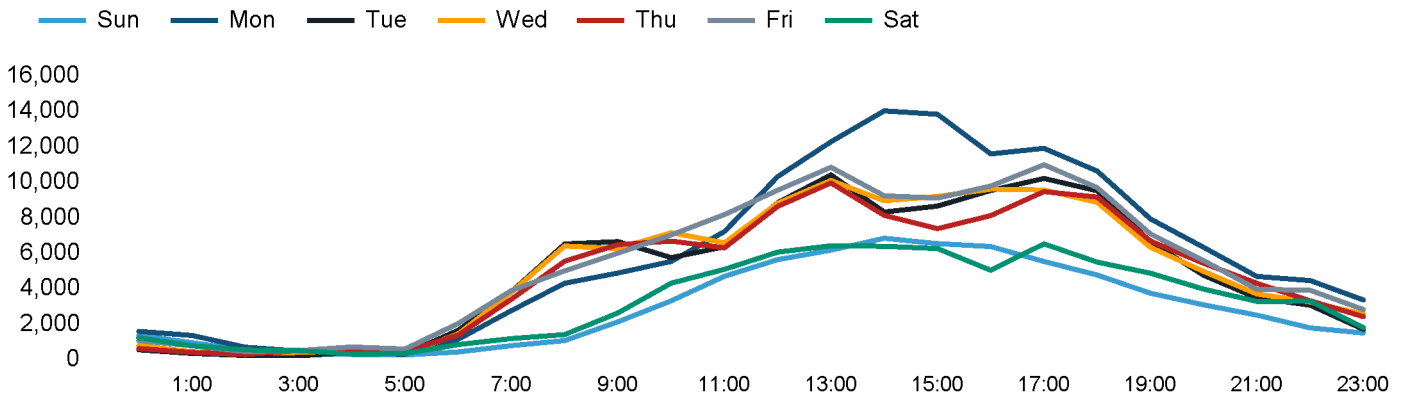
Weather

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
This week	25°	25°	26°	27°	27°	25°	21°
Previous week	22°	22°	24°	25°	25°	24°	24°
Previous year	24°	24°	26°	28°	21°	24°	24°

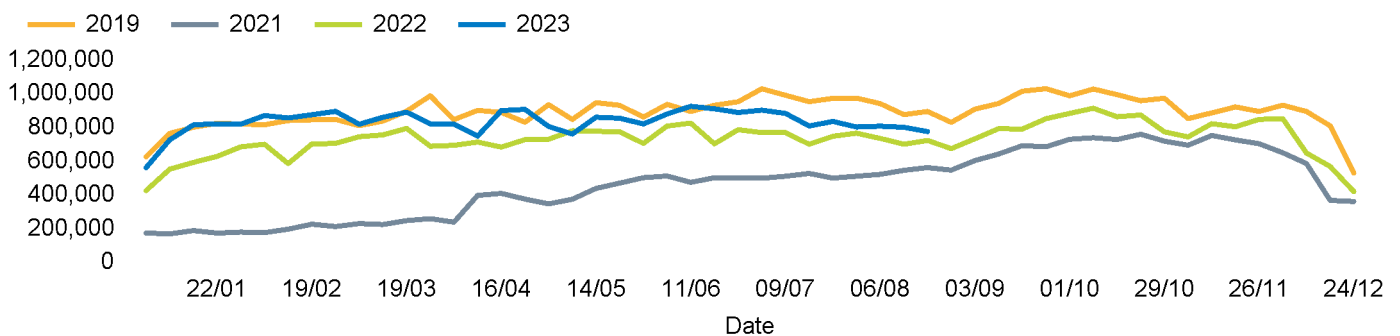
Footfall Counts by day



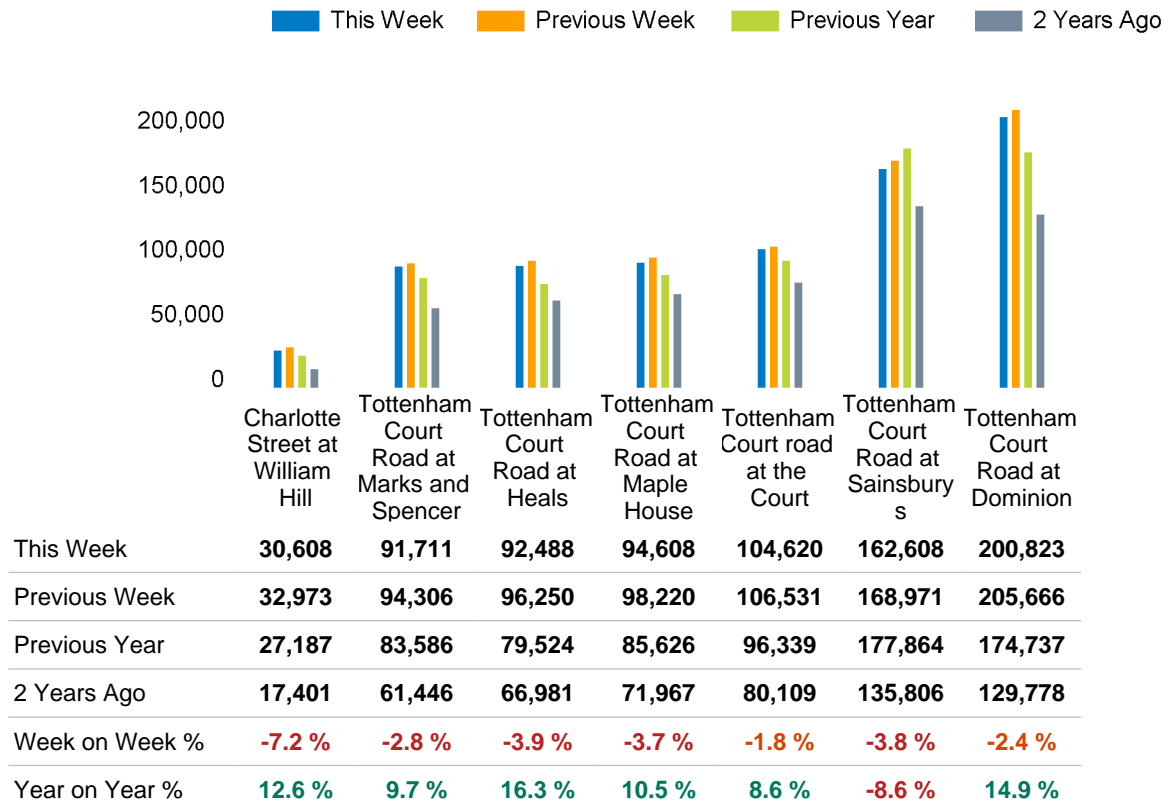
Footfall Counts by hour



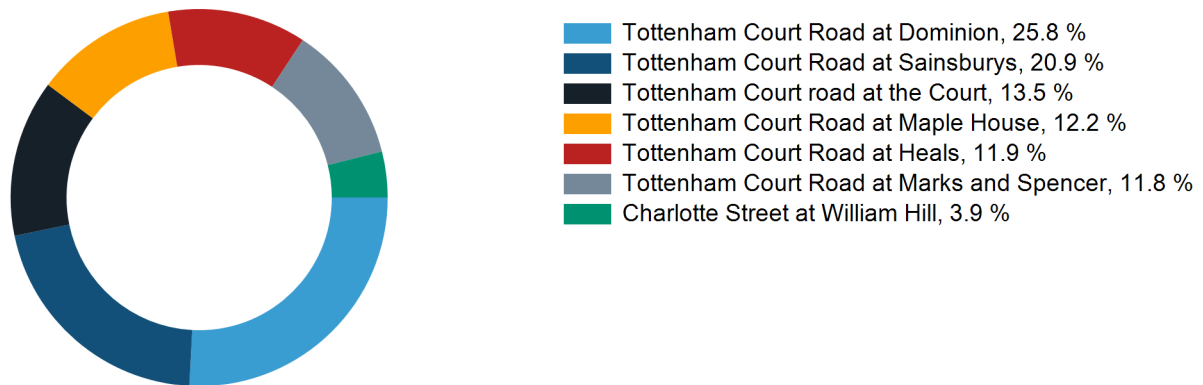
Footfall Counts by week



Footfall Counts by location



Footfall Counts by location



Reporting dates

This week - 20 August 2023 - 26 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 34, 2023 Vs Week 1, 2022 to Week 34, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 34, 2023 Vs Week 34, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 34 2023 Vs Week 33 2023

2019 comparison for Fitzrovia BID

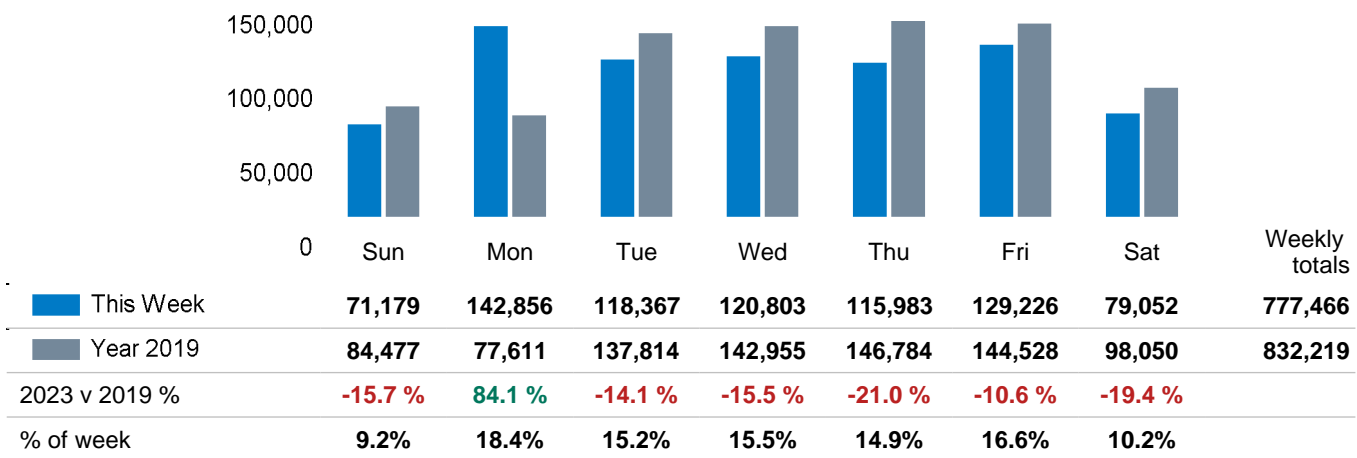
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your current performance in 2022 against the similar time period in 2019

Headlines

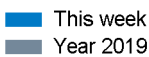






	Year to date % 2023 Vs 2019	Year on year % 2023 Vs 2019
Fitzrovia BID	-6.4 %	-6.6 %
Greater London	-14.8 %	-13.4 %
High Street Index (Westminster)	-17.9 %	-14.5 %
High Street Index - BDSU (BDSU - Multifunctional)	-15.0 %	-14.2 %
UK	-14.3 %	-13.9 %

Fitzrovia BID is compared to the high street index.

Footfall Counts by day



Footfall Counts by location

	This week	2019	2023 - 2019 %	
Charlotte Street at William Hill	30,608	33,378	-8.3 %	
Tottenham Court Road at Dominion	200,823	190,349	5.5 %	
Tottenham Court Road at Heals	92,488	96,220	-3.9 %	
Tottenham Court Road at Maple House	94,608	79,858	18.5 %	
Tottenham Court Road at Marks and Spencer	91,711	89,078	3.0 %	
Tottenham Court Road at Sainsburys	162,608	230,322	-29.4 %	
Tottenham Court road at the Court	104,620	113,014	-7.4 %	