

Monthly Footfall Counts

	Year to date %		Year on year %		Month on month %	
	2023	2022	2023	2022	2023	2022
Fitzrovia BID	17.1%	95.2%	9.0%	36.6%	-7.1%	-2.1%
Greater London	10.0%	67.4%	5.9%	23.8%	-2.2%	-1.8%
High Street Index (Westminster)	14.0%	106.9%	9.5%	23.8%	0.8%	-0.4%
High Street Index - BDSU (BDSU - Multifunctional)	4.0%	47.0%	1.8%	12.5%	-1.2%	-1.6%
UK	5.1%	48.4%	1.2%	13.9%	0.7%	0.8%

Benchmark calculations (Year on Year and Month on Month) have been calculated using like for like data sets (only those counters available in both comparison periods) to ensure statistical accuracy

Headlines

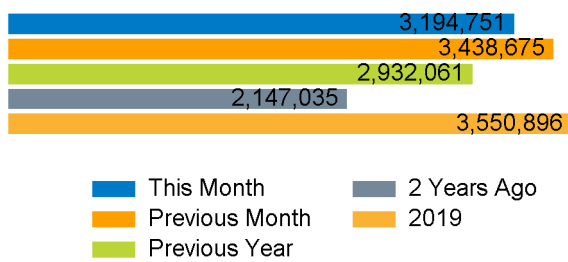
The total number of visitors for the year to date is 28,404,783 which is 17.1% up on the previous year.

The total number of visitors to Fitzrovia BID in month commencing 30 July 2023 was 3,194,751.

The busiest day in month commencing 30 July 2023 was Monday 7 August with 153,000 visitors.

The peak hour of the month was 15:00 on Monday 7 August 2023 with footfall of 14,521.

Footfall Counts by month



Figures shown below are calculated using monthly totals.

Weather



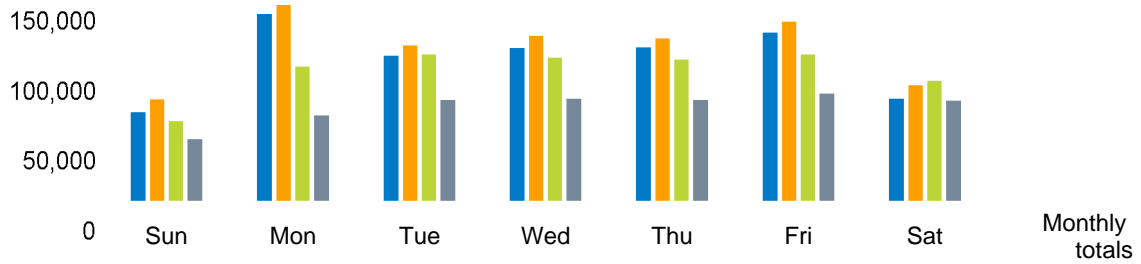
Number of days this month	8	19	1
Number of days same month last year	19	3	6
Number of days same month two years ago	10	7	11

Average temperature

	Maximum temperature	Minimum temperature
2023	23°	14°
2022	27°	16°
2021	21°	14°

Footfall Counts by day

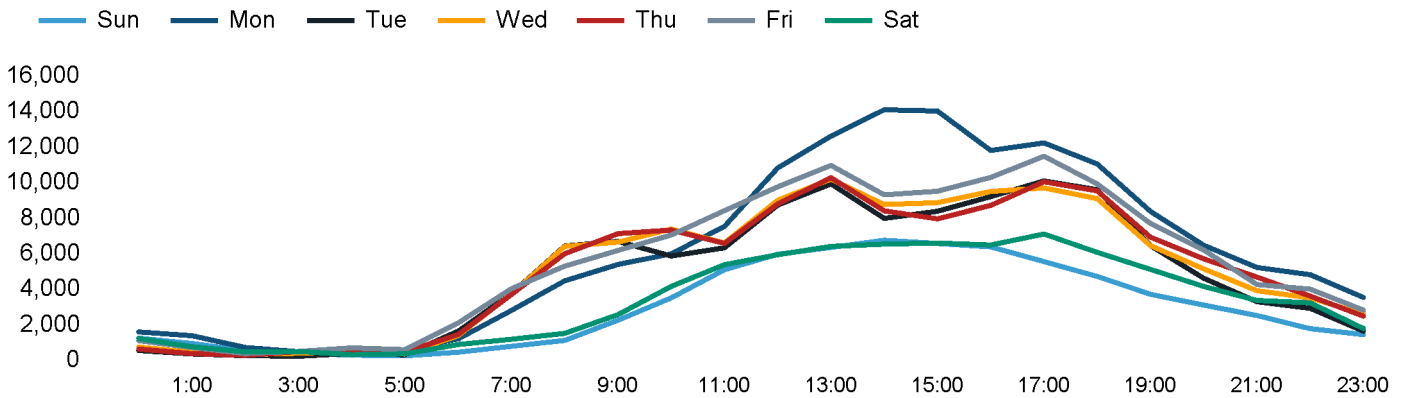
The figures shown below are calculated using weekly averages.



This Month	72,413	148,359	116,266	122,301	122,640	133,912	82,796	798,687
Previous Month	82,371	155,620	124,176	131,551	129,736	142,651	93,563	859,668
Previous Year	65,795	107,636	117,427	114,852	113,156	117,269	96,880	733,015
2 Years Ago	51,570	70,033	81,723	83,127	82,074	86,950	81,281	536,758
Month on month %	-12.1%	-4.7%	-6.4%	-7.0%	-5.5%	-6.1%	-11.5%	
Year on year %	10.1%	37.8%	-1.0%	6.5%	8.4%	14.2%	-14.5%	

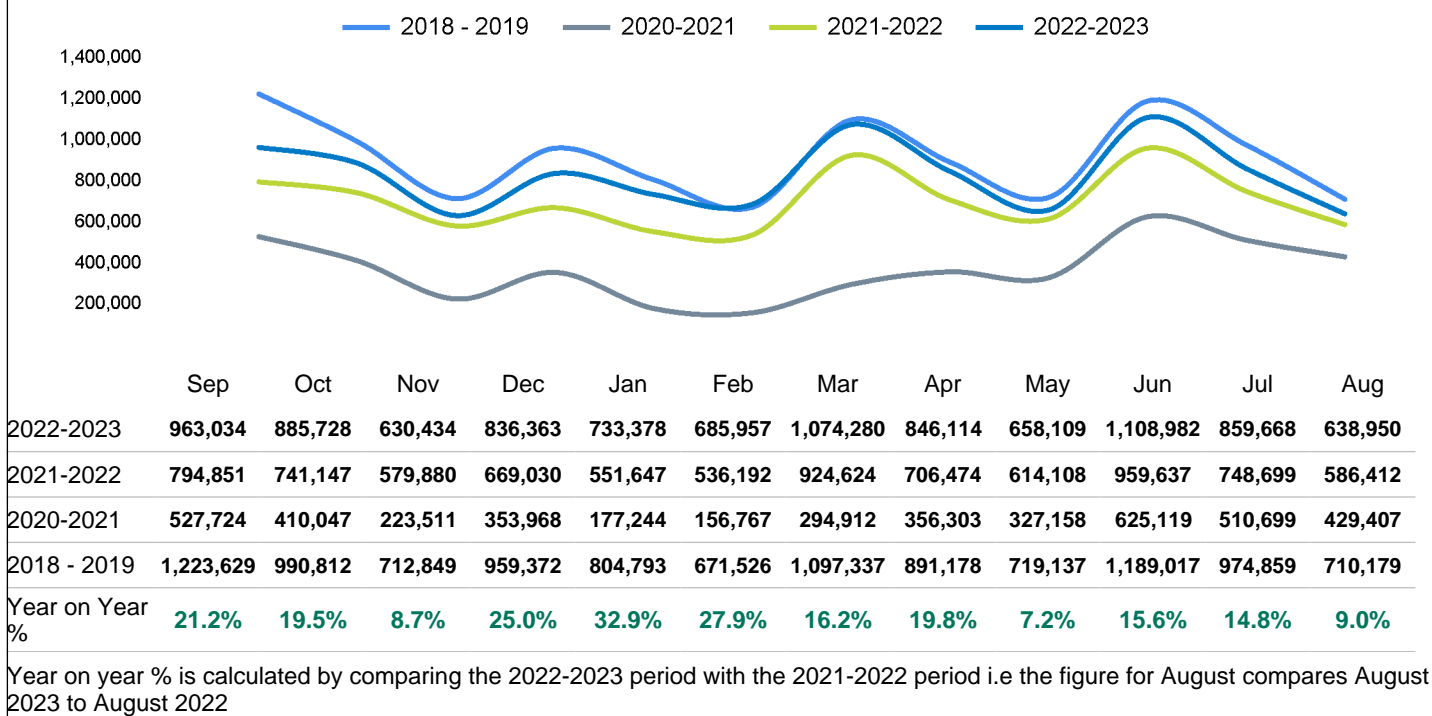
Footfall Counts by hour

The figures shown below are calculated using a weekly average



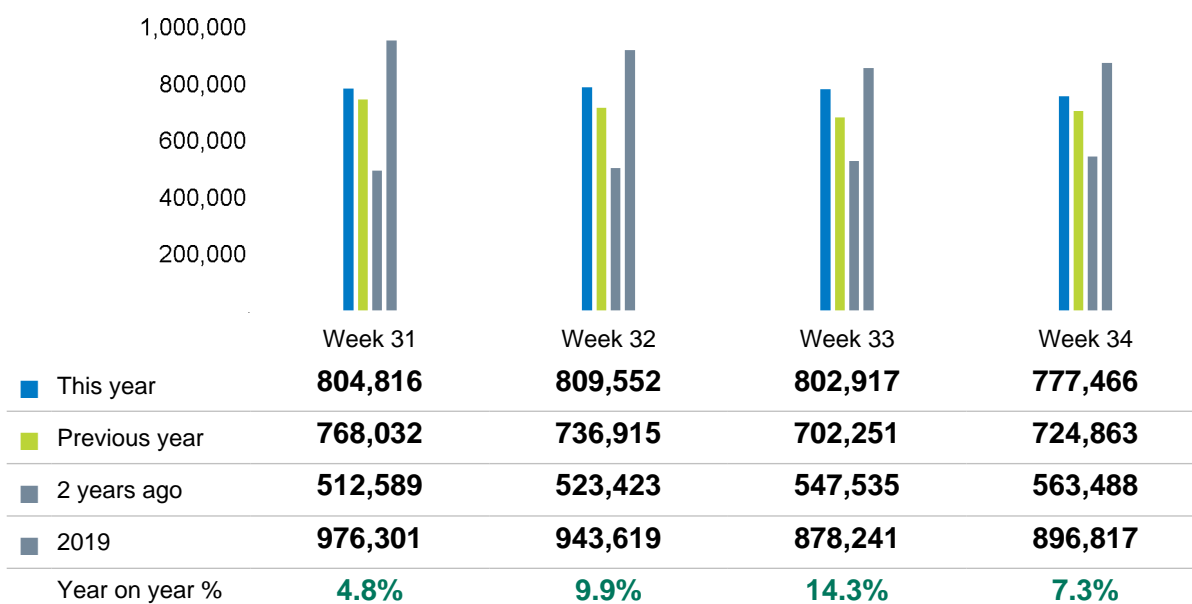
Footfall Counts - rolling 12 months

The figures shown below are calculated using weekly averages.



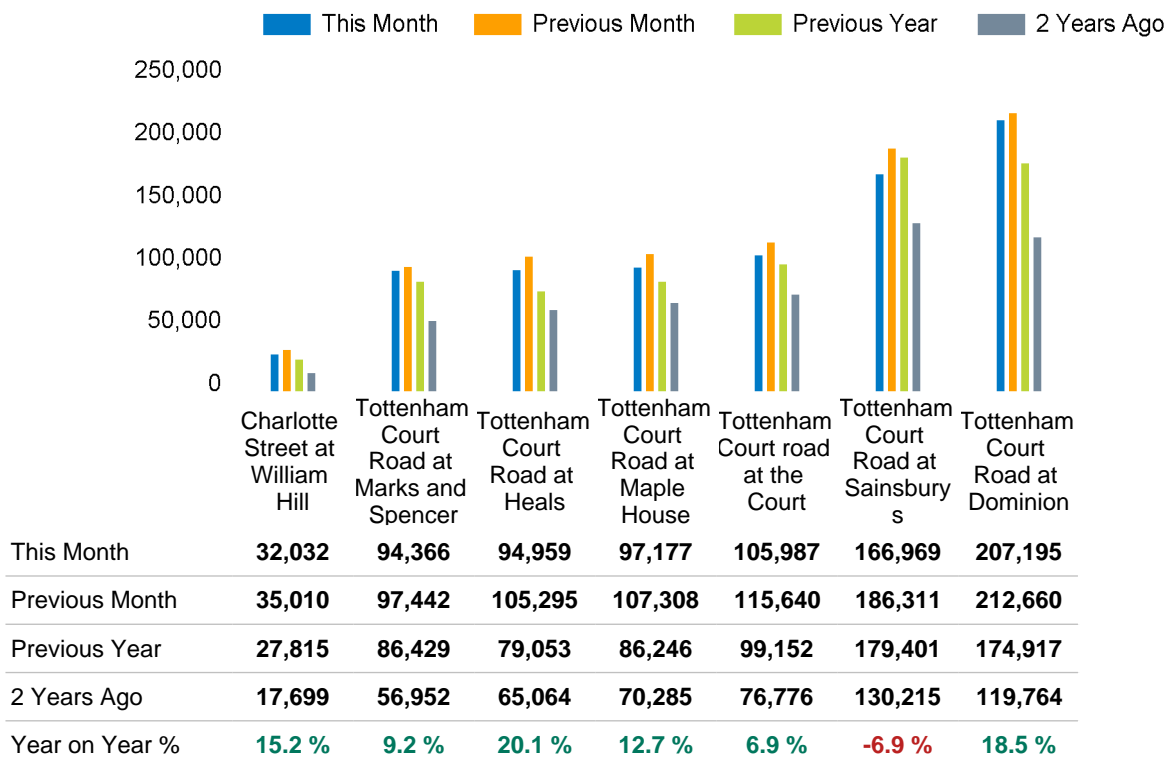
Footfall Counts by week of month

The figures shown below are calculated using weekly totals.



Footfall Counts by location

The figures shown below are calculated using weekly averages.



Footfall Counts by location



- Tottenham Court Road at Dominion, 25.9 %
- Tottenham Court Road at Sainsburys, 20.9 %
- Tottenham Court road at the Court, 13.3 %
- Tottenham Court Road at Maple House, 12.2 %
- Tottenham Court Road at Heals, 11.9 %
- Tottenham Court Road at Marks and Spencer, 11.8 %
- Charlotte Street at William Hill, 4.0 %

Reporting dates

This month - 30 July 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. January, 2023 to August, 2023 Vs January, 2022 to August, 2022

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 8 2023 Vs 7 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

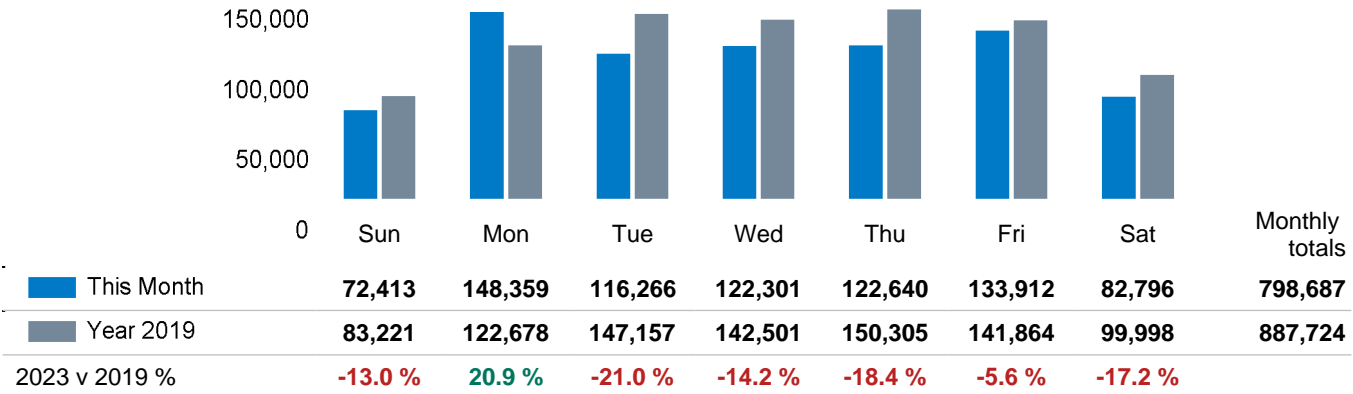
Headlines

	Year to date % 2023 Vs 2019	Year on year % 2023 Vs 2019
Fitzrovia BID	-6.4 %	-10.0 %
Greater London	-14.8 %	-14.3 %
High Street Index (Westminster)	-17.9 %	-16.4 %
High Street Index - BDSU (BDSU - Multifunctional)	-15.0 %	-14.4 %
UK	-14.3 %	-13.4 %

Fitzrovia BID is compared to the high street index.

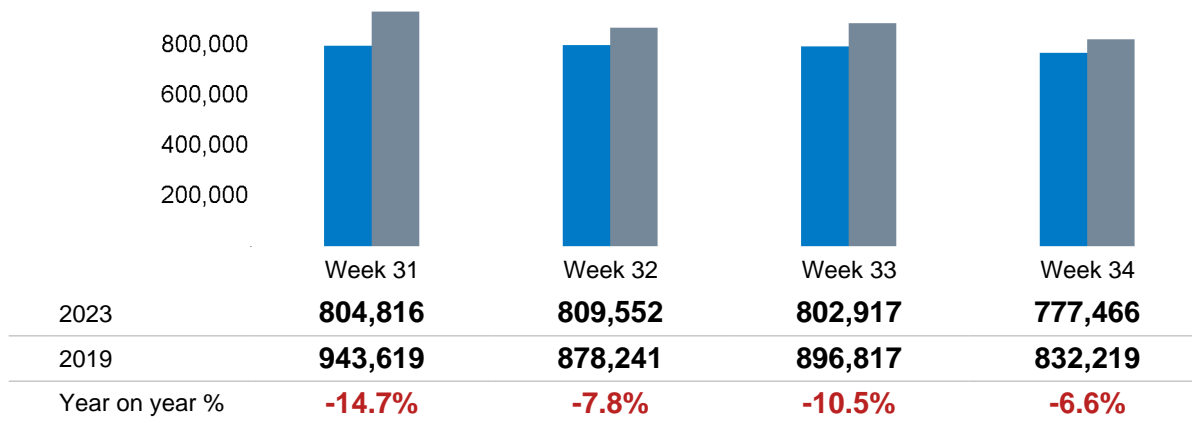
Footfall Counts by day

The figures shown below are calculated using weekly averages.



Footfall Counts by week of month

The figures shown below are calculated using weekly totals.



Footfall Counts by location

The figures shown below are calculated using weekly averages.

