

Monthly Footfall Counts

	Year to date %		Year on year %		Month on month %	
	2023	2022	2023	2022	2023	2022
Fitzrovia BID	15.6%	80.1%	6.1%	21.2%	2.4%	5.1%
Greater London	9.2%	57.8%	4.1%	16.7%	-4.0%	-2.2%
High Street Index (Westminster)	13.2%	87.1%	7.0%	19.6%	-9.0%	-6.5%
High Street Index - BDSU (BDSU - Multifunctional)	3.7%	40.3%	1.7%	8.6%	-1.6%	-0.6%
UK	4.6%	41.4%	1.4%	9.5%	-3.2%	-3.8%

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

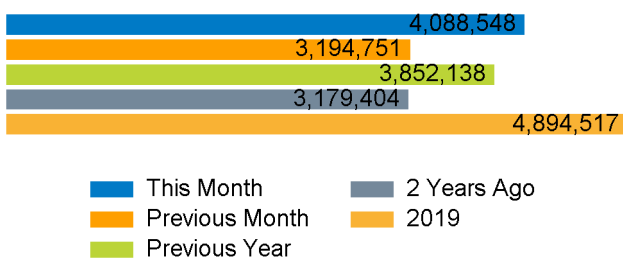
The total number of visitors for the year to date is 32,493,331 which is 15.6% up on the previous year.

The total number of visitors to Fitzrovia BID in month commencing 27 August 2023 was 4,088,548.

The busiest day in month commencing 27 August 2023 was Friday 29 September with 180,730 visitors.

The peak hour of the month was 17:00 on Friday 29 September 2023 with footfall of 15,787.

Footfall Counts by month



Figures shown below are calculated using monthly totals.

Weather



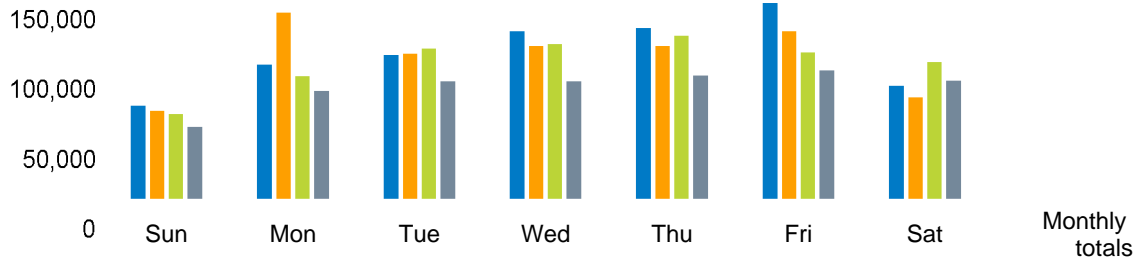
	Sun	Cloud	Rain
Number of days this month	17	17	1
Number of days same month last year	11	13	11
Number of days same month two years ago	18	7	10

Average temperature

	Maximum temperature	Minimum temperature
2023	24°	14°
2022	20°	12°
2021	21°	13°

Footfall Counts by day

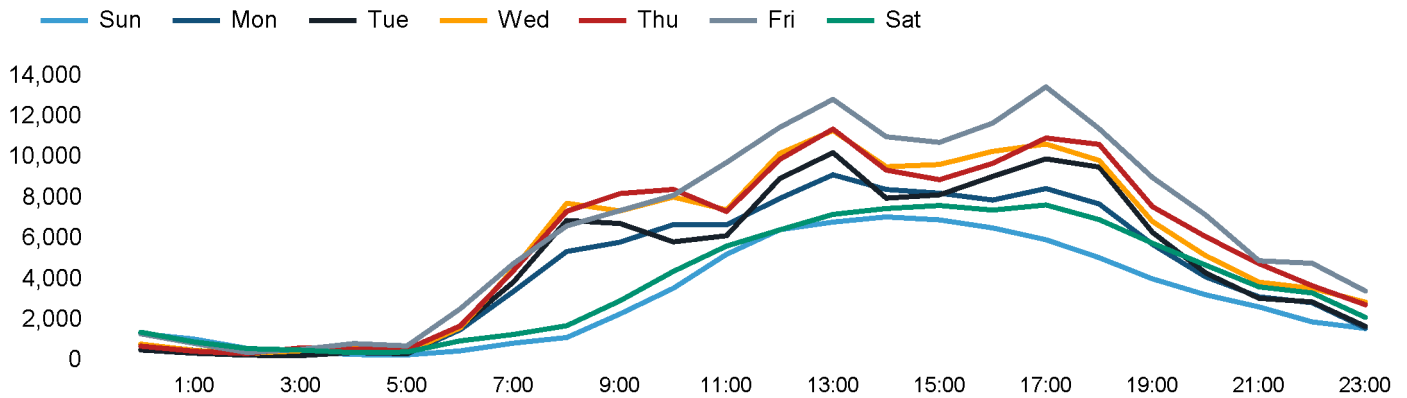
The figures shown below are calculated using weekly averages.



This Month	75,982	107,874	115,627	133,863	136,642	156,009	91,712	817,709
Previous Month	72,413	148,359	116,266	122,301	122,640	133,912	82,796	798,687
Previous Year	69,549	98,993	120,329	123,785	130,210	117,372	110,189	770,427
2 Years Ago	59,945	87,569	94,914	94,851	99,360	103,406	95,835	635,880
Month on month %	4.9%	-27.3%	-0.5%	9.5%	11.4%	16.5%	10.8%	
Year on year %	9.2%	9.0%	-3.9%	8.1%	4.9%	32.9%	-16.8%	

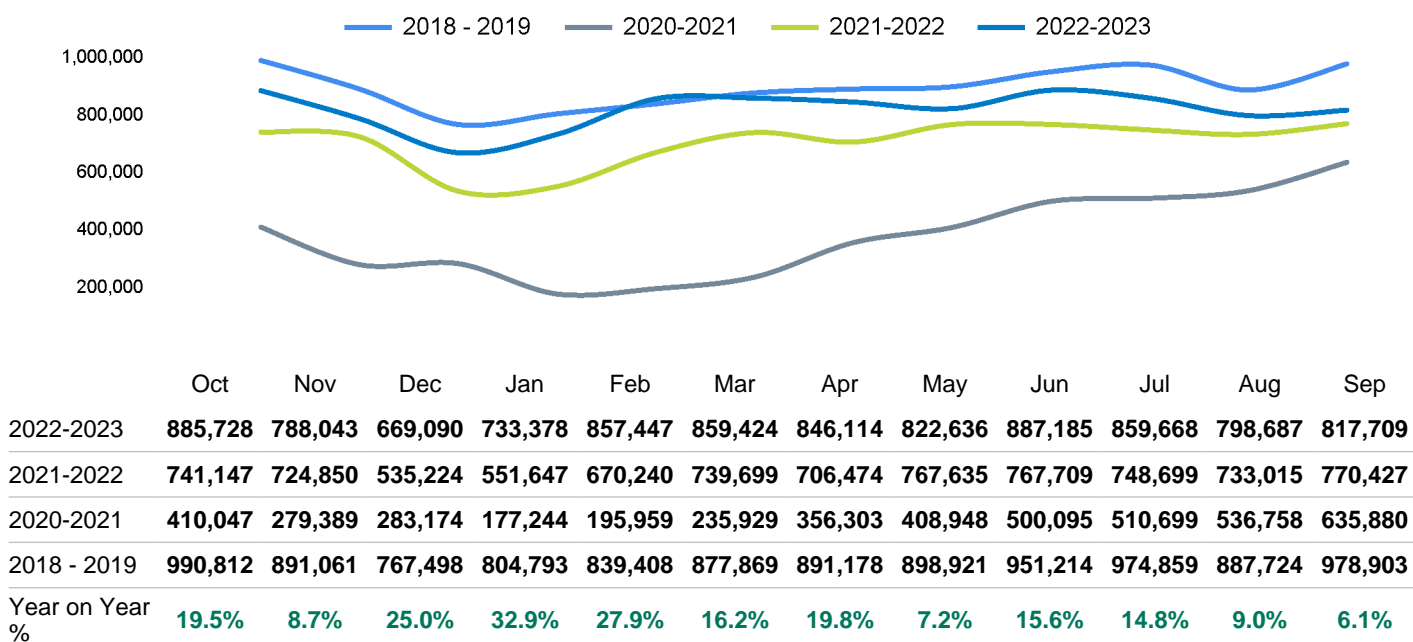
Footfall Counts by hour

The figures shown below are calculated using a weekly average



Footfall Counts - rolling 12 months

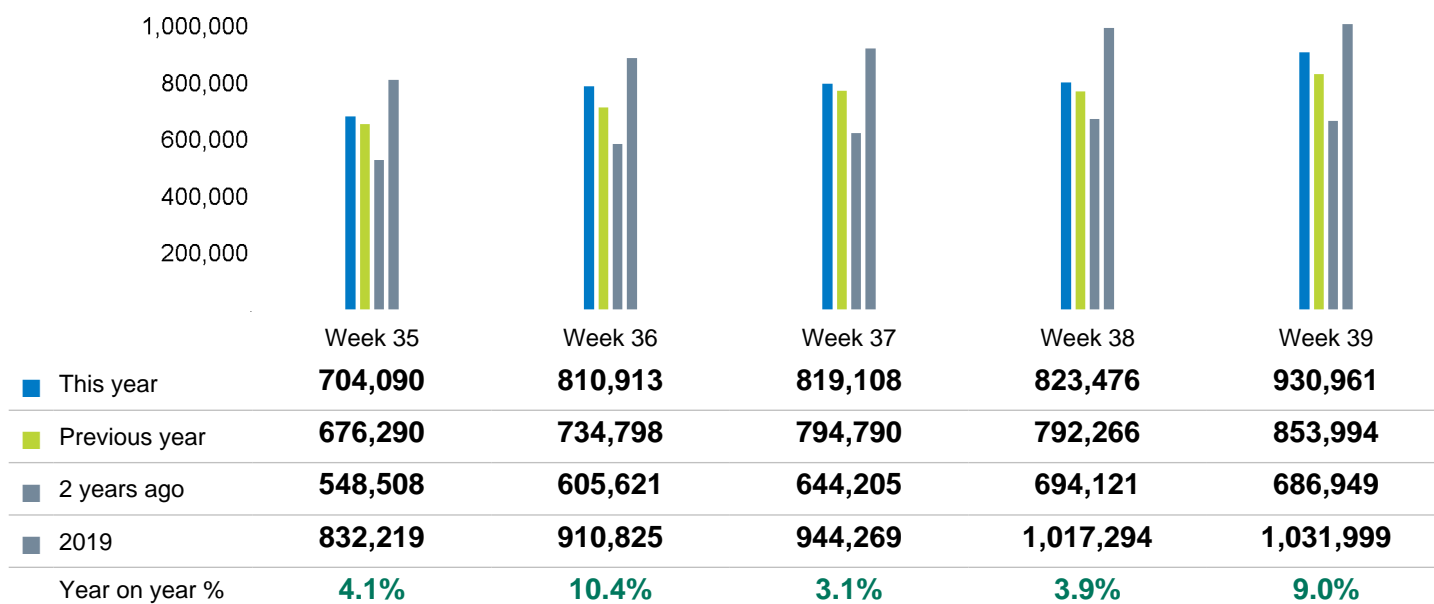
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2022-2023 period with the 2021-2022 period i.e the figure for September compares September 2023 to September 2022

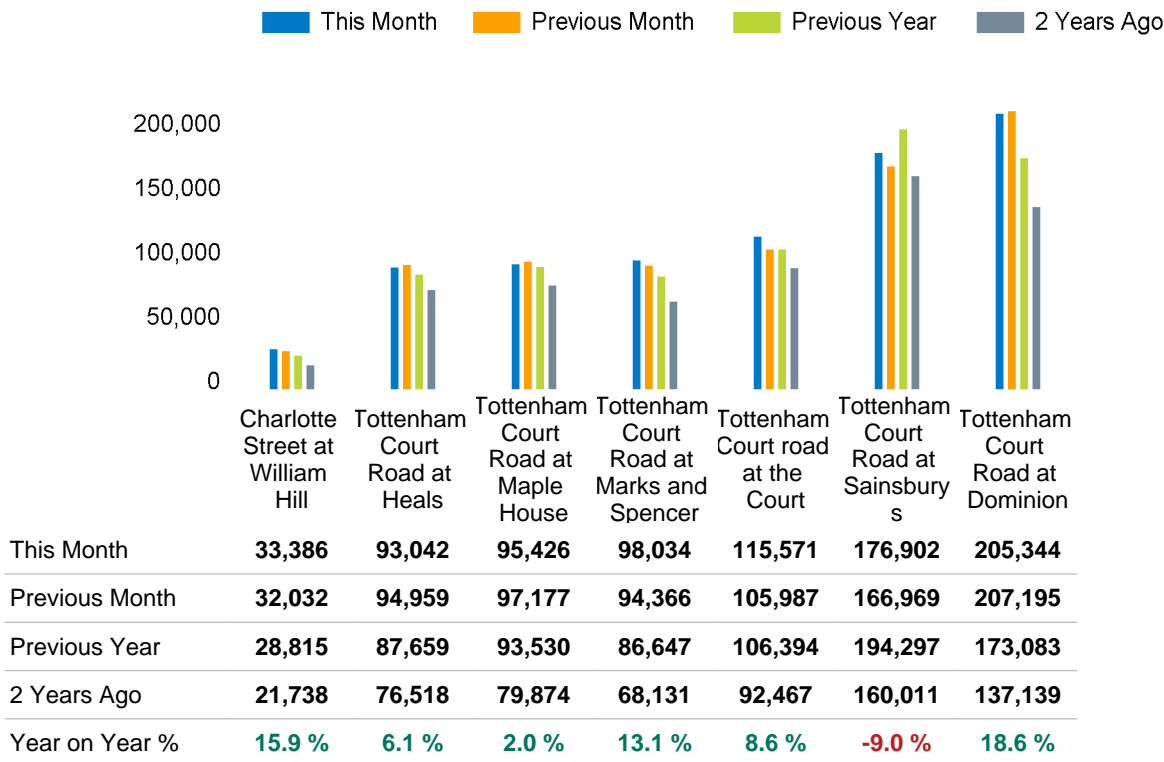
Footfall Counts by week of month

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, 25.1 %
- Tottenham Court Road at Sainsburys, 21.6 %
- Tottenham Court road at the Court, 14.1 %
- Tottenham Court Road at Marks and Spencer, 12.0 %
- Tottenham Court Road at Maple House, 11.7 %
- Tottenham Court Road at Heals, 11.4 %
- Charlotte Street at William Hill, 4.1 %

Reporting dates

This month - 27 August 2023 - 30 September 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 September, 2023 Vs January, 2022 to September, 2022

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 9 2023 Vs 8 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

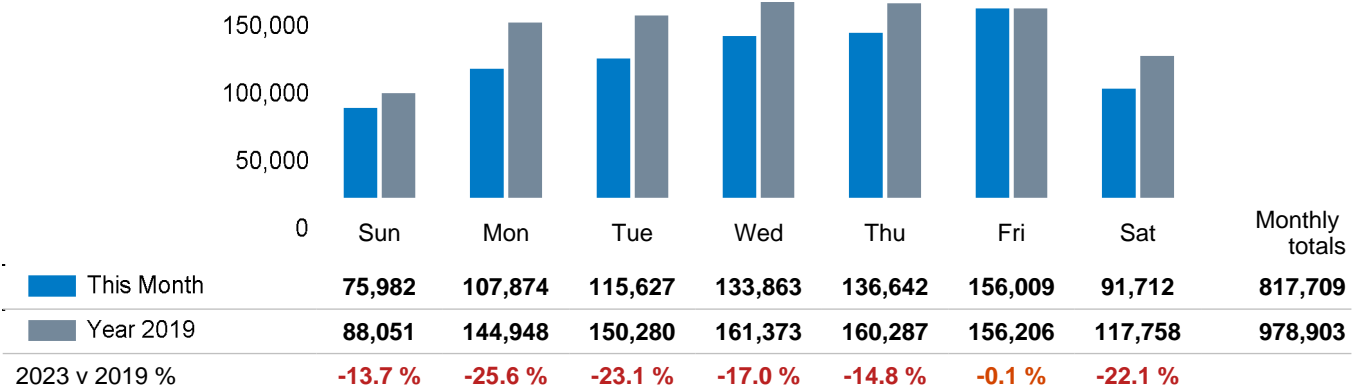
Headlines

	Year to date % 2023 Vs 2019	Year on year % 2023 Vs 2019
Fitzrovia BID	-7.8 %	-16.5 %
Greater London	-14.6 %	-13.9 %
High Street Index (Westminster)	-17.7 %	-16.5 %
High Street Index - BDSU (BDSU - Multifunctional)	-14.8 %	-13.6 %
UK	-14.1 %	-12.8 %

Fitzrovia BID is compared to the high street index.

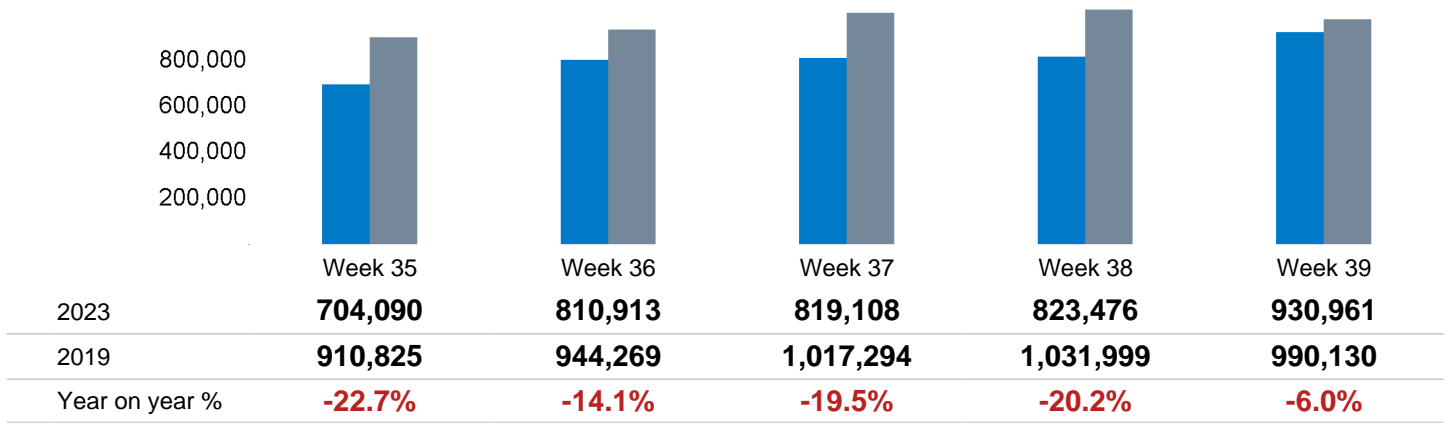
Footfall Counts by day

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.

