

Weekly Footfall Counts

	Year to date %		Year on year %		Week on week %	
	2023	2022	2023	2022	2023	2022
Fitzrovia BID	13.8%	70.4%	3.0%	15.0%	8.6%	1.2%
Greater London	8.2%	51.7%	-3.0%	10.7%	10.4%	8.6%
High Street Index (Westminster)	11.9%	75.7%	-3.4%	10.8%	12.6%	14.3%
High Street Index - BDSU (BDSU - Multifunctional)	3.1%	36.3%	-1.9%	4.4%	9.4%	6.2%
UK	3.9%	36.9%	-3.4%	6.1%	10.5%	8.7%

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 42,503,609 which is 14.2% up on the previous year.

The total number of visitors for the year to date is 36,005,984 which is 13.8% up on the previous year.

The total number of visitors to Fitzrovia BID in week commencing 22 October 2023 was 902,505.

The busiest day in week commencing 22 October 2023 was Friday with 156,078 visitors.

The peak hour of the week was 13:00 on Wednesday 25 October 2023 with footfall of 13,726.

Footfall Counts by week

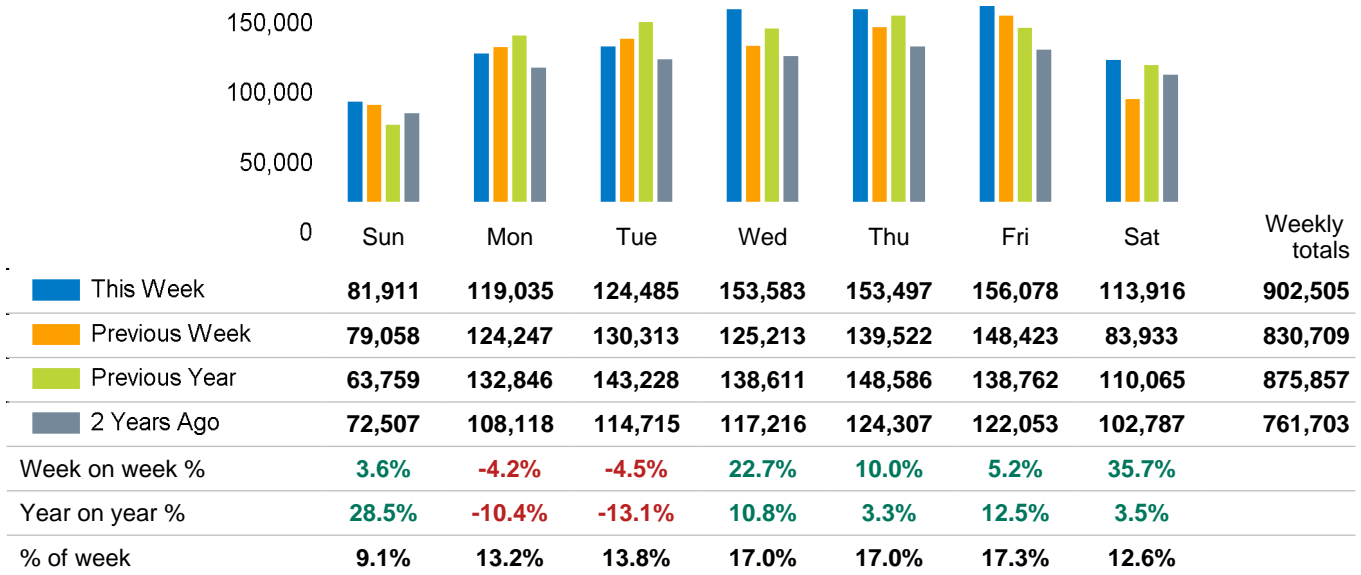


■ This Week ■ Previous Year ■ 2019
■ Previous Week ■ 2 Years Ago

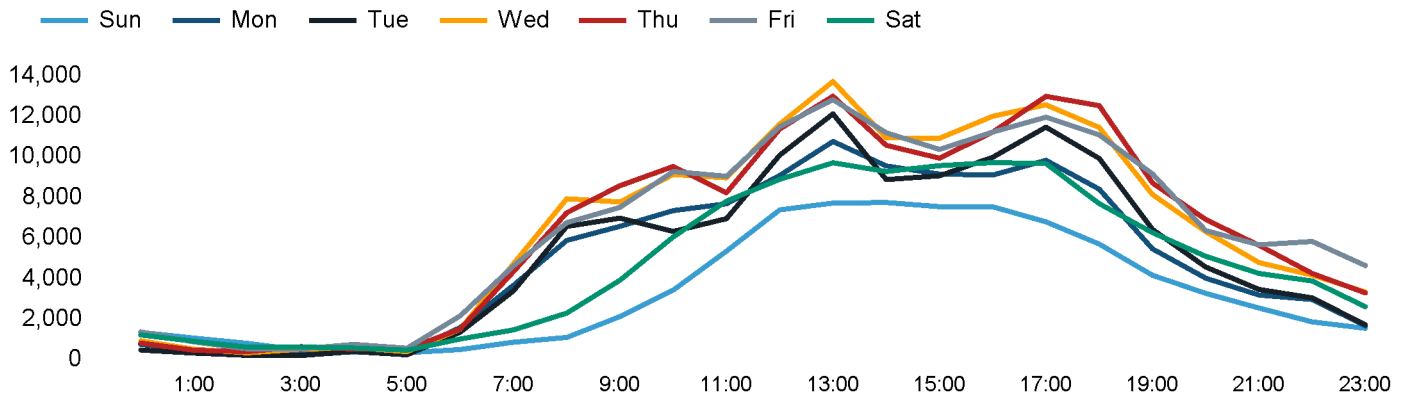
Weather

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
This week	16°	16°	15°	15°	16°	16°	15°
Previous week	14°	13°	15°	16°	18°	18°	17°
Previous year	18°	19°	18°	17°	19°	20°	19°

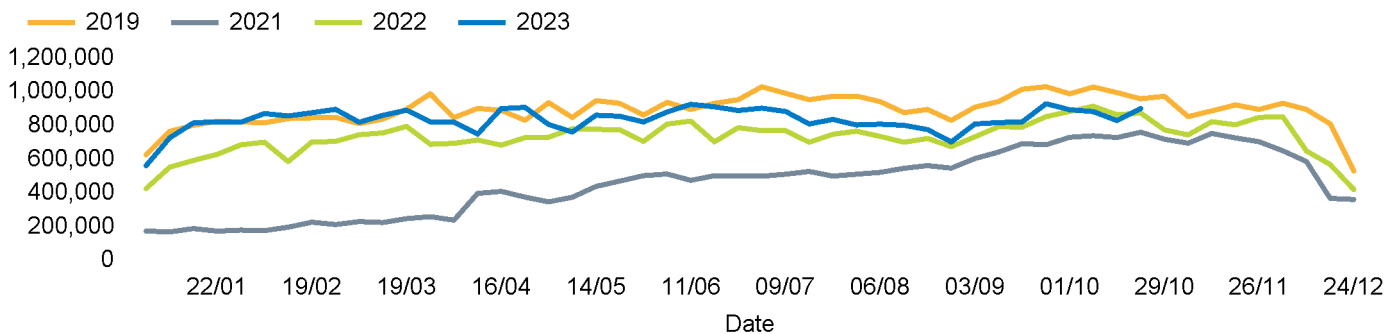
Footfall Counts by day



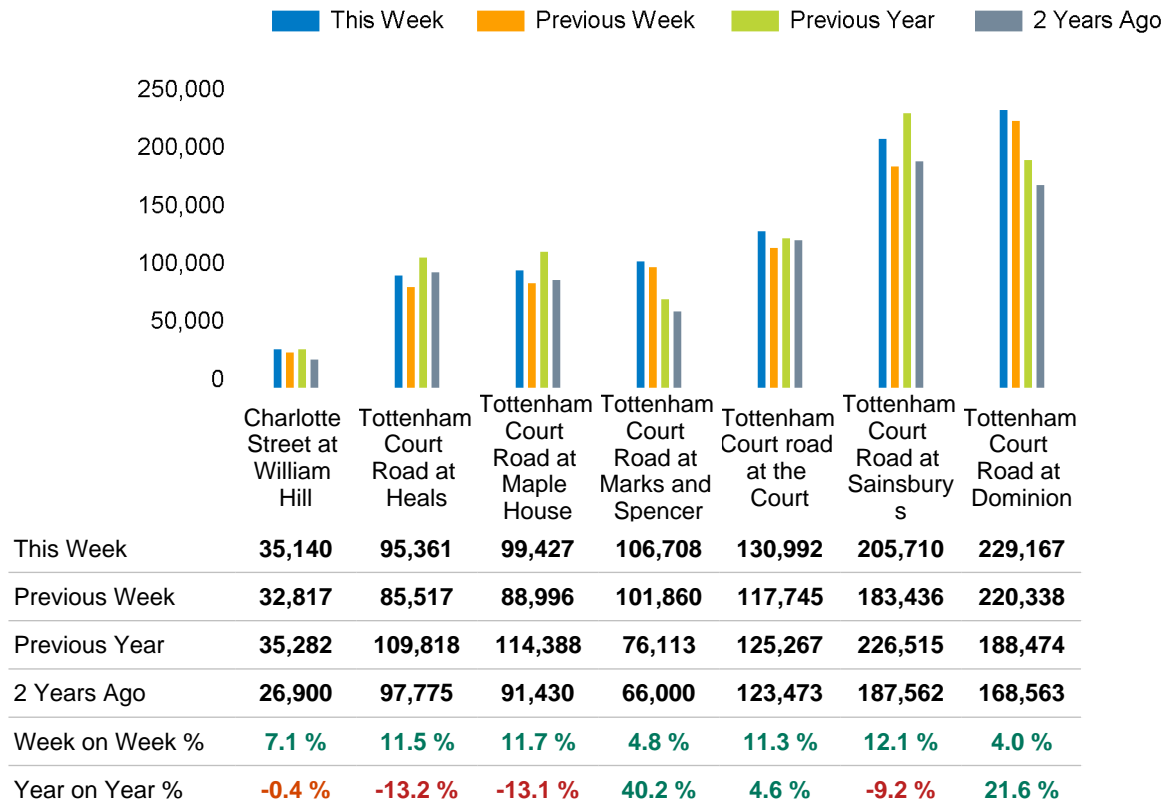
Footfall Counts by hour



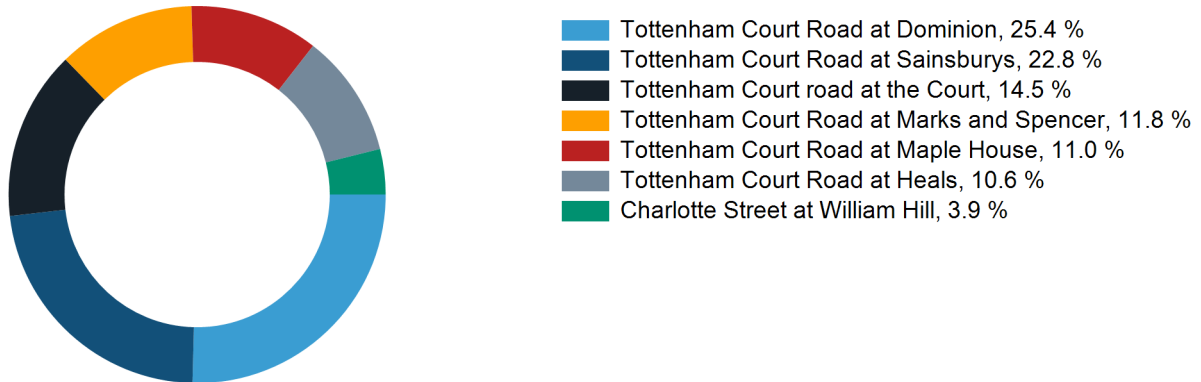
Footfall Counts by week



Footfall Counts by location



Footfall Counts by location



Reporting dates

This week - 22 October 2023 - 28 October 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 43, 2023 Vs Week 1, 2022 to Week 43, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 43, 2023 Vs Week 43, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 43 2023 Vs Week 42 2023

2019 comparison for Fitzrovia BID

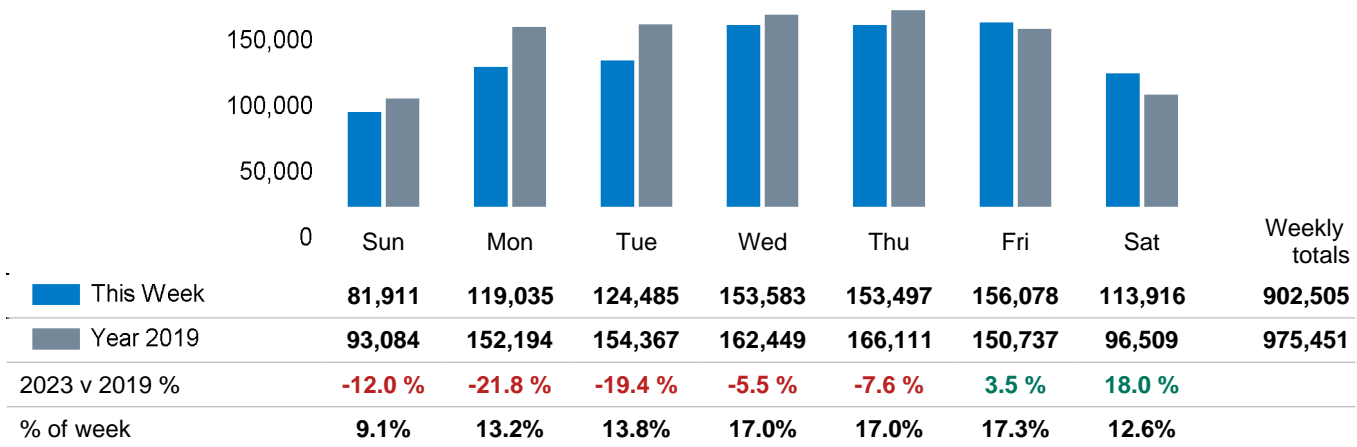
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your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

Headlines

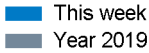






	Year to date %	Year on year %
	2023 Vs 2019	2023 Vs 2019
Fitzrovia BID	-8.1 %	-7.5 %
Greater London	-14.4 %	-11.1 %
High Street Index (Westminster)	-17.4 %	-11.9 %
High Street Index - BDSU (BDSU - Multifunctional)	-14.5 %	-10.8 %
UK	-13.9 %	-11.7 %

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	35,140	35,112	0.1 %	
Tottenham Court Road at Dominion	229,167	193,031	18.7 %	
Tottenham Court Road at Heals	95,361	128,754	-25.9 %	
Tottenham Court Road at Maple House	99,427	78,710	26.3 %	
Tottenham Court Road at Marks and Spencer	106,708	88,419	20.7 %	
Tottenham Court Road at Sainsburys	205,710	286,546	-28.2 %	
Tottenham Court road at the Court	130,992	164,879	-20.6 %	