

Weekly Footfall Counts

| | Year to date % | | Year on year % | | Week on week % | |
|---|----------------|-------|----------------|-------|----------------|-------|
| | 2023 | 2022 | 2023 | 2022 | 2023 | 2022 |
| Fitzrovia BID | 13.5% | 65.9% | 10.3% | 7.1% | 1.3% | -3.9% |
| Greater London | 7.8% | 49.2% | 0.7% | 10.7% | 2.0% | 0.3% |
| High Street Index (Westminster) | 11.4% | 71.1% | 0.7% | 15.0% | 1.5% | 1.1% |
| High Street Index - BDSU (BDSU - Multifunctional) | 2.9% | 34.6% | -1.2% | 5.4% | 1.2% | 0.9% |
| UK | 3.7% | 35.1% | -2.1% | 6.5% | 0.6% | 2.1% |

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 42,616,912 which is 14.2% up on the previous year.

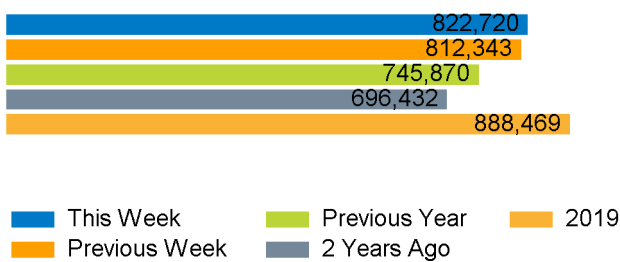
The total number of visitors for the year to date is 37,641,047 which is 13.5% up on the previous year.

The total number of visitors to Fitzrovia BID in week commencing 5 November 2023 was 822,720.

The busiest day in week commencing 5 November 2023 was Friday with 143,583 visitors.

The peak hour of the week was 13:00 on Thursday 9 November 2023 with footfall of 11,428.

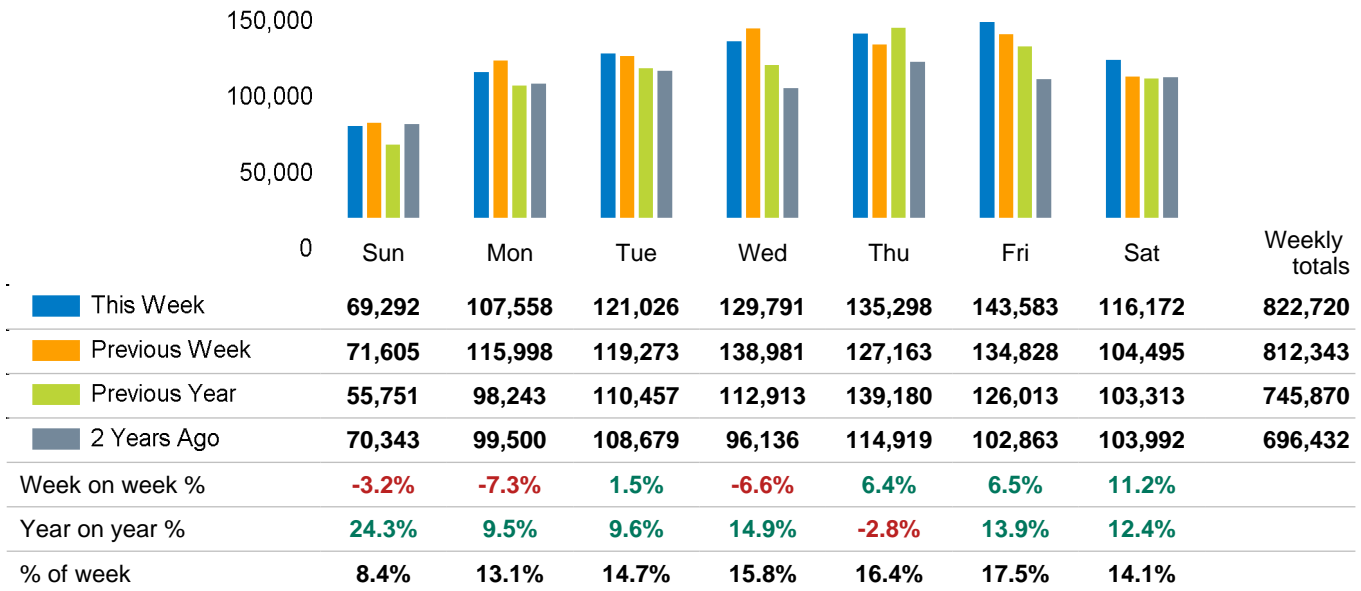
Footfall Counts by week



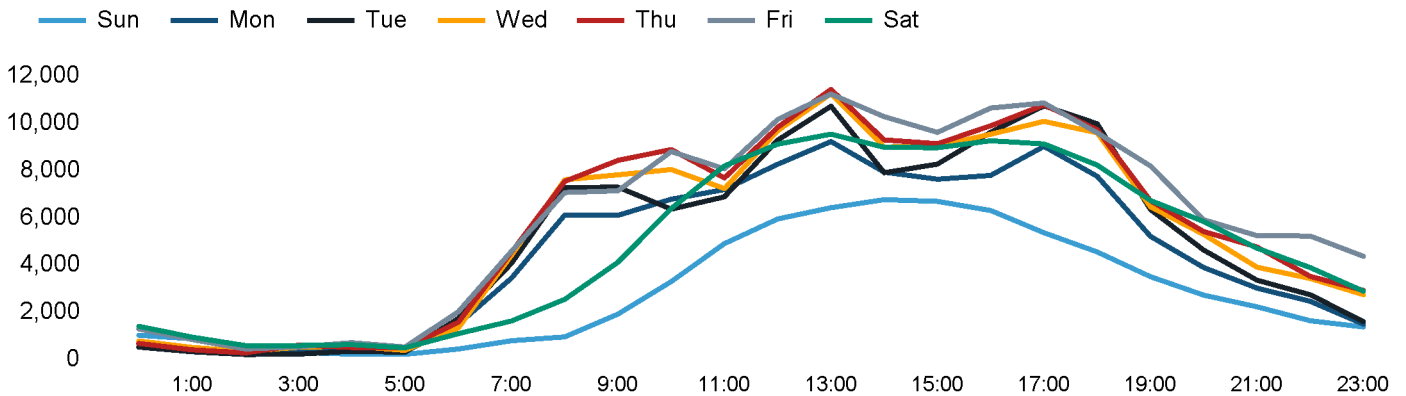
Weather

| | Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|---------------|-----|-----|-----|-----|-----|-----|-----|
| This week | 13° | 13° | 13° | 13° | 13° | 11° | 11° |
| Previous week | 15° | 14° | 15° | 15° | 14° | 14° | 14° |
| Previous year | 14° | 14° | 15° | 15° | 14° | 15° | 16° |

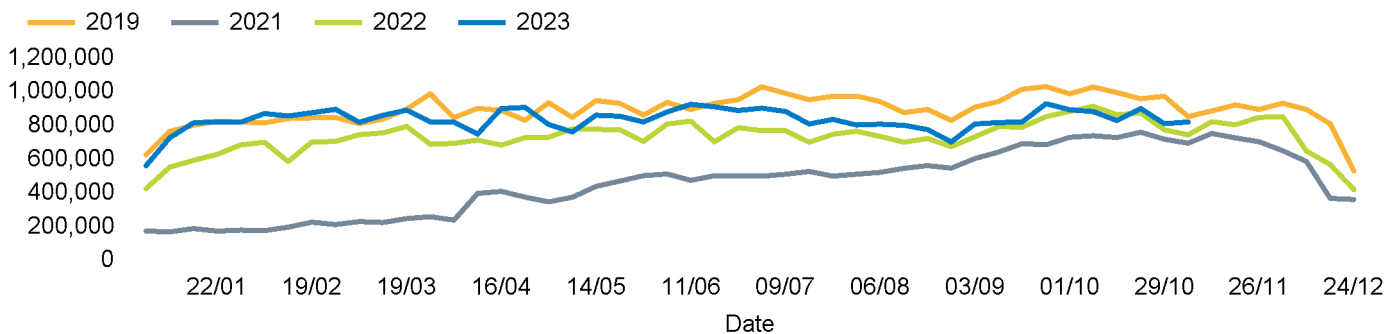
Footfall Counts by day



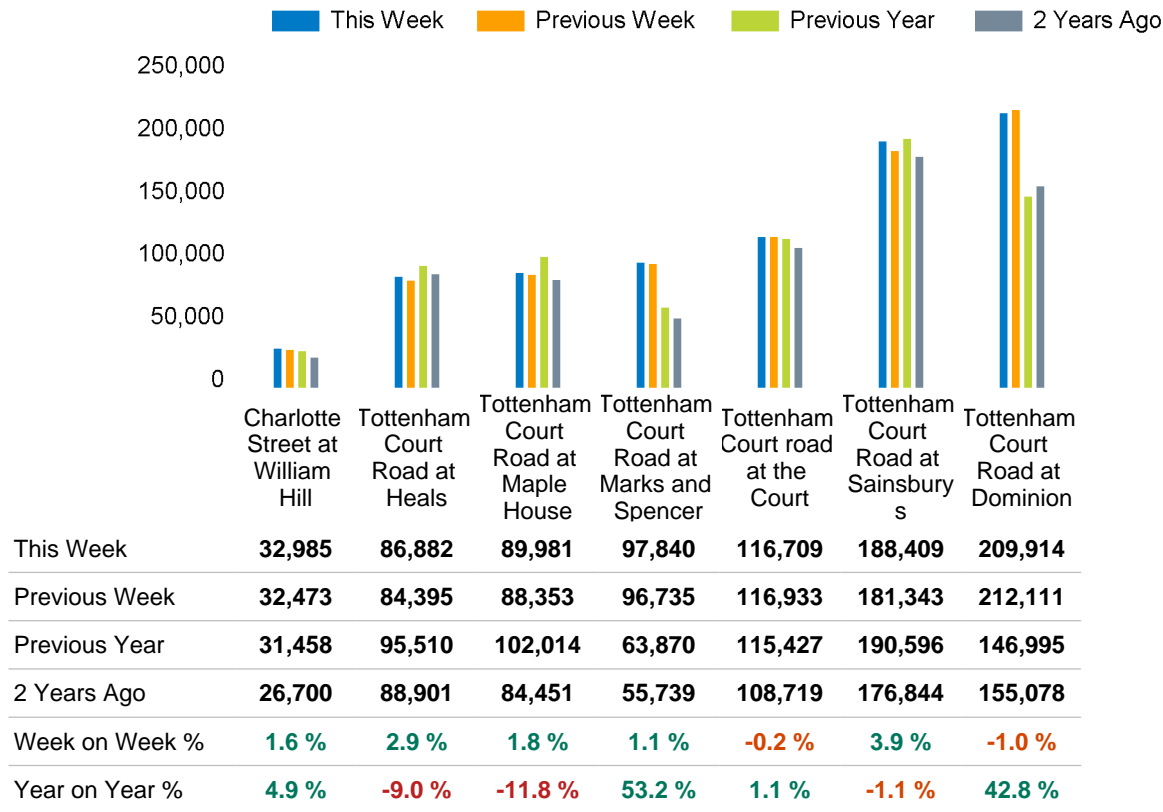
Footfall Counts by hour



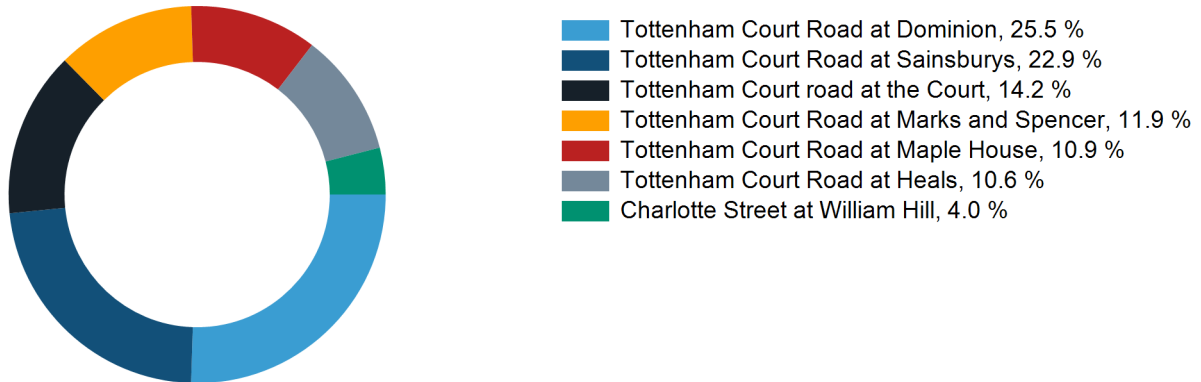
Footfall Counts by week



Footfall Counts by location



Footfall Counts by location



Reporting dates

This week - 05 November 2023 - 11 November 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 45, 2023 Vs Week 1, 2022 to Week 45, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 45, 2023 Vs Week 45, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 45 2023 Vs Week 44 2023

2019 comparison for Fitzrovia BID

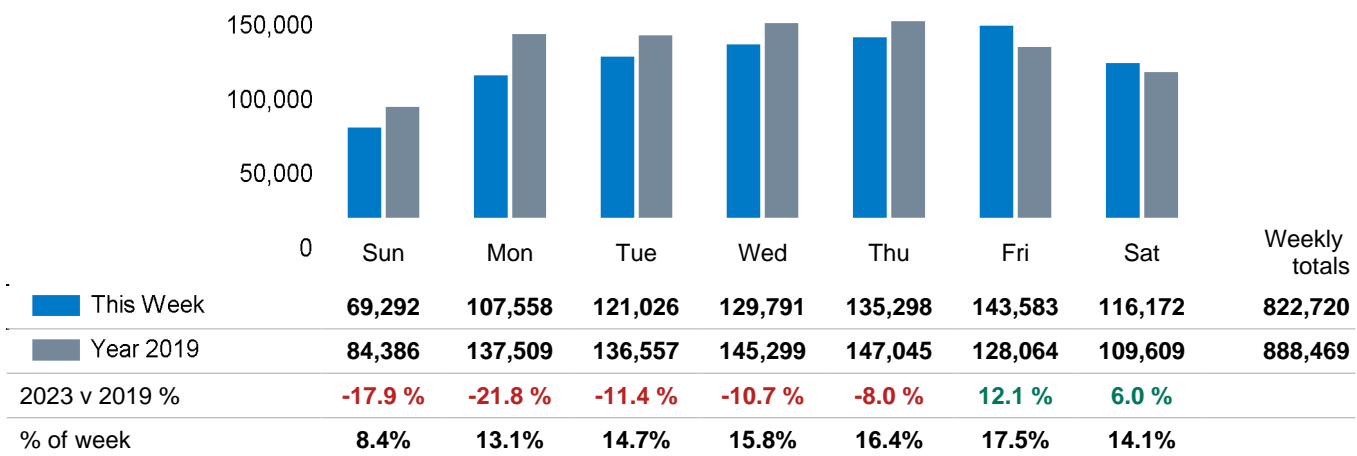
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your 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 | -8.0 % | -7.4 % |
| Greater London | -14.4 % | -12.9 % |
| High Street Index (Westminster) | -17.2 % | -14.4 % |
| High Street Index - BDSU (BDSU - Multifunctional) | -14.4 % | -12.7 % |
| UK | -13.8 % | -13.9 % |

Fitzrovia BID is compared to the high street index.

Footfall Counts by day



Footfall Counts by location

