

Monthly Footfall Counts

	Year to date %		Year on year %		Month on month %	
	2023	2022	2023	2022	2023	2022
Fitzrovia BID	13.8%	70.4%	-0.9%	19.5%	7.4%	15.0%
Greater London	8.2%	51.7%	-0.6%	14.5%	0.4%	4.9%
High Street Index (Westminster)	12.1%	75.0%	2.1%	15.7%	1.8%	7.7%
High Street Index - BDSU (BDSU - Multifunctional)	3.1%	36.1%	-1.9%	7.5%	1.6%	4.7%
UK	3.9%	36.9%	-2.0%	7.8%	-1.1%	2.1%

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

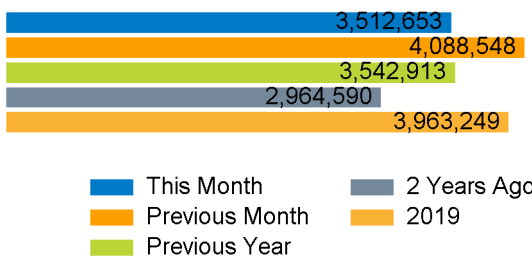
The total number of visitors for the year to date is 36,005,984 which is 13.8% up on the previous year.

The total number of visitors to Fitzrovia BID in month commencing 1 October 2023 was 3,512,653.

The busiest day in month commencing 1 October 2023 was Friday 6 October with 175,142 visitors.

The peak hour of the month was 17:00 on Friday 6 October 2023 with footfall of 15,036.

Footfall Counts by month



Figures shown below are calculated using monthly totals.

Weather



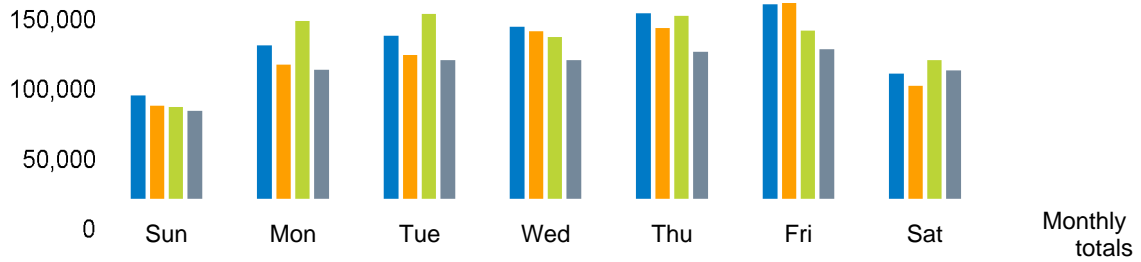
	Sun	Cloud	Rain	Wind
Number of days this month	14	12	2	
Number of days same month last year	18	9	1	
Number of days same month two years ago	10	6	11	1

Average temperature

	Maximum temperature	Minimum temperature
2023	19°	10°
2022	18°	10°
2021	16°	10°

Footfall Counts by day

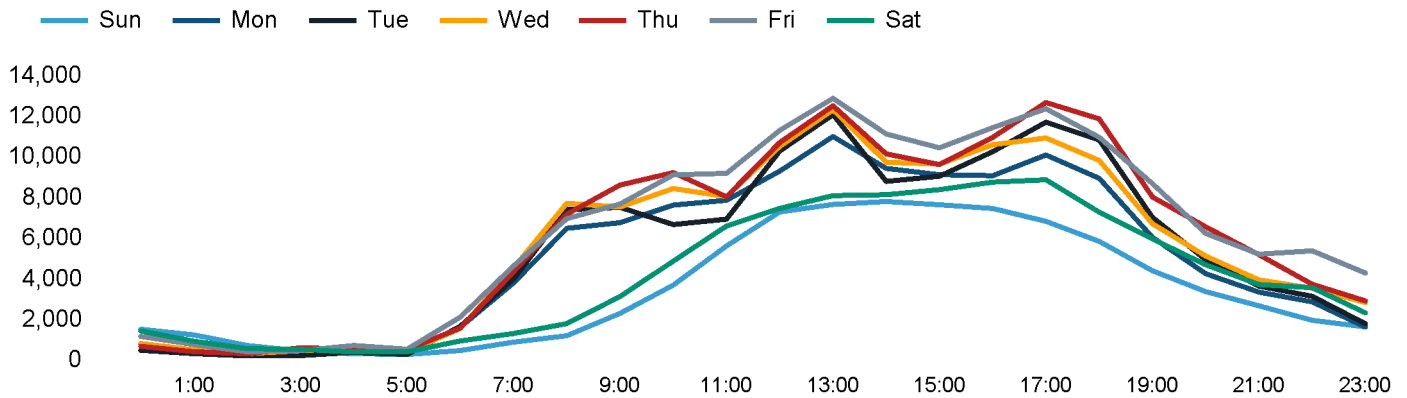
The figures shown below are calculated using weekly averages.



This Month	84,054	122,809	130,410	137,391	147,713	154,826	100,960	878,163
Previous Month	75,982	107,874	115,627	133,863	136,642	156,009	91,712	817,709
Previous Year	74,952	142,034	147,562	129,238	146,089	134,546	111,307	885,728
2 Years Ago	72,437	104,063	111,755	111,405	118,041	120,051	103,395	741,147
Month on month %	10.6%	13.8%	12.8%	2.6%	8.1%	-0.8%	10.1%	
Year on year %	12.1%	-13.5%	-11.6%	6.3%	1.1%	15.1%	-9.3%	

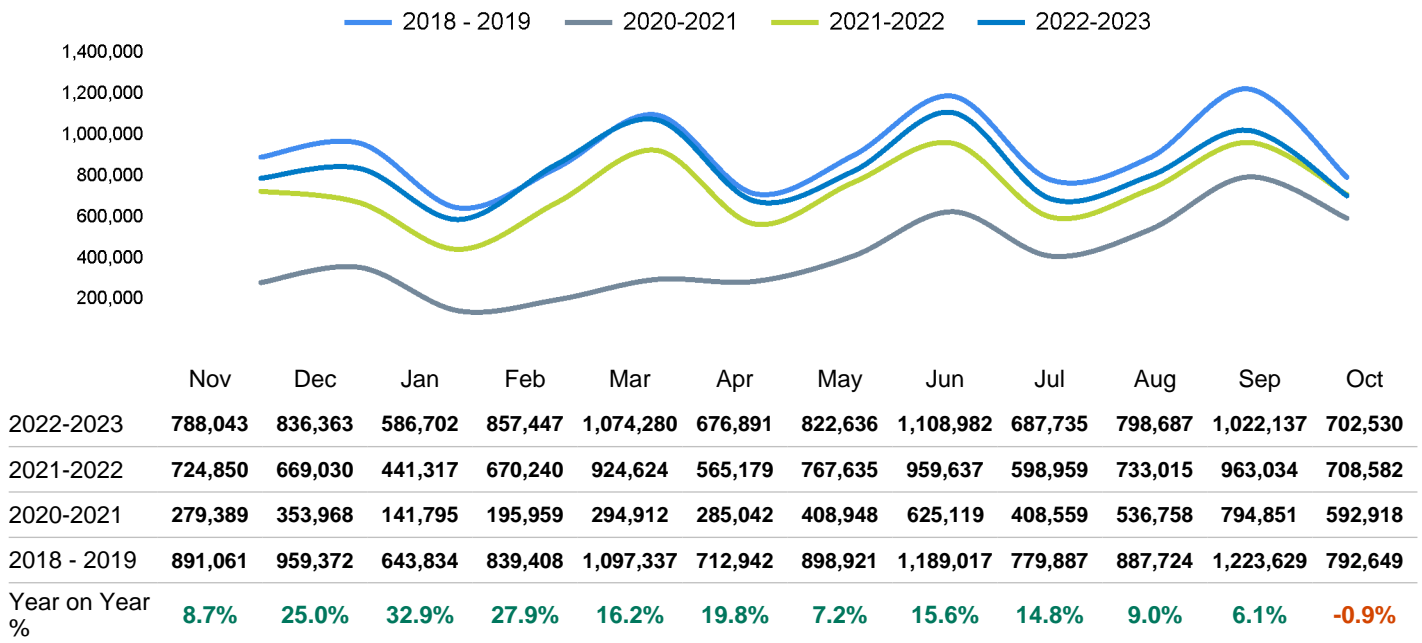
Footfall Counts by hour

The figures shown below are calculated using a weekly average



Footfall Counts - rolling 12 months

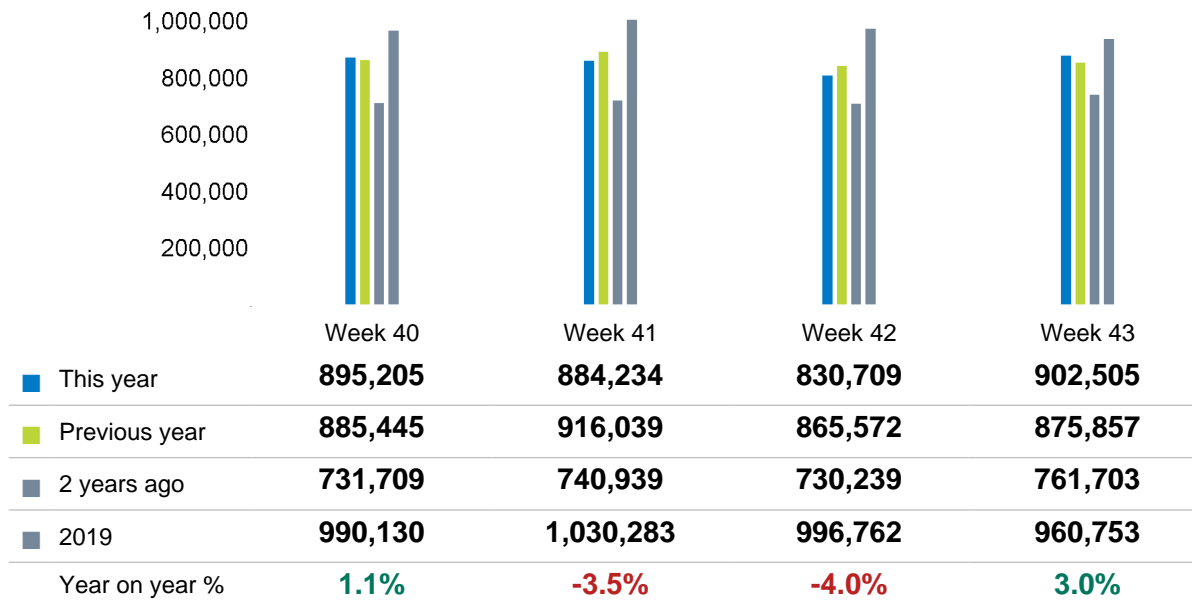
The figures shown below are calculated using weekly averages.



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

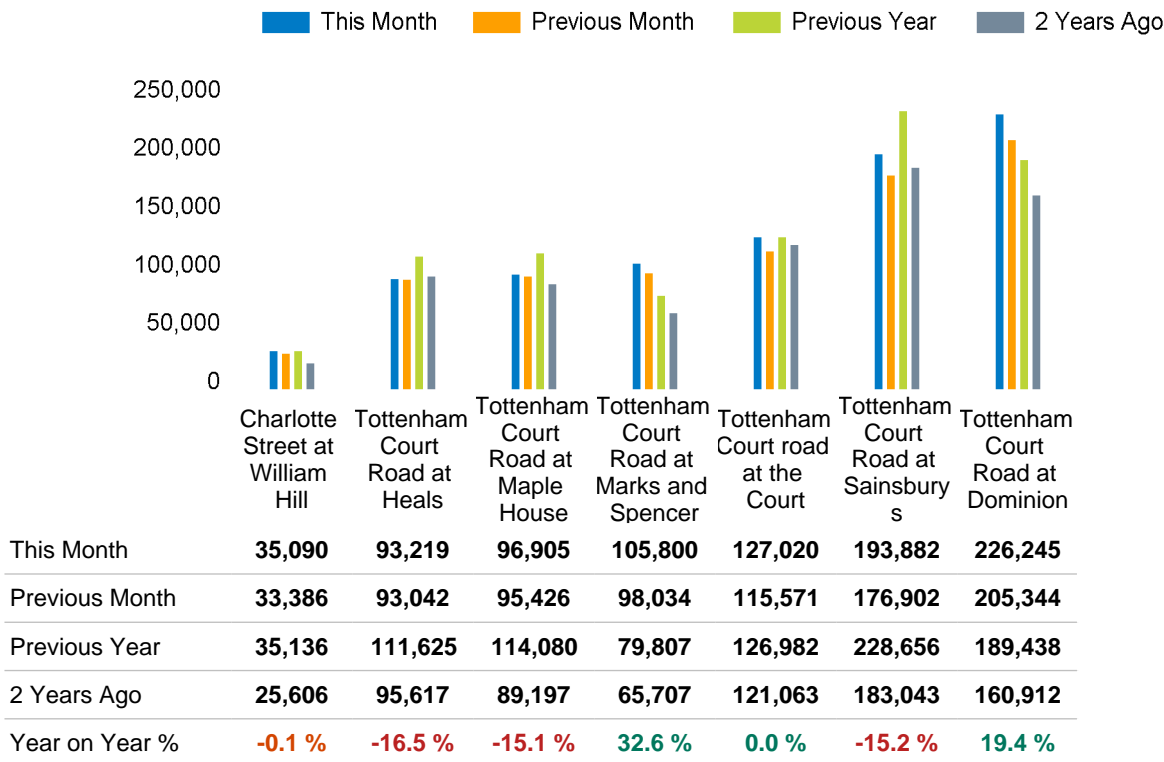
Footfall Counts by week of month

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, 25.8 %
- Tottenham Court Road at Sainsburys, 22.1 %
- Tottenham Court road at the Court, 14.5 %
- Tottenham Court Road at Marks and Spencer, 12.0 %
- Tottenham Court Road at Maple House, 11.0 %
- Tottenham Court Road at Heals, 10.6 %
- Charlotte Street at William Hill, 4.0 %

Reporting dates

This month - 01 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. January, 2023 to October, 2023 Vs January, 2022 to October, 2022

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 10 2023 Vs 9 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

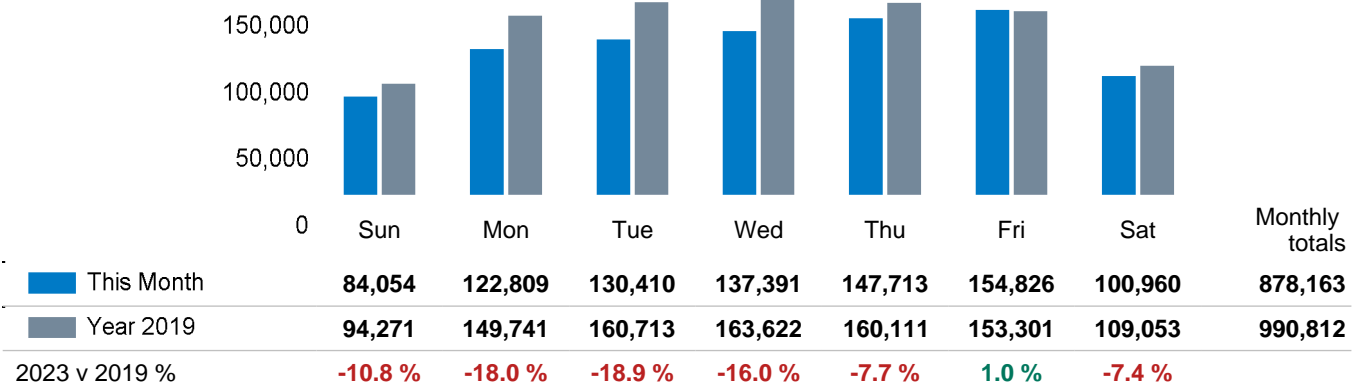
Headlines

	Year to date % 2023 Vs 2019	Year on year % 2023 Vs 2019
Fitzrovia BID	-8.1 %	-11.4 %
Greater London	-14.4 %	-12.4 %
High Street Index (Westminster)	-17.4 %	-14.1 %
High Street Index - BDSU (BDSU - Multifunctional)	-14.5 %	-11.4 %
UK	-13.9 %	-11.9 %

Fitzrovia BID is compared to the high street index.

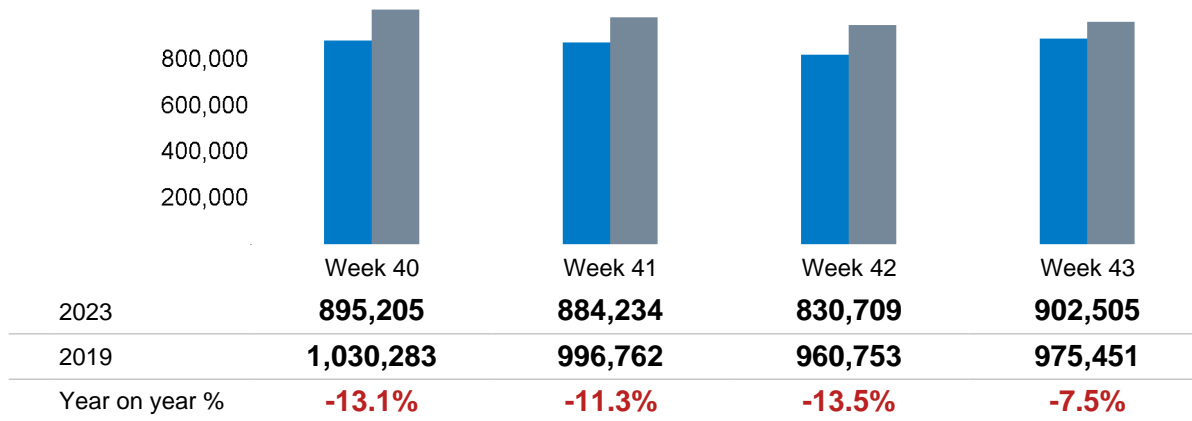
Footfall Counts by day

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.

