

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2023	2022	2023	2022	2023	2022
Fitzrovia BID	23.1%	178.5%	19.8%	98.3%	-1.5%	-4.5%
Greater London	14.0%	128.5%	9.3%	57.0%	9.6%	4.7%
High Street Index(Westminster)	21.2%	283.7%	13.5%	123.0%	12.5%	9.0%
High Street Index - BDSU(BDSU - Multifunctional)	5.9%	97.0%	2.3%	33.6%	6.6%	3.1%
UK	7.7%	104.7%	4.6%	39.0%	9.5%	3.8%

Please note that Fitzrovia comprises counters we have year on year data for: Tottenham Court Road at Dominion, Tottenham Court Road at Maple House, Charlotte St at William Hill, Tottenham Court at Sainsburys, Tottenham Court Road at HealsBenchmark 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 14,044,881 which is 23.1% up on the previous year.

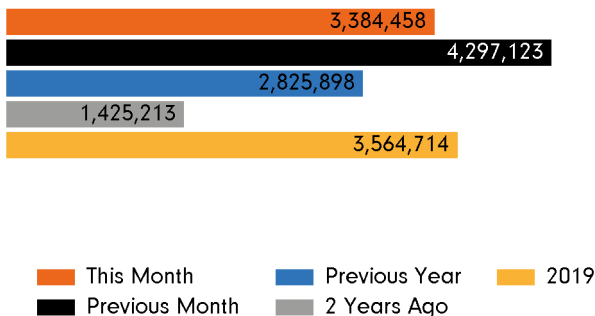
The total number of visitors to Fitzrovia BID in month commencing 2 April 2023 was 3,384,458.

The busiest day in month commencing 2 April 2023 was Thursday 20 April with 159,620 visitors.

The peak hour of the month was 13:00 on Tuesday 25 April 2023 with footfall of 14,108.

Footfall by month

Figures shown below are calculated using monthly totals.



Weather



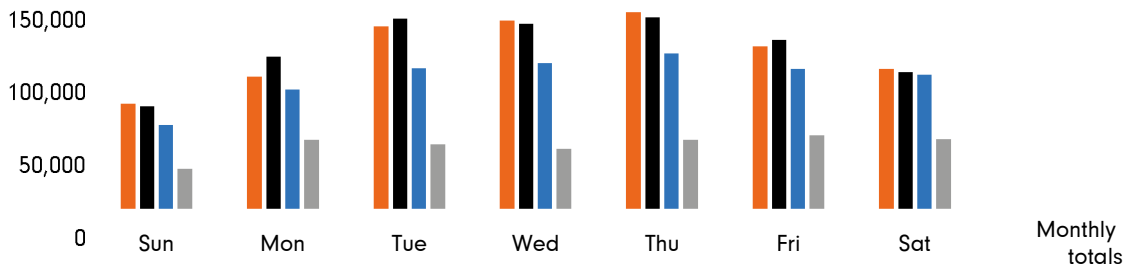
Number of days this month	11	10	7	
Number of days same month last year	13	8	7	
Number of days same month two years ago	19	1	7	1

Average temperature

	Maximum temperature	Minimum temperature
2023	14°	6°
2022	16°	7°
2021	12°	3°

Footfall by day

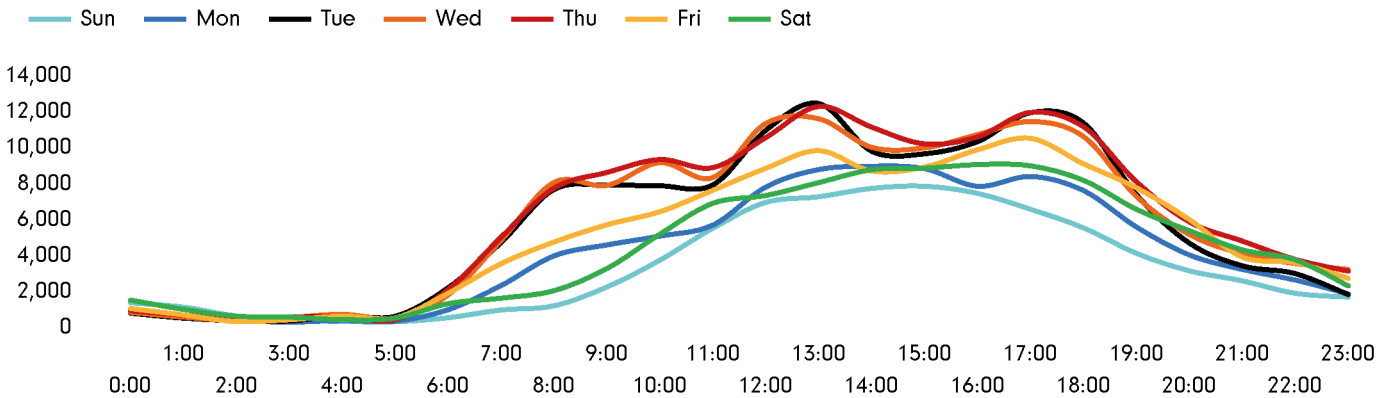
The figures shown below are calculated using weekly averages.



Month on month %	3.0%	-12.5%	-3.9%	2.0%	2.8%	-3.6%	2.3%	
Year on year %	23.9%	10.7%	28.7%	28.6%	25.7%	15.4%	4.0%	

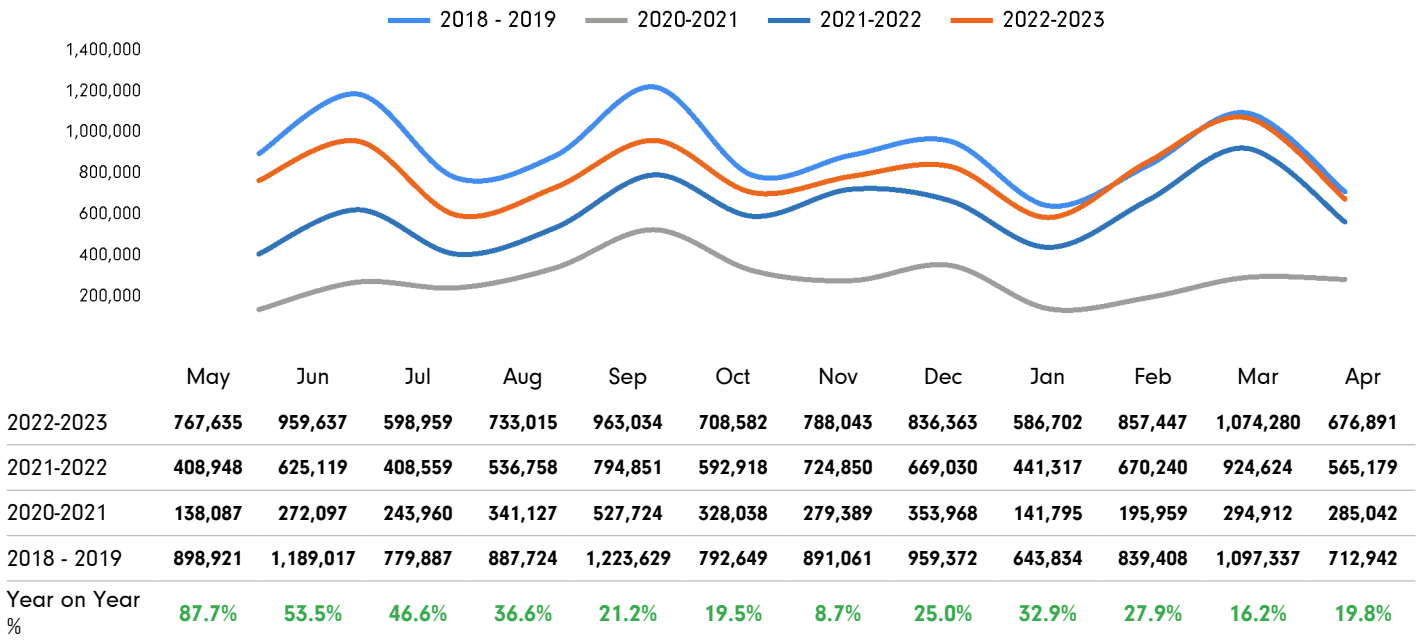
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

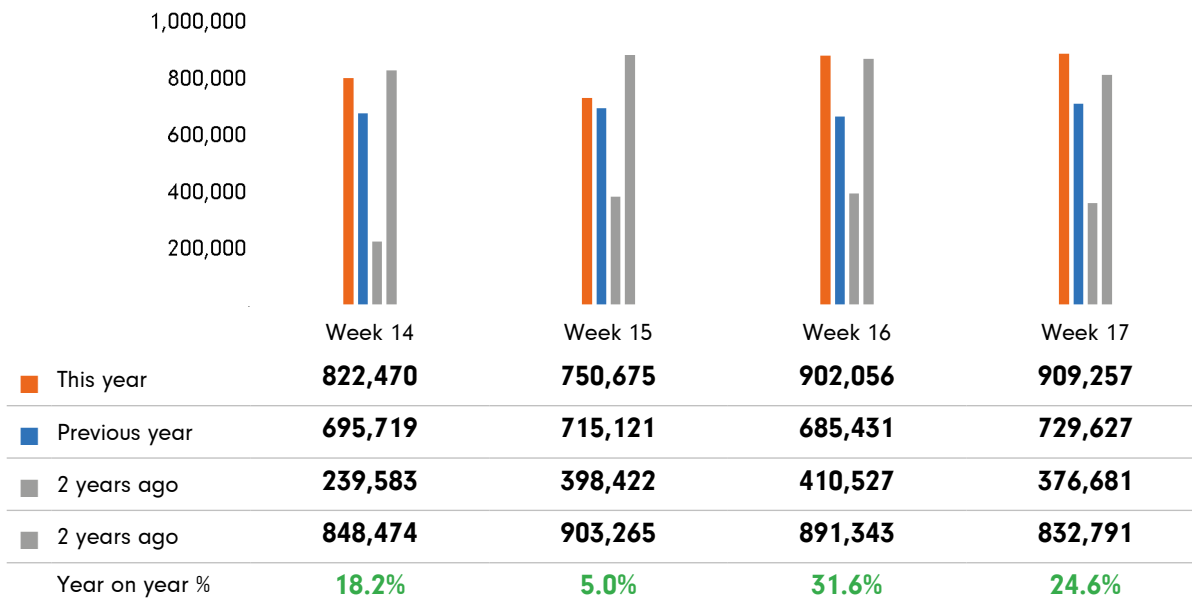
The figures shown below are calculated using weekly averages.



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

Footfall by week of month

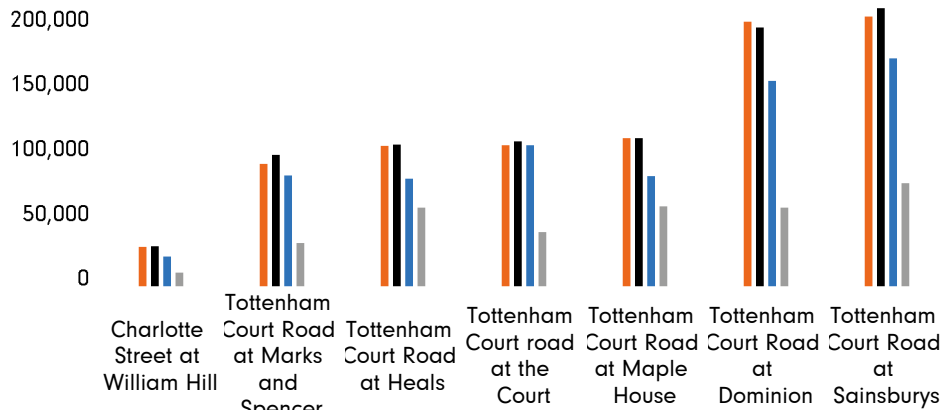
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

■ This Month
 ■ Previous Month
 ■ Previous Year
 ■ 2 Years Ago



	Charlotte Street at William Hill	Tottenham Court Road at Marks and Spencer	Tottenham Court Road at Heals	Tottenham Court road at the Court	Tottenham Court Road at Maple House	Tottenham Court Road at Dominion	Tottenham Court Road at Sainsburys
This Month	32,672	92,890	106,041	106,442	111,524	196,357	200,185
Previous Month	33,328	99,765	106,913	109,567	111,879	191,919	206,051
Previous Year	25,531	84,667	82,422	106,606	84,216	153,428	169,602
2 Years Ago	14,184	35,321	61,433	43,241	61,971	61,221	78,930
Year on Year %	28.0 %	9.7 %	28.7 %	-0.2 %	32.4 %	28.0 %	18.0 %

Footfall by location



- Tottenham Court Road at Sainsburys, 23.7 %
- Tottenham Court Road at Dominion, 23.2 %
- Tottenham Court Road at Maple House, 13.2 %
- Tottenham Court road at the Court, 12.6 %
- Tottenham Court Road at Heals, 12.5 %
- Tottenham Court Road at Marks and Spencer, 11.0 %
- Charlotte Street at William Hill, 3.9 %

Reporting dates

This month - 02 April 2023 - 29 April 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 April, 2023 Vs January, 2022 to April, 2022

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 4 2023 Vs 3 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

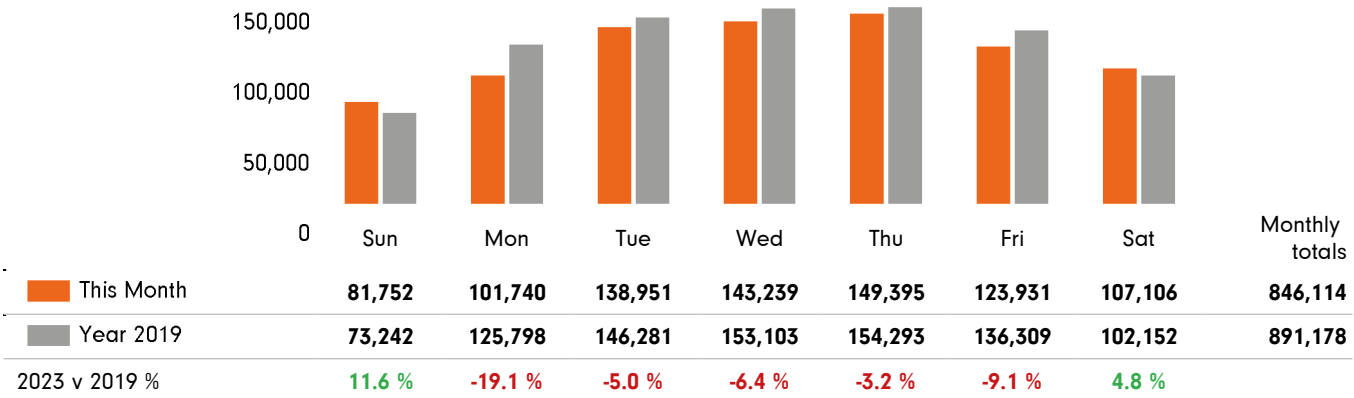
Headlines

	Year to date %	Year on year %
	2023 Vs 2019	2023 Vs 2019
Fitzrovia BID	-3.3 %	-5.1 %
Greater London	-15.9 %	-16.2 %
High Street Index(Westminster)	-18.3 %	-19.1 %
High Street Index - BDSU(BDSU - Multifunctional)	-17.3 %	-16.0 %
UK	-16.2 %	-15.6 %

Fitzrovia BID is compared to the high street index.

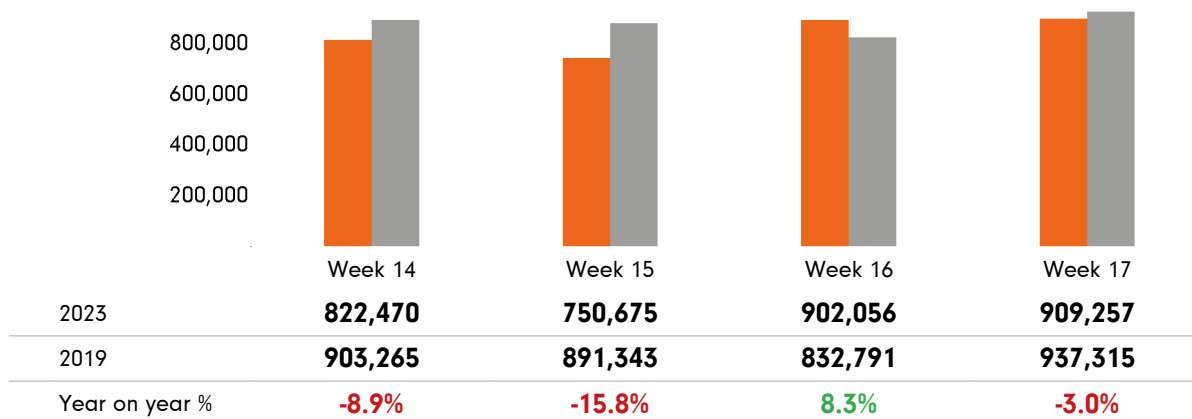
Footfall by day

The figures shown below are calculated using weekly averages.



Footfall by week of month

The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

