

# Footfall Report for: Fitzrovia BID with Charlotte St

Weeks This Month: 5  
Weeks Last Month: 4

## Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2023	2022	2023	2022	2023	2022
Fitzrovia BID with Charlotte St	17.4%	122.4%	14.4%	50.4%	8.5%	-0.3%
Greater London	11.4%	86.3%	7.6%	38.2%	4.4%	4.1%
High Street Index (Westminster)	16.0%	160.7%	7.1%	61.5%	4.4%	6.6%
High Street Index - BDSU (BDSU - Multifunctional)	4.9%	61.0%	3.4%	18.9%	3.6%	2.2%
UK	6.6%	64.1%	5.2%	18.7%	4.5%	3.4%

Springboard's West End Benchmark is created using footfall counters monitoring the areas of Covent Garden, Fitzrovia, Heart of London and New West End. 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

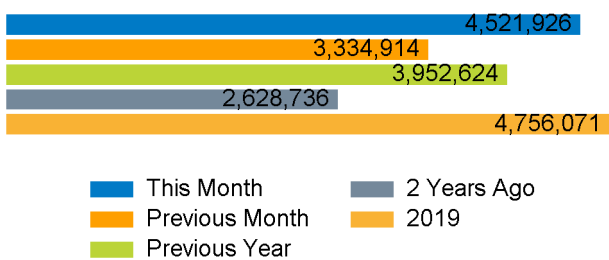
The total number of visitors for the year to date is 22,238,587 which is 17.4% up on the previous year.

The total number of visitors to Fitzrovia BID with Charlotte St in month commencing 28 May 2023 was 4,521,926.

The busiest day in month commencing 28 May 2023 was Monday 19 June with 165,226 visitors.

The peak hour of the month was 14:00 on Monday 19 June 2023 with footfall of 15,562.

## Footfall by month



Figures shown below are calculated using monthly totals.

## Weather



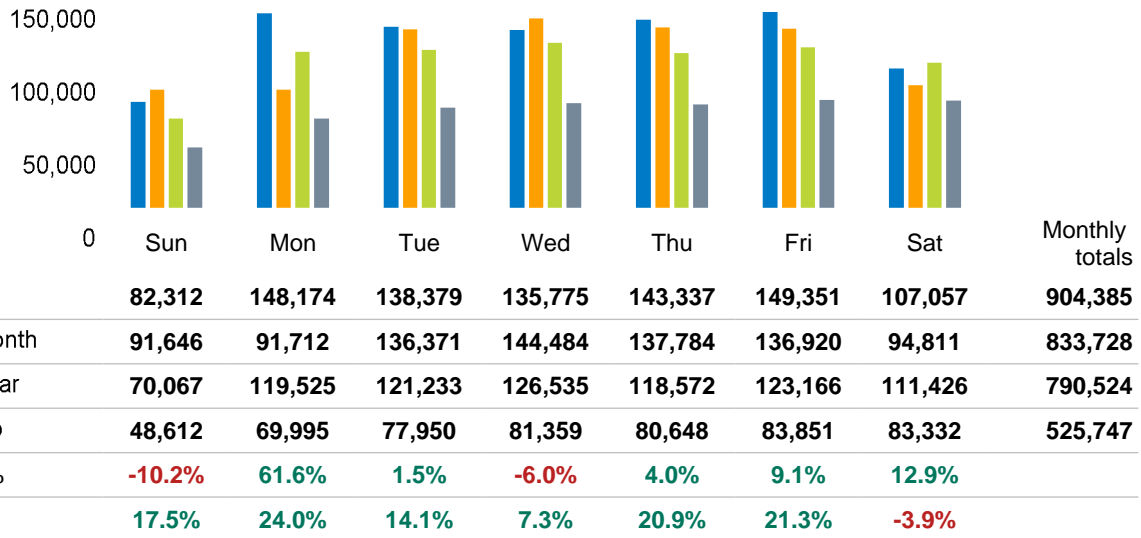
Number of days this month	20	13	2
Number of days same month last year	21	2	12
Number of days same month two years ago	17	5	13

## Average temperature

	Maximum temperature	Minimum temperature
2023	24°	13°
2022	22°	12°
2021	22°	13°

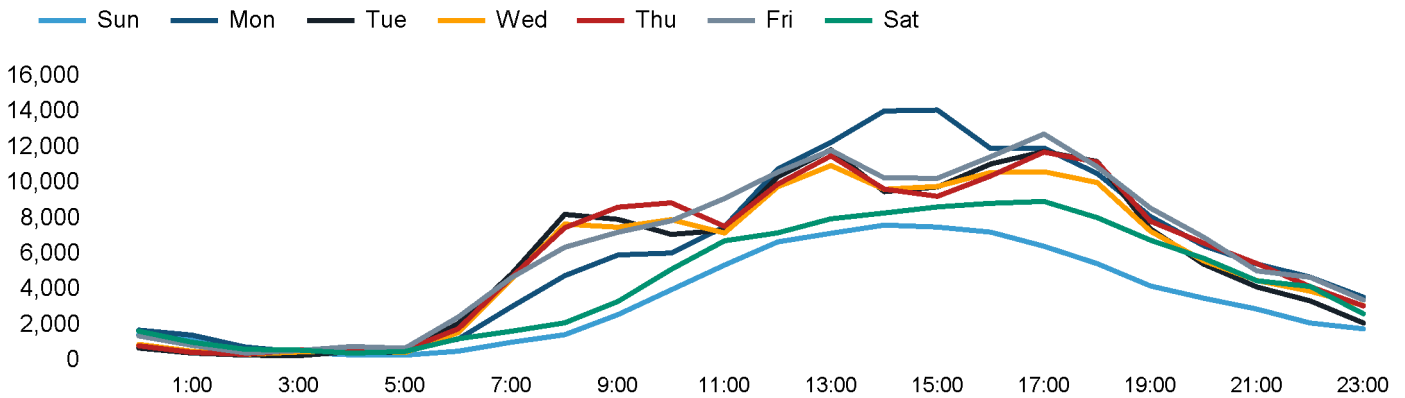
## Footfall by day

The figures shown below are calculated using weekly averages.



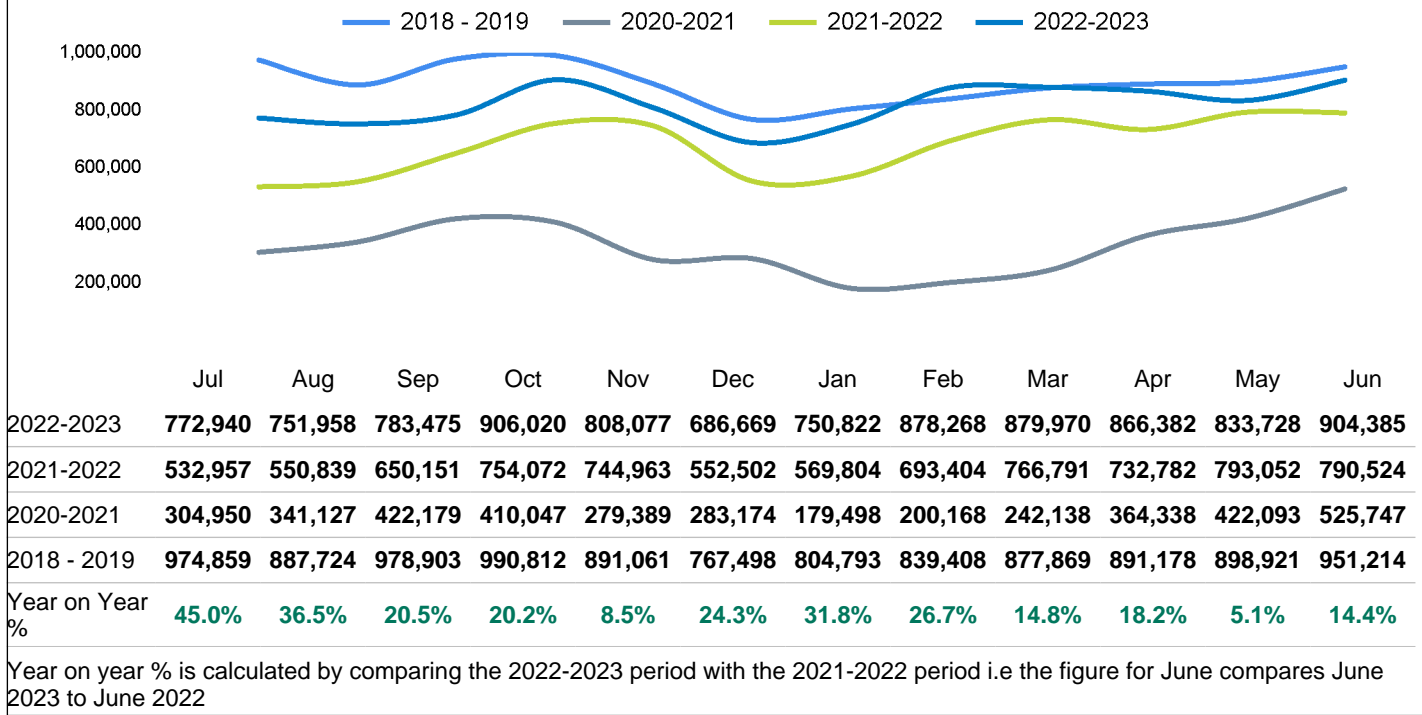
## Footfall by hour

The figures shown below are calculated using a weekly average



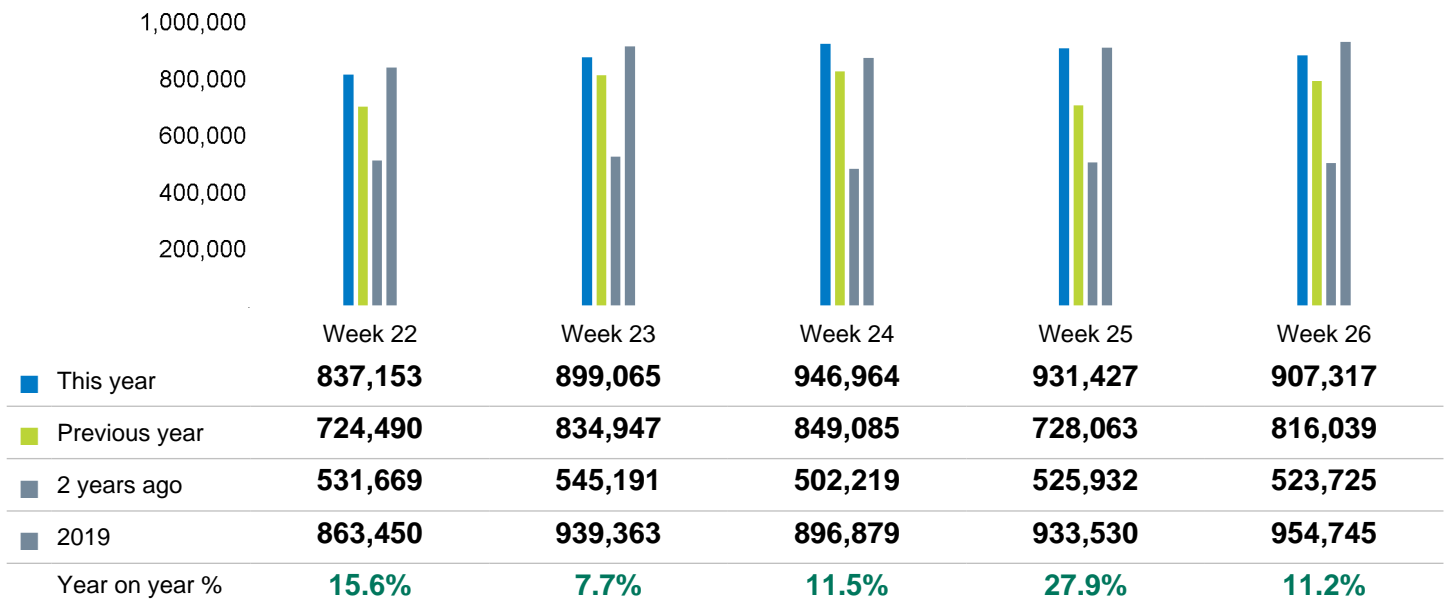
## Footfall - rolling 12 months

The figures shown below are calculated using weekly averages.



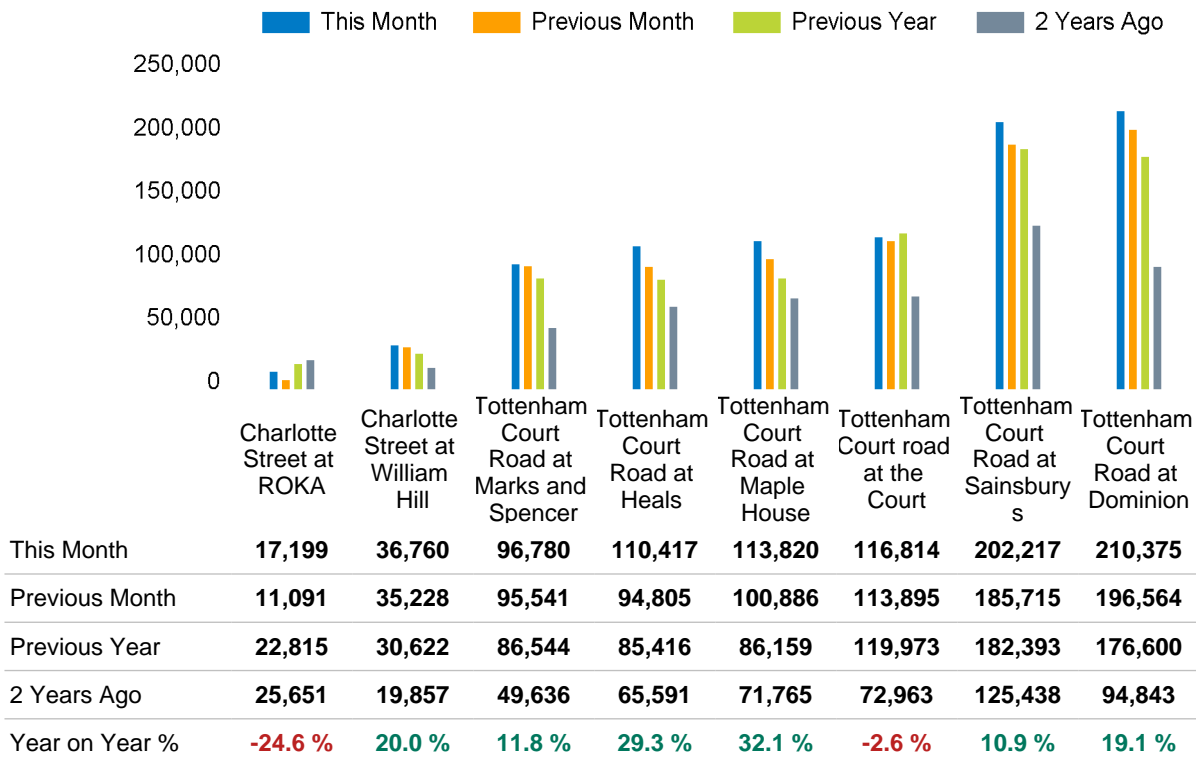
## Footfall by week of month

The figures shown below are calculated using weekly totals.



## Footfall by location

The figures shown below are calculated using weekly averages.



## Footfall by location



- Tottenham Court Road at Dominion, 23.3 %
- Tottenham Court Road at Sainsburys, 22.4 %
- Tottenham Court road at the Court, 12.9 %
- Tottenham Court Road at Maple House, 12.6 %
- Tottenham Court Road at Heals, 12.2 %
- Tottenham Court Road at Marks and Spencer, 10.7 %
- Charlotte Street at William Hill, 4.1 %
- Charlotte Street at ROKA, 1.9 %

## Reporting dates

This month - 28 May 2023 - 01 July 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 June, 2023 Vs January, 2022 to June, 2022

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 6 2023 Vs 5 2023

# 2019 Comparison for: Fitzrovia BID with Charlotte St

## 2019 comparison for Fitzrovia BID with Charlotte St

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

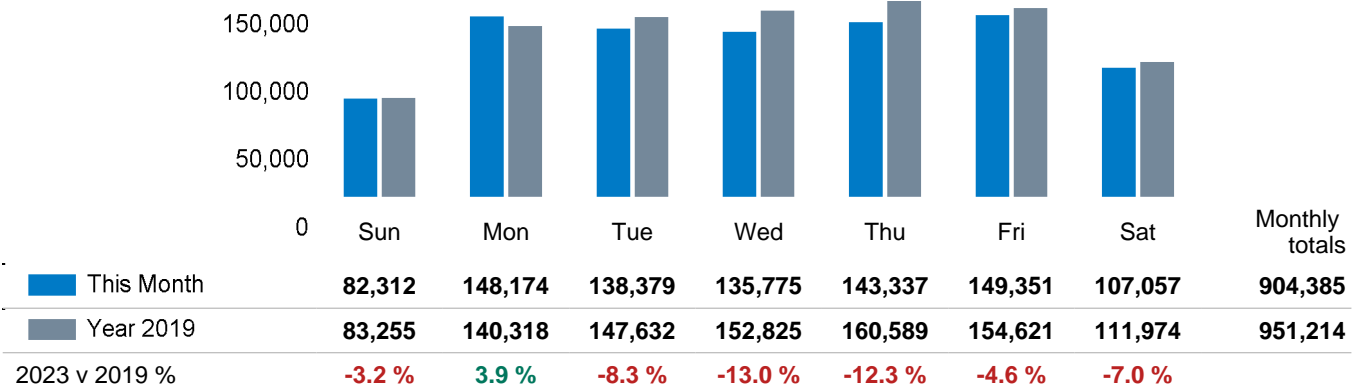
### Headlines

	Year to date % 2023 Vs 2019	Year on year % 2023 Vs 2019
Fitzrovia BID with Charlotte St	<b>-4.9 %</b>	<b>-6.7 %</b>
Greater London	<b>-14.8 %</b>	<b>-12.9 %</b>
High Street Index (Westminster)	<b>-18.1 %</b>	<b>-18.2 %</b>
High Street Index - BDSU (BDSU - Multifunctional)	<b>-15.2 %</b>	<b>-10.7 %</b>
UK	<b>-14.3 %</b>	<b>-10.3 %</b>

Fitzrovia BID with Charlotte St is compared to the high street index.

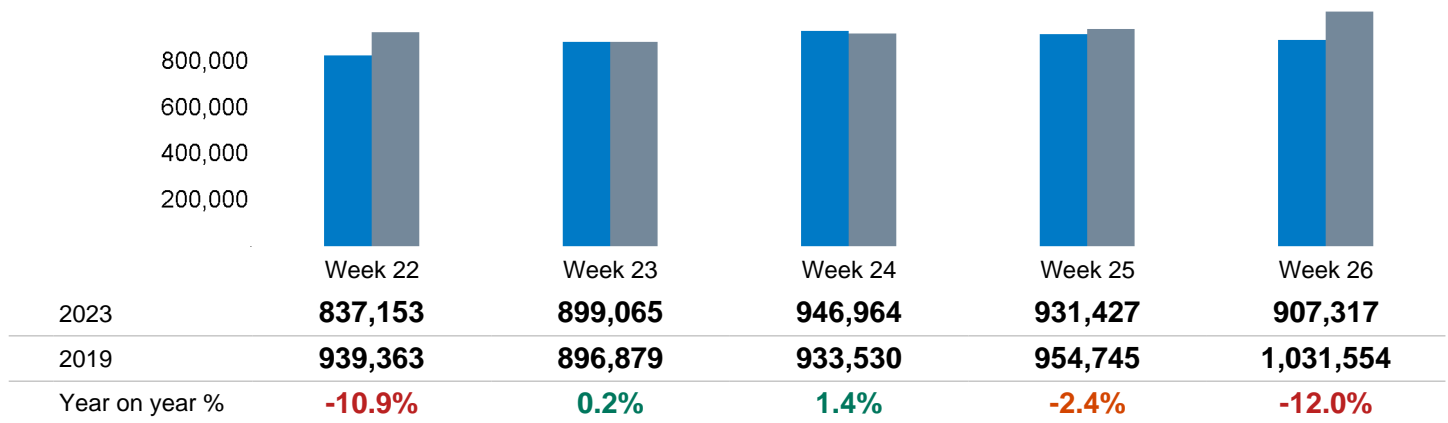
### Footfall by day

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.

