

Week 25, 2023. 18 Jun 2023 - 24 Jun 2023 Footfall Report for: Fitzrovia BID with Charlotte St

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2023	2022	2023	2022	2023	2022
Fitzrovia BID with Charlotte St	17.7%	126.8%	27.9%	38.4%	-1.6%	-14.3%
Greater London	11.7%	88.5%	13.7%	33.5%	-0.6%	-6.3%
High Street Index (Westminster)	16.5%	168.8%	16.2%	51.6%	1.8%	-5.7%
High Street Index - BDSU (BDSU - Multifunctional)	4.9%	63.5%	4.4%	20.3%	-2.2%	-2.4%
UK	6.7%	66.5%	6.9%	19.4%	-1.9%	-3.5%

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 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 with Charlotte St for the last 52 weeks is 42,454,018 which is 21.3% up on the previous year.

The total number of visitors for the year to date is 21,331,270 which is 17.7% up on the previous year.

The total number of visitors to Fitzrovia BID with Charlotte St in week commencing 18 June 2023 was 931,427.

The busiest day in week commencing 18 June 2023 was Monday with 165,226 visitors.

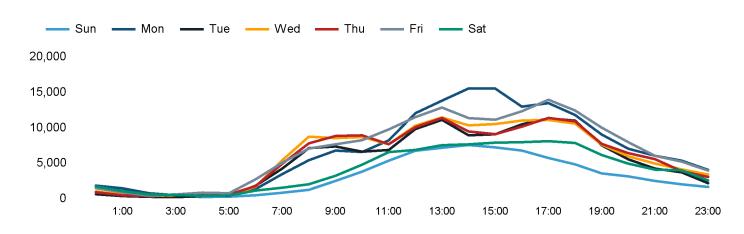
The peak hour of the week was 14:00 on Monday 19 June 2023 with footfall of 15,562.

Footfall by week Weather Wed Thu Fri Sun Mon Tue Sat \sim ·Ò· ·Ò· This week 31.427 946,964 24° 22° 25° 28° 27° 25 27 728,063 525,932 954,745 Previous -Ò--Ò-Ò-<u>·O</u>week 30° 28° 28° 27° 27° 27 27° This Week Previous Year 2019 **Previous Week** 2 Years Ago Previous year 22° 26° 27° 24° 23° 21° 19°

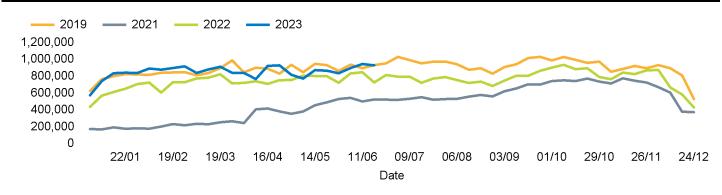


150,000		н.						
100,000					.			
50,000								
0	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Weekly totals
This Week	78,387	165,226	132,130	146,465	143,400	165,160	100,659	931,427
Previous Week	80,447	156,688	150,639	143,427	153,433	153,994	108,336	946,964
Previous Year	68,021	128,025	100,883	116,574	93,118	120,007	101,435	728,063
2 Years Ago	45,109	66,205	72,264	84,044	80,919	91,009	86,382	525,932
Week on week %	-2.6%	5.4%	-12.3%	2.1%	-6.5%	7.3%	-7.1%	
Year on year %	15.2%	29.1%	31.0%	25.6%	54.0%	37.6%	-0.8%	
% of week	8.4%	17.7%	14.2%	15.7%	15.4%	17.7%	10.8%	

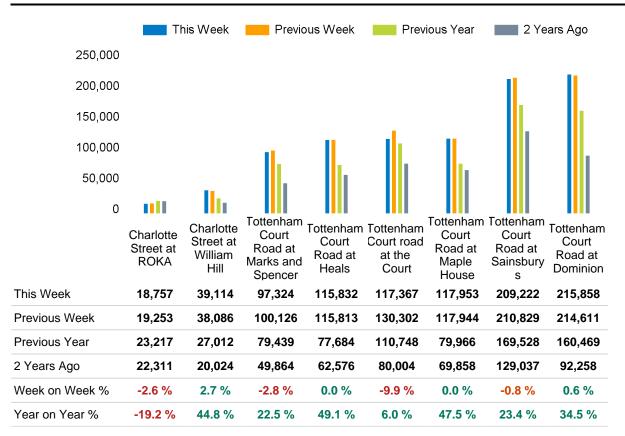
Footfall by hour



Footfall by week







Footfall by location



Reporting dates

This week - 18 June 2023 - 24 June 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 25 , 2023 Vs Week 1, 2022 to Week 25 , 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 25, 2023 Vs Week 25, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 25 2023 Vs Week 24 2023





Week 25, 2023. 18 Jun 2023 - 24 Jun 2023 2019 Comparison for: Fitzrovia BID with Charlotte St

2019 comparison for Fitzrovia BID with Charlotte St

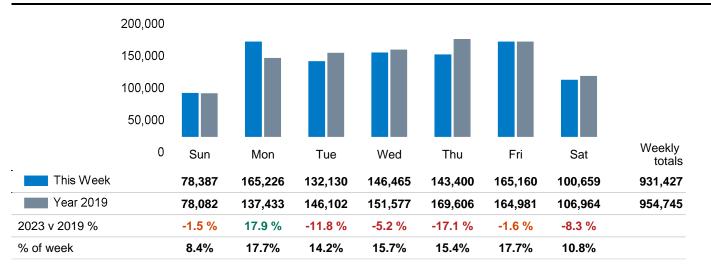
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your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

Headlines

	Year to date %	Year on year %	
	2023 Vs 2019	2023 Vs 2019	
Fitzrovia BID with Charlotte St	-4.4 %	-4.4 %	
Greater London	-14.7 %	-15.5 %	
High Street Index (Westminster)	-18.0 %	-21.7 %	
High Street Index - BDSU (BDSU - Multifunctional)	-15.2 %	-12.8 %	
UK	-14.4 %	-13.9 %	

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

Footfall by day





4

	This week	2019	2023 - 2019 %	This week Year 2019
Charlotte Street at ROKA	18,757			
Charlotte Street at William Hill	39,114	40,603	-3.7 %	
Tottenham Court Road at Dominion	215,858	221,450	-2.5 %	
Tottenham Court Road at Heals	115,832	112,246	3.2 %	
Tottenham Court Road at Maple House	117,953	98,260	20.0 %	
Tottenham Court Road at Marks and Spencer	97,324	106,018	-8.2 %	
Tottenham Court Road at Sainsburys	209,222	225,042	-7.0 %	
Tottenham Court road at the Court	117,367	151,126	-22.3 %	

