

Week 26, 2023. 25 Jun 2023 - 01 Jul 2023 Footfall Report for: Fitzrovia BID with Charlotte St

Weekly Footfall

	Year to date %		Year or	n year %	Week on week %		
	2023	2022	2023	2022	2023	2022	
Fitzrovia BID with Charlotte St	17.4%	122.4%	11.2%	55.8%	-2.6%	12.1%	
Greater London	11.4%	86.3%	5.5%	51.5%	3.9%	11.9%	
High Street Index (Westminster)	16.0%	162.0%	7.8%	79.4%	8.5%	16.9%	
High Street Index - BDSU (BDSU - Multifunctional)	4.8%	61.4%	1.6%	24.3%	-0.7%	2.3%	
UK	6.6%	64.1%	3.8%	25.5%	0.8%	4.0%	

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 42,545,296 which is 20.6% up on the previous year.

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 week commencing 25 June 2023 was 907,317.

The busiest day in week commencing 25 June 2023 was Monday with 154,839 visitors.

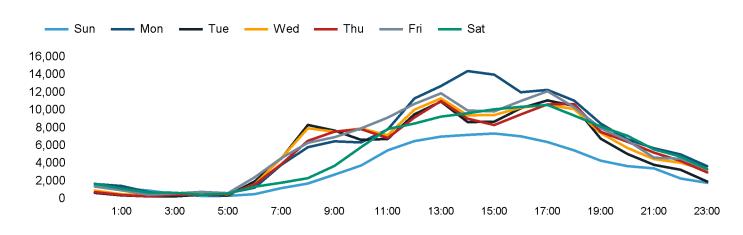
The peak hour of the week was 14:00 on Monday 26 June 2023 with footfall of 14,411.

Footfall by week	Weather							
		Sun	Mon	Tue	Wed	Thu	Fri	Sat
907,317	This week	-Ò-	-Ò-	ථ	ථ	ඊ		
931,427 816,039		27°	31°	22°	24°	24°	22°	22°
523,725 1,031,554	Previous week	ථ		ථ	÷Ò	ඊ	ථ	-Ò-
This Week Previous Year 🗾 2019		25°	27°	24°	22°	25°	28°	27°
Previous Week 🛛 🔲 2 Years Ago	Previous year	ඊ		Č			ඊ	ඊ
		21°	20°	22°	21°	20°	22°	21°

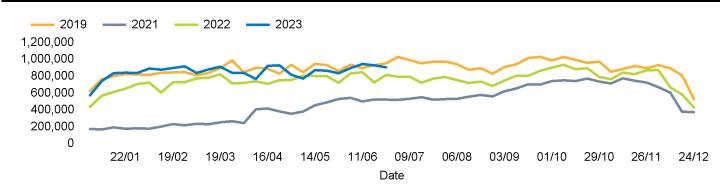


150,000				.				
100,000							b .	
50,000								
0	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Weekly totals
This Week	83,195	154,839	129,219	136,784	132,407	145,503	125,370	907,317
Previous Week	78,387	165,226	132,130	146,465	143,400	165,160	100,659	931,427
Previous Year	72,347	113,517	128,614	122,735	118,748	129,958	130,120	816,039
2 Years Ago	45,602	69,122	70,663	77,240	83,459	97,139	80,500	523,725
Week on week %	6.1%	-6.3%	-2.2%	-6.6%	-7.7%	-11.9%	24.5%	
Year on year %	15.0%	36.4%	0.5%	11.4%	11.5%	12.0%	-3.7%	
% of week	9.2%	17.1%	14.2%	15.1%	14.6%	16.0%	13.8%	

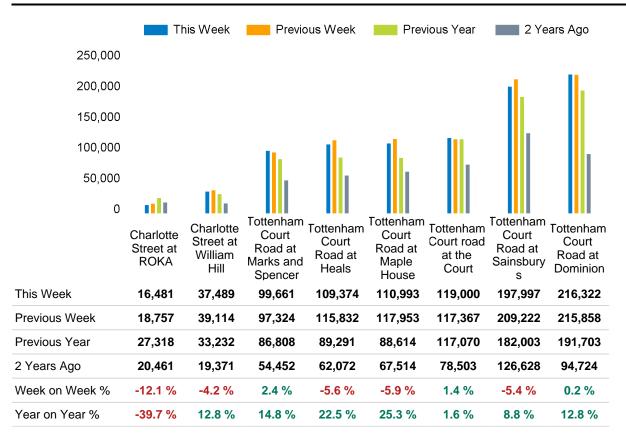
Footfall by hour



Footfall by week







Footfall by location



Reporting dates

This week - 25 June 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. Week 1, 2023 to Week 26, 2023 Vs Week 1, 2022 to Week 26, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 26, 2023 Vs Week 26, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 26 2023 Vs Week 25 2023





Week 26, 2023. 25 Jun 2023 - 01 Jul 2023 2019 Comparison for: Fitzrovia BID with Charlotte St

2019 comparison for Fitzrovia BID with Charlotte St

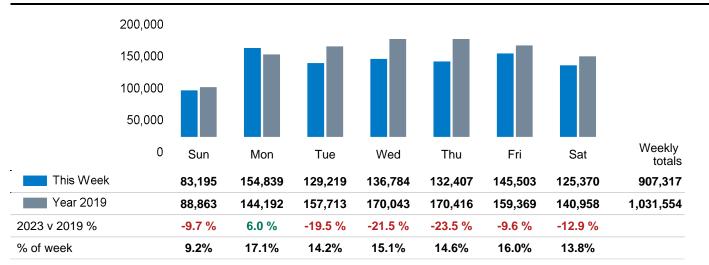
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your 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	-4.9 %	-13.6 %
Greater London	-14.8 %	-17.0 %
High Street Index (Westminster)	-18.1 %	-19.4 %
High Street Index - BDSU (BDSU - Multifunctional)	-15.2 %	-16.6 %
UK	-14.3 %	-16.5 %

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

Footfall by day





	This week	2019	2023 - 2019 %	This week Year 2019
Charlotte Street at ROKA	16,481			
Charlotte Street at William Hill	37,489	42,894	-12.6 %	
Tottenham Court Road at Dominion	216,322	231,294	-6.5 %	
Tottenham Court Road at Heals	109,374	115,752	-5.5 %	
Tottenham Court Road at Maple House	110,993	99,843	11.2 %	
Tottenham Court Road at Marks and Spencer	99,661	111,903	-10.9 %	
Tottenham Court Road at Sainsburys	197,997	254,724	-22.3 %	
Tottenham Court road at the Court	119,000	175,144	-32.1 %	

