

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	17.3%	118.4%	15.7%	52.8%	1.6%	-2.3%
Greater London	11.1%	84.2%	5.2%	49.4%	-0.5%	0.0%
High Street Index (Westminster)	15.6%	155.3%	7.6%	70.5%	-1.6%	-1.6%
High Street Index - BDSU (BDSU - Multifunctional)	4.6%	59.6%	0.4%	26.9%	0.2%	1.3%
UK	6.4%	62.1%	1.6%	28.8%	0.1%	2.1%

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 42,670,061 which is 20% up on the previous year.

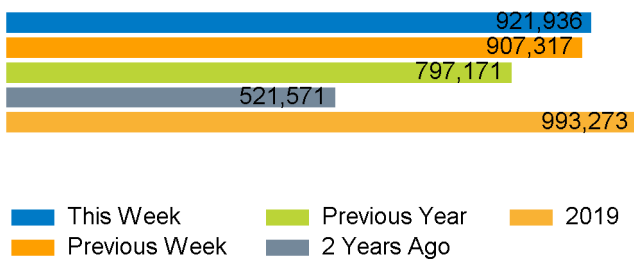
The total number of visitors for the year to date is 23,160,523 which is 17.3% up on the previous year.

The total number of visitors to Fitzrovia BID with Charlotte St in week commencing 2 July 2023 was 921,936.

The busiest day in week commencing 2 July 2023 was Friday with 164,437 visitors.

The peak hour of the week was 14:00 on Monday 3 July 2023 with footfall of 15,126.

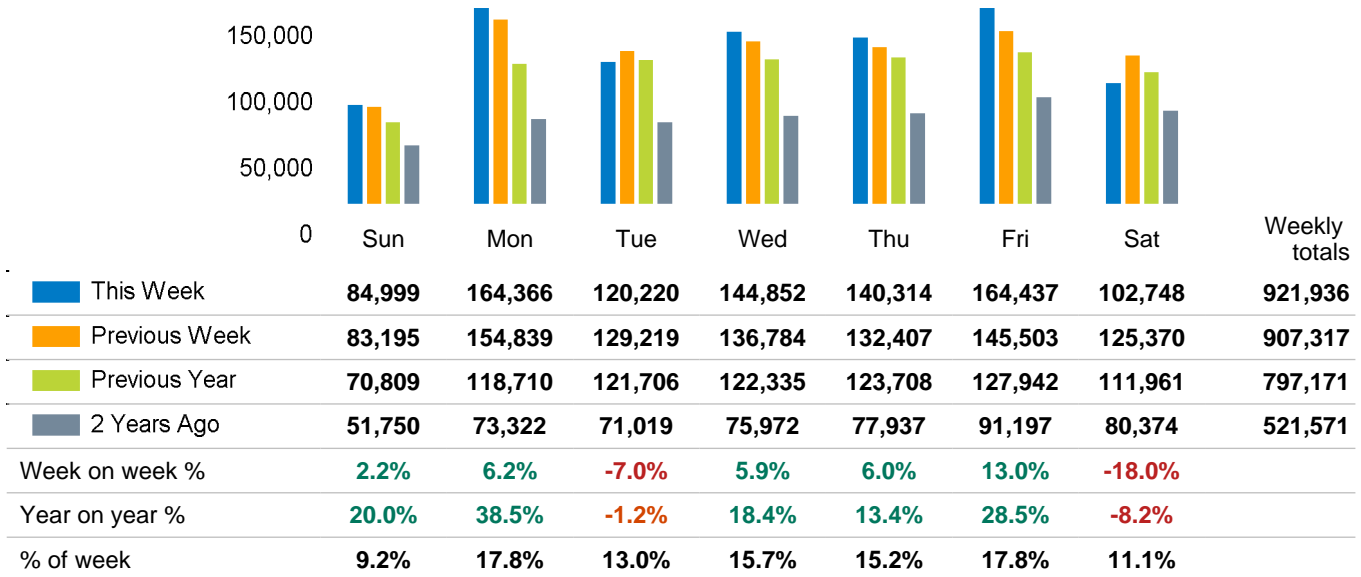
Footfall by week



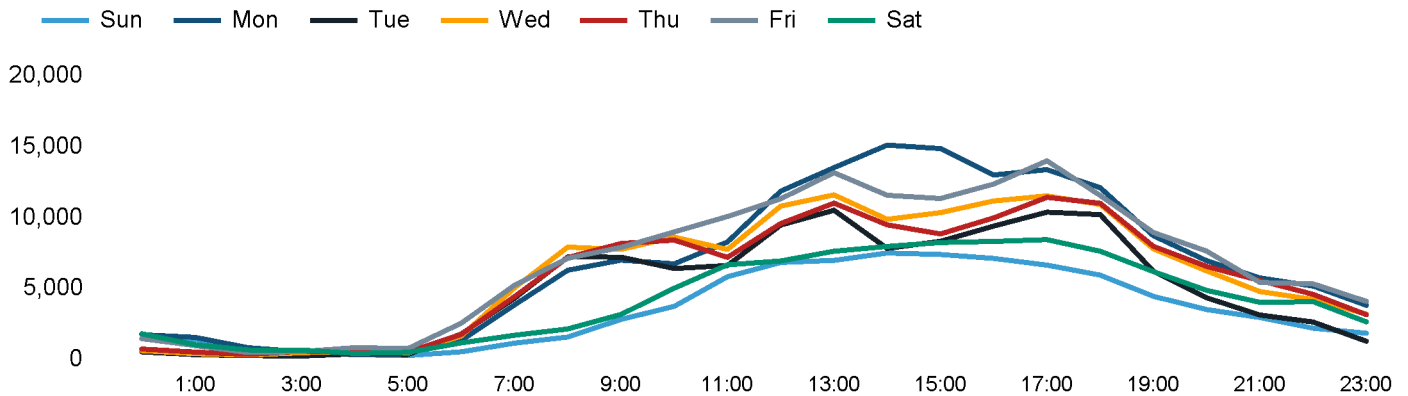
Weather

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
This week	22°	20°	20°	20°	22°	29°	29°
Previous week	27°	31°	22°	24°	24°	22°	22°
Previous year	23°	22°	22°	26°	24°	28°	26°

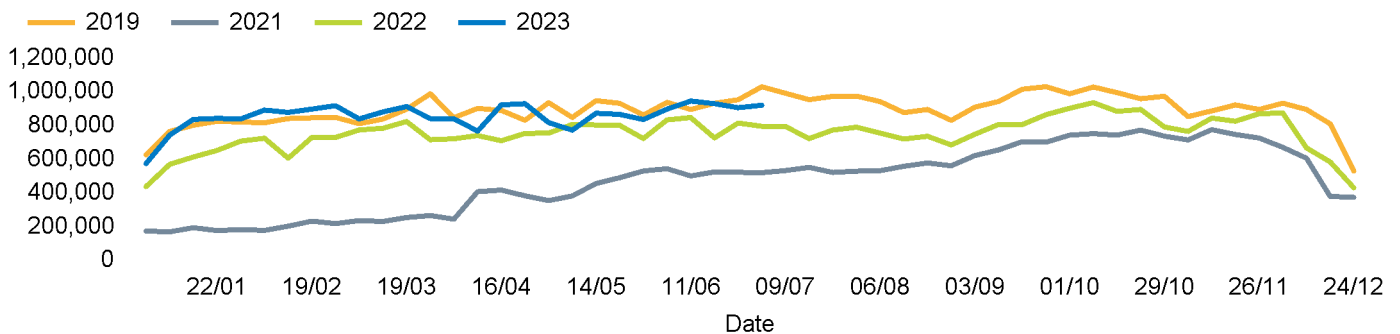
Footfall by day



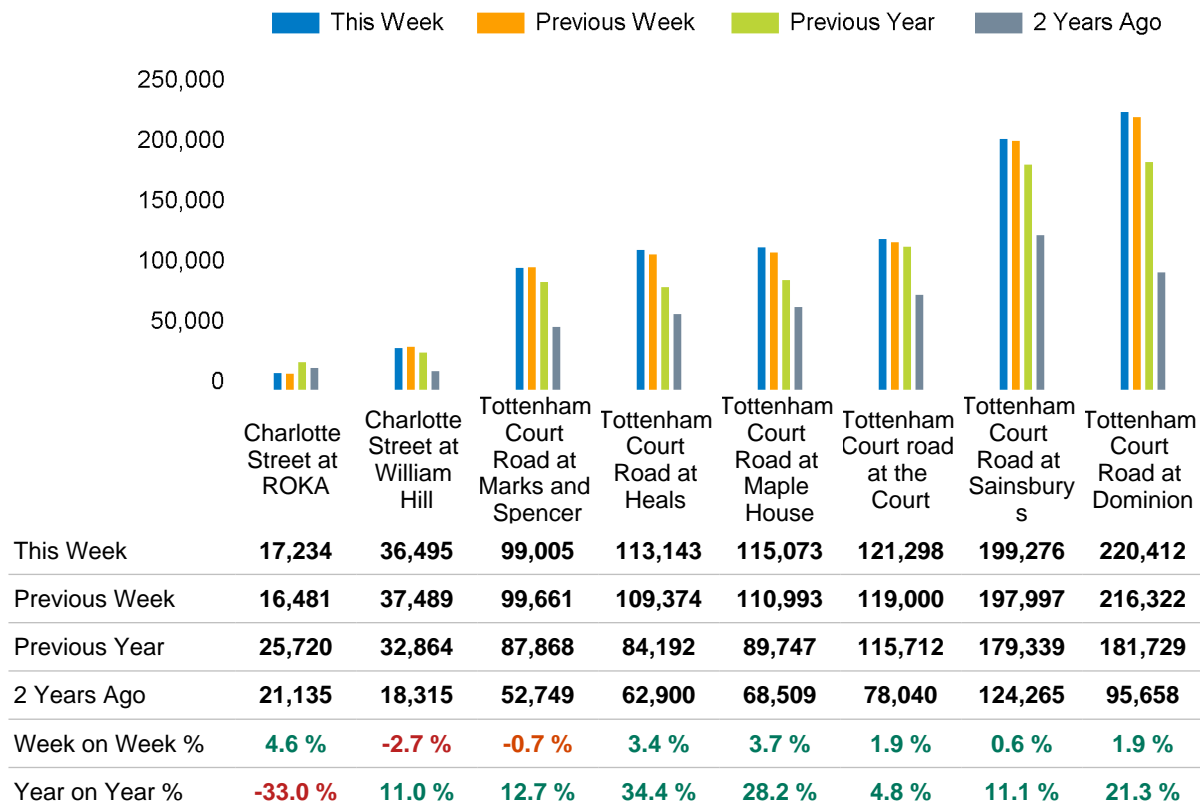
Footfall by hour



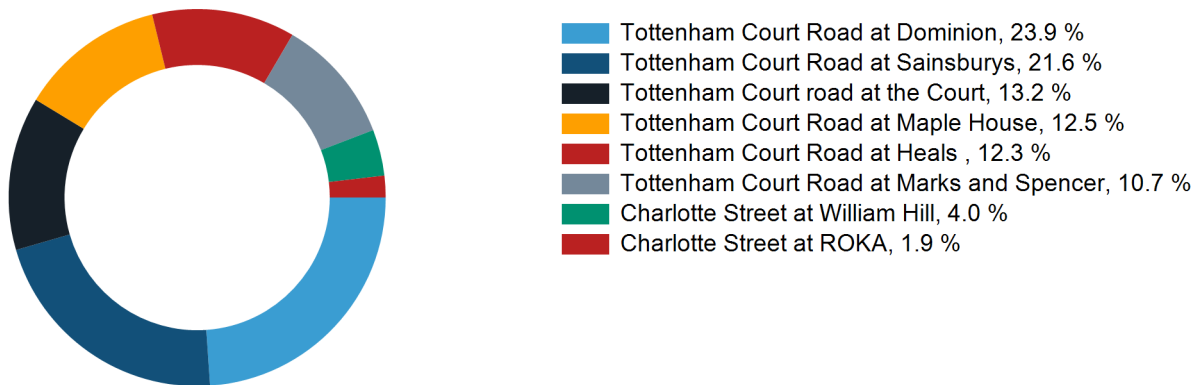
Footfall by week



Footfall by location



Footfall by location



Reporting dates

This week - 02 July 2023 - 08 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 27, 2023 Vs Week 1, 2022 to Week 27, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 27, 2023 Vs Week 27, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 27 2023 Vs Week 26 2023

2019 Comparison for: Fitzrovia BID with Charlotte St

2019 comparison for Fitzrovia BID with Charlotte St

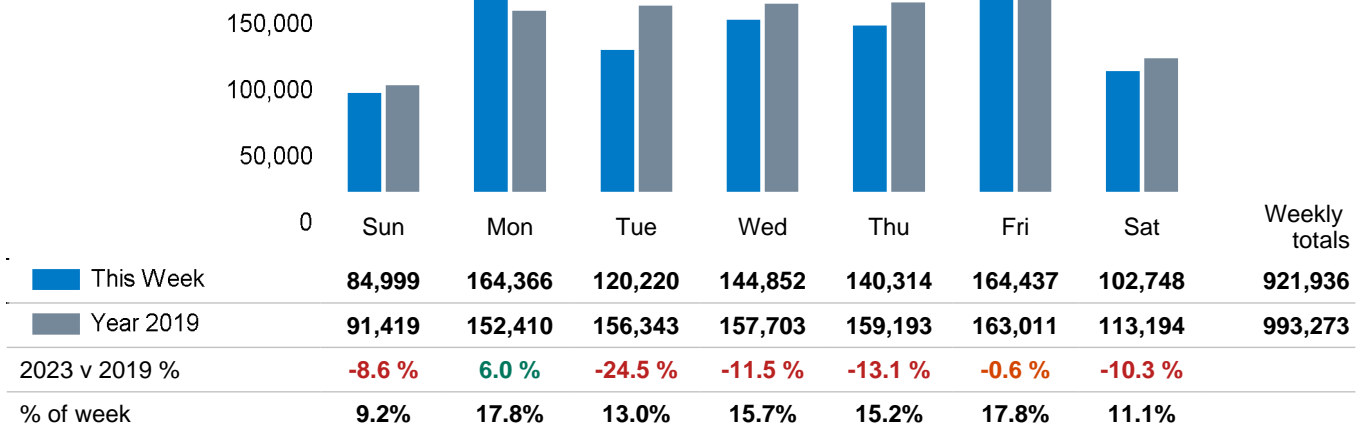
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your 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	-5.0 %	-8.9 %
Greater London	-14.0 %	-14.5 %
High Street Index (Westminster)	-16.2 %	-17.9 %
High Street Index - BDSU (BDSU - Multifunctional)	-15.2 %	-13.9 %
UK	-14.0 %	-14.3 %

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

Footfall by day



Footfall by location

