

Monthly Footfall Counts

	Year to date %		Year on year %		Month on month %	
	2023	2022	2023	2022	2023	2022
Fitzrovia BID	14.1%	58.0%	20.6%	25.0%	-7.1%	-15.1%
Greater London	7.2%	43.7%	5.2%	21.4%	6.3%	1.1%
High Street Index (Westminster)	10.5%	61.8%	6.2%	33.1%	14.9%	11.5%
High Street Index - BDSU (BDSU - Multifunctional)	2.8%	30.1%	2.8%	10.1%	1.1%	-1.8%
UK	3.3%	30.8%	1.2%	12.7%	3.7%	1.6%

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

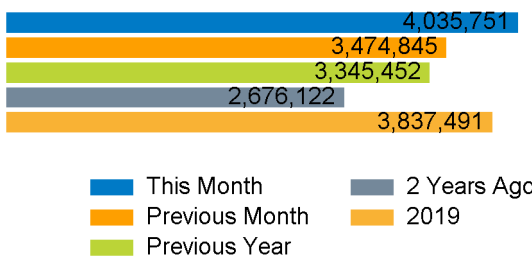
The total number of visitors for the year to date is 43,516,580 which is 14.1% up on the previous year.

The total number of visitors to Fitzrovia BID in month commencing 26 November 2023 was 4,035,751.

The busiest day in month commencing 26 November 2023 was Friday 8 December with 168,051 visitors.

The peak hour of the month was 13:00 on Wednesday 29 November 2023 with footfall of 13,958.

Footfall Counts by month



Figures shown below are calculated using monthly totals.

Weather



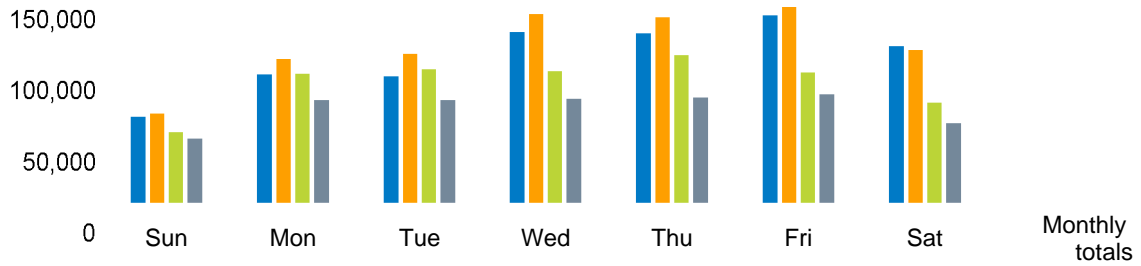
	Sun	Cloud	Rain	Snow
Number of days this month	5	28	2	
Number of days same month last year	16	17	2	
Number of days same month two years ago	3	12	18	2

Average temperature

	Maximum temperature	Minimum temperature
2023	11°	5°
2022	8°	3°
2021	10°	6°

Footfall Counts by day

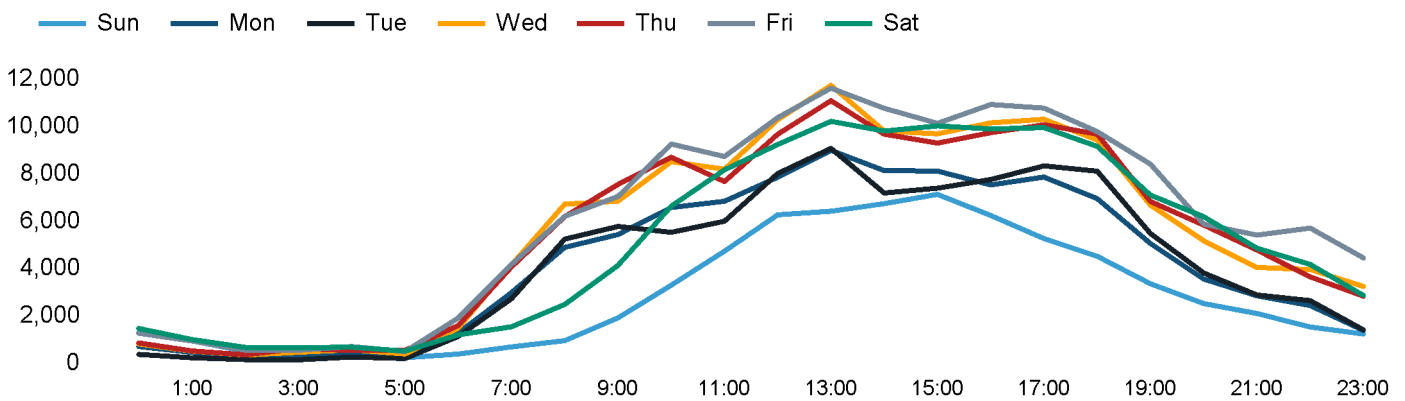
The figures shown below are calculated using weekly averages.



This Month	69,357	101,606	100,290	133,839	132,703	146,373	122,982	807,150
Previous Month	71,856	113,512	117,346	147,723	145,088	153,072	120,114	868,711
Previous Year	57,867	101,998	105,583	104,289	116,269	103,018	80,066	669,090
2 Years Ago	52,680	81,970	81,989	83,077	84,268	86,511	64,729	535,224
Month on month %	-3.5%	-10.5%	-14.5%	-9.4%	-8.5%	-4.4%	2.4%	
Year on year %	19.9%	-0.4%	-5.0%	28.3%	14.1%	42.1%	53.6%	

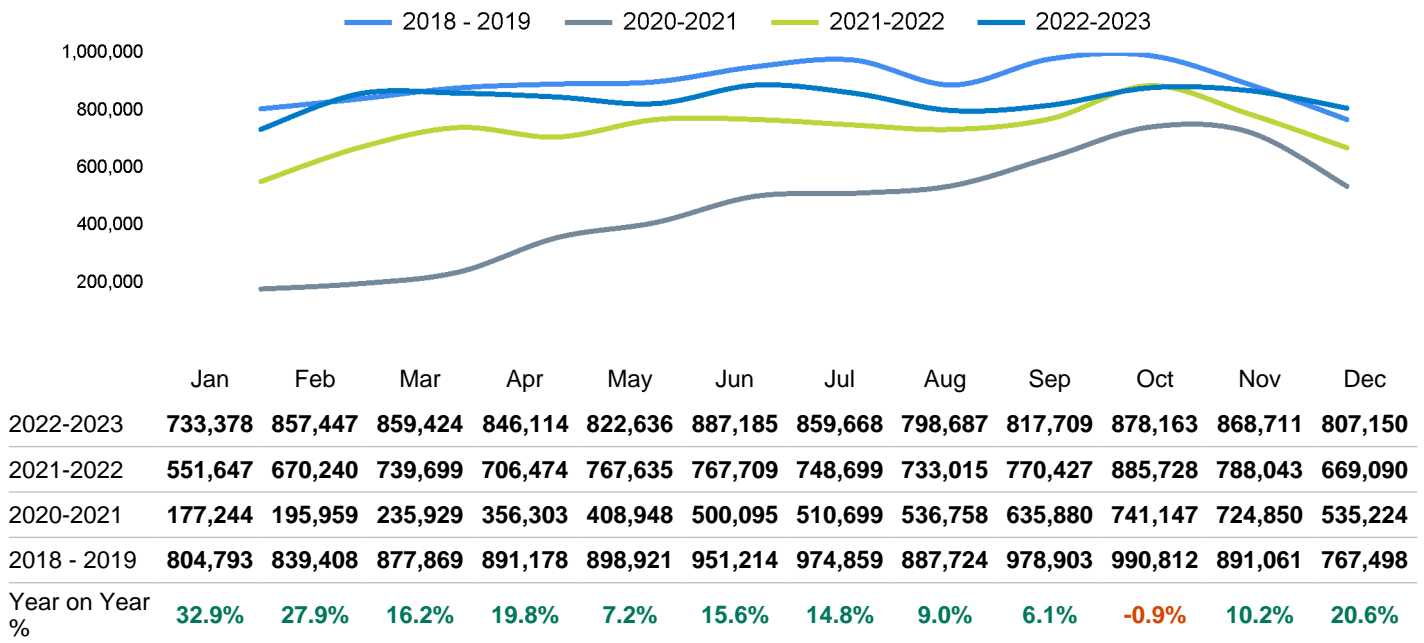
Footfall Counts by hour

The figures shown below are calculated using a weekly average



Footfall Counts - rolling 12 months

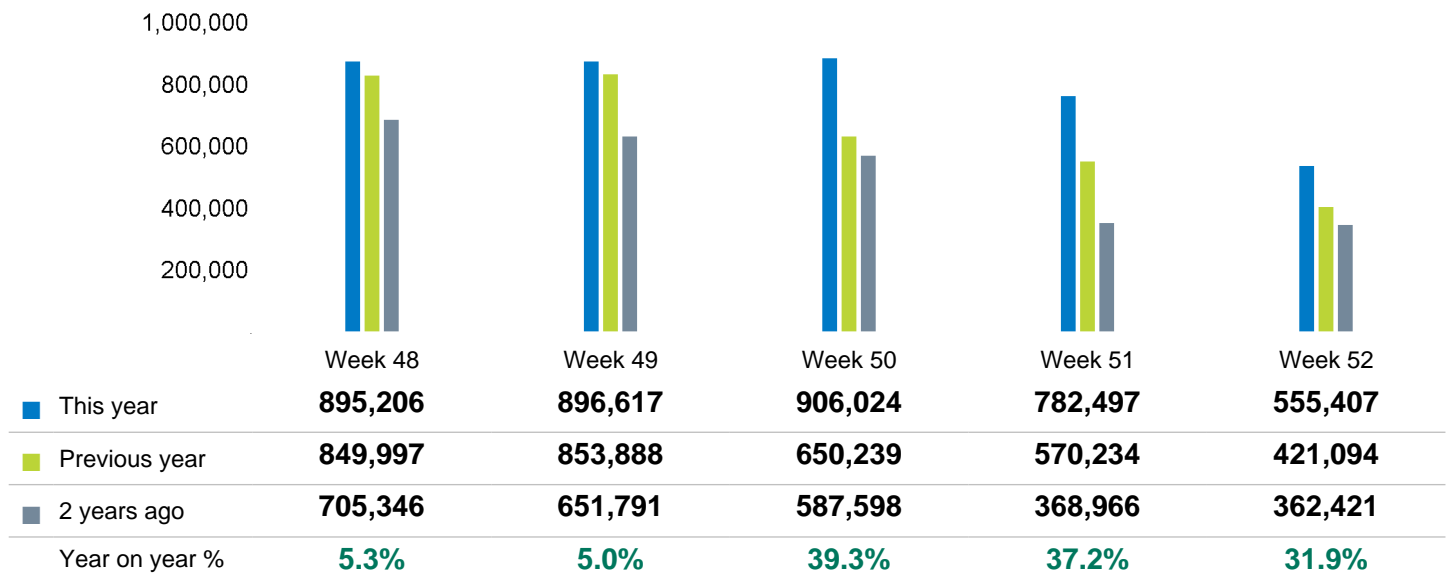
The figures shown below are calculated using weekly averages.



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

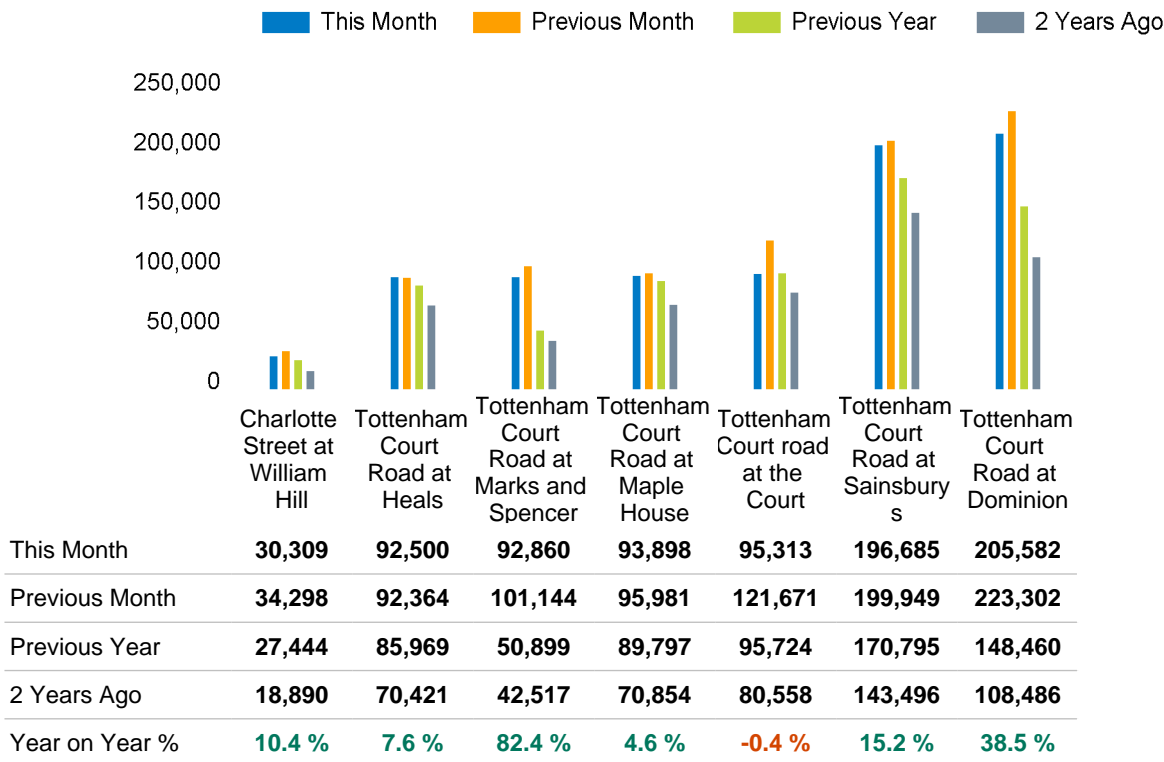
Footfall Counts by week of month

The figures shown below are calculated using weekly totals.



Footfall Counts by location

The figures shown below are calculated using weekly averages.



Footfall Counts by location



- Tottenham Court Road at Dominion, 25.5 %
- Tottenham Court Road at Sainsbury's, 24.4 %
- Tottenham Court road at the Court, 11.8 %
- Tottenham Court Road at Maple House, 11.6 %
- Tottenham Court Road at Marks and Spencer, 11.5 %
- Tottenham Court Road at Heals, 11.5 %
- Charlotte Street at William Hill, 3.8 %

Reporting dates

This month - 26 November 2023 - 30 December 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 December, 2023 Vs January, 2022 to December, 2022

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 12 2023 Vs 11 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

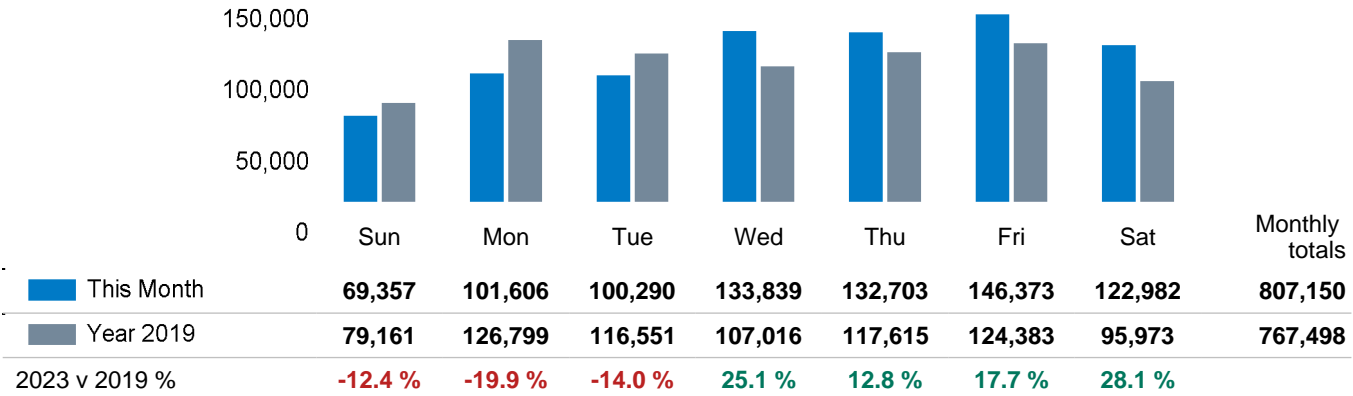
Headlines

	Year to date % 2023 Vs 2019	Year on year % 2023 Vs 2019
Fitzrovia BID	-6.6 %	5.2 %
Greater London	-13.5 %	-7.8 %
High Street Index (Westminster)	-15.5 %	-4.7 %
High Street Index - BDSU (BDSU - Multifunctional)	-14.1 %	-11.6 %
UK	-13.5 %	-11.4 %

Fitzrovia BID is compared to the high street index.

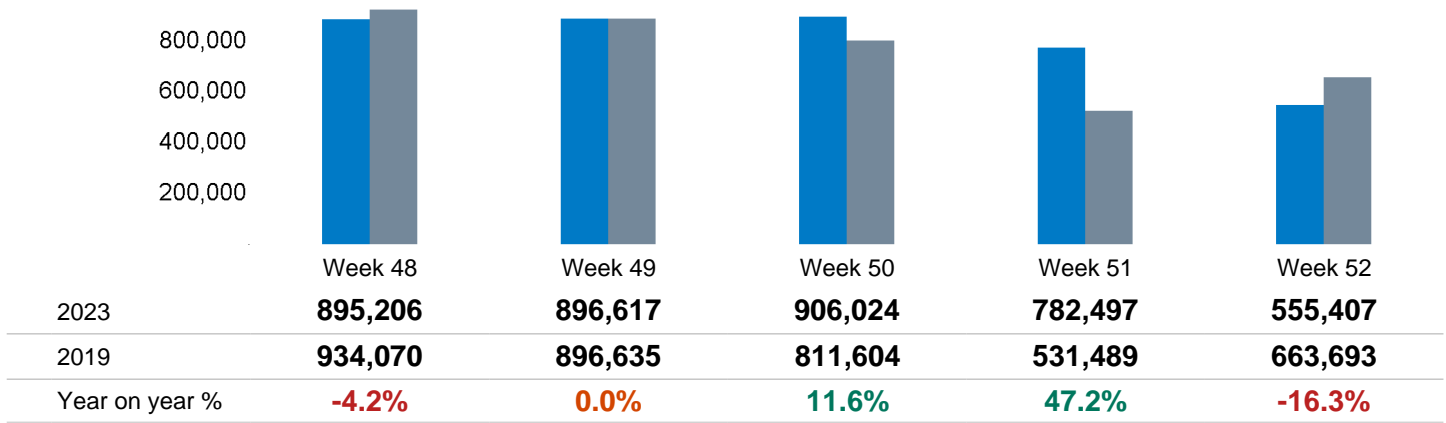
Footfall Counts by day

The figures shown below are calculated using weekly averages.



Footfall Counts by week of month

The figures shown below are calculated using weekly totals.



Footfall Counts by location

The figures shown below are calculated using weekly averages.

