

**Weekly Footfall Counts**

	Year to date %		Year on year %		Week on week %	
	2024	2023	2024	2023	2024	2023
Fitzrovia BID	13.5%	31.9%	13.5%	31.9%	15.1%	33.8%
Greater London	7.4%	34.8%	7.4%	34.8%	-3.2%	-4.0%
High Street Index (Westminster)	10.9%	57.3%	10.9%	57.3%	-11.4%	-13.8%
High Street Index - BDSU (BDSU - Multifunctional)	3.9%	13.1%	3.9%	13.1%	0.0%	-2.1%
UK	4.1%	19.2%	4.1%	19.2%	-0.8%	-2.2%

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 for the last 52 weeks is 43,592,390 which is 13.9% up on the previous year.

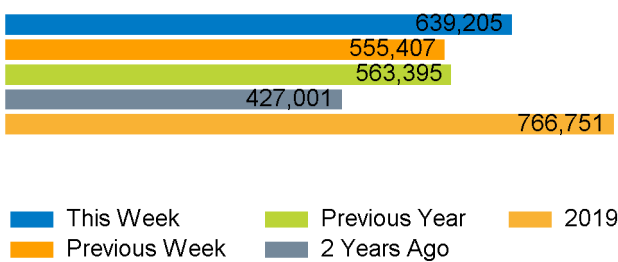
The total number of visitors for the year to date is 639,205 which is 13.5% up on the previous year.

The total number of visitors to Fitzrovia BID in week commencing 31 December 2023 was 639,205.

The busiest day in week commencing 31 December 2023 was Friday with 118,427 visitors.

The peak hour of the week was 13:00 on Friday 5 January 2024 with footfall of 9,589.

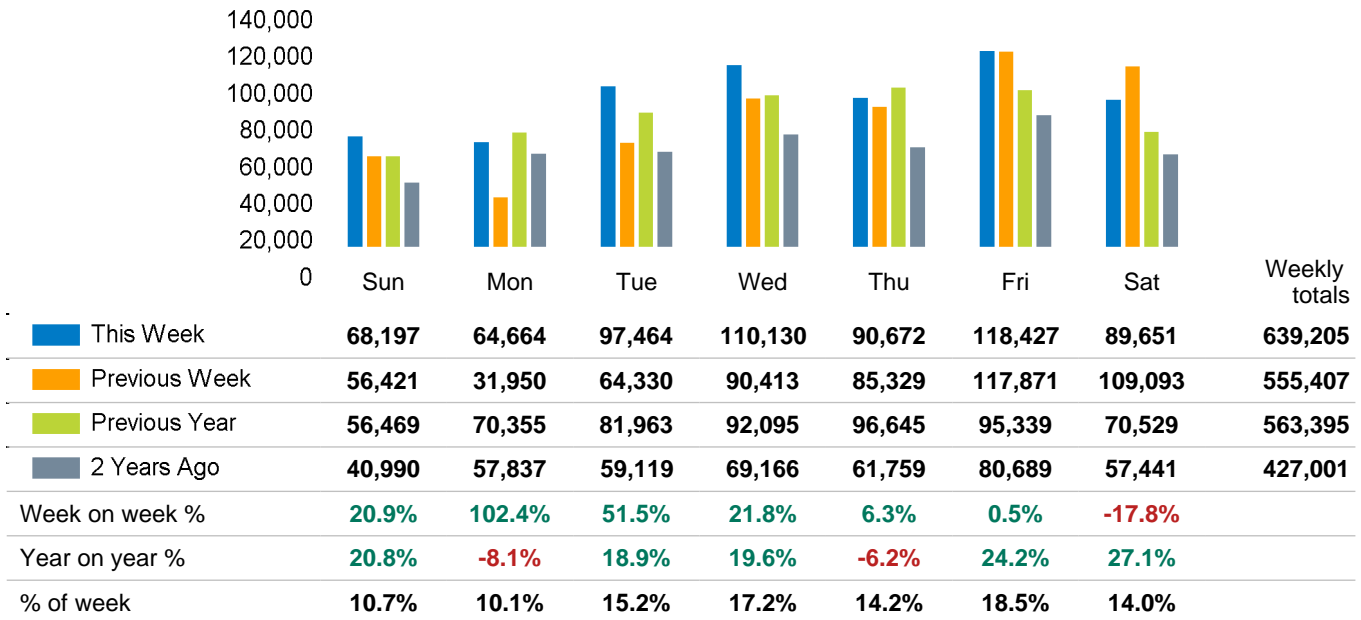
**Footfall Counts by week**



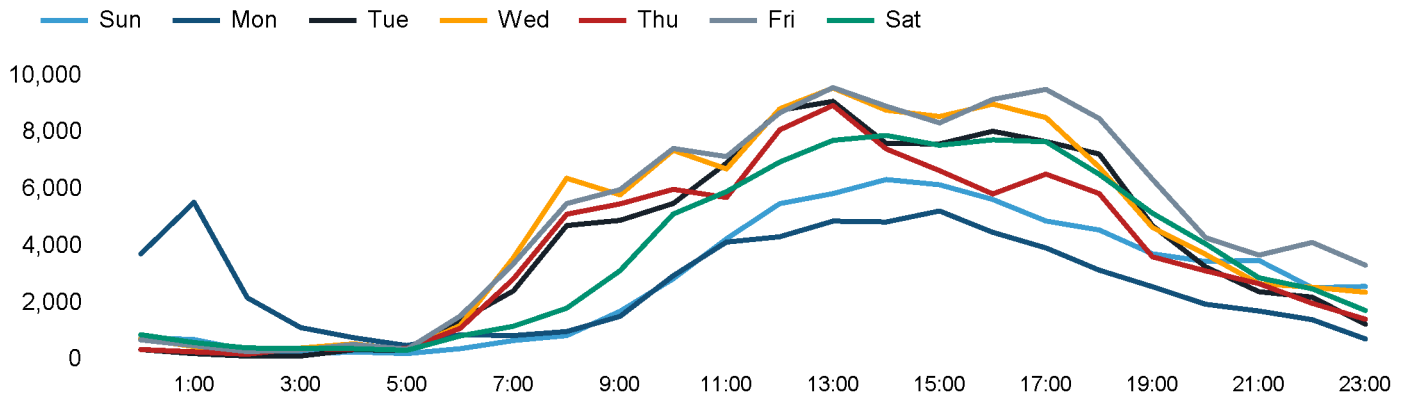
**Weather**

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
This week	12°	12°	13°	13°	12°	9°	8°
Previous week	15°	15°	14°	12°	13°	13°	12°
Previous year	14°	12°	8°	13°	14°	13°	13°

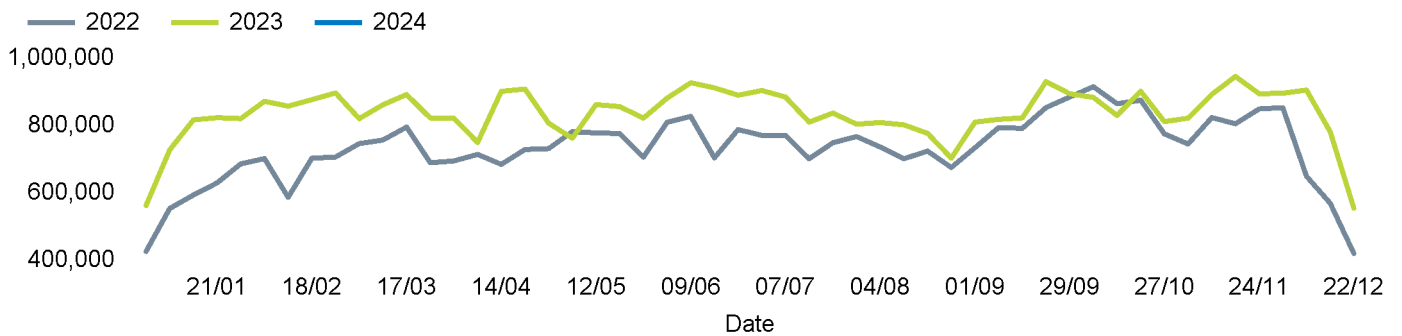
## Footfall Counts by day



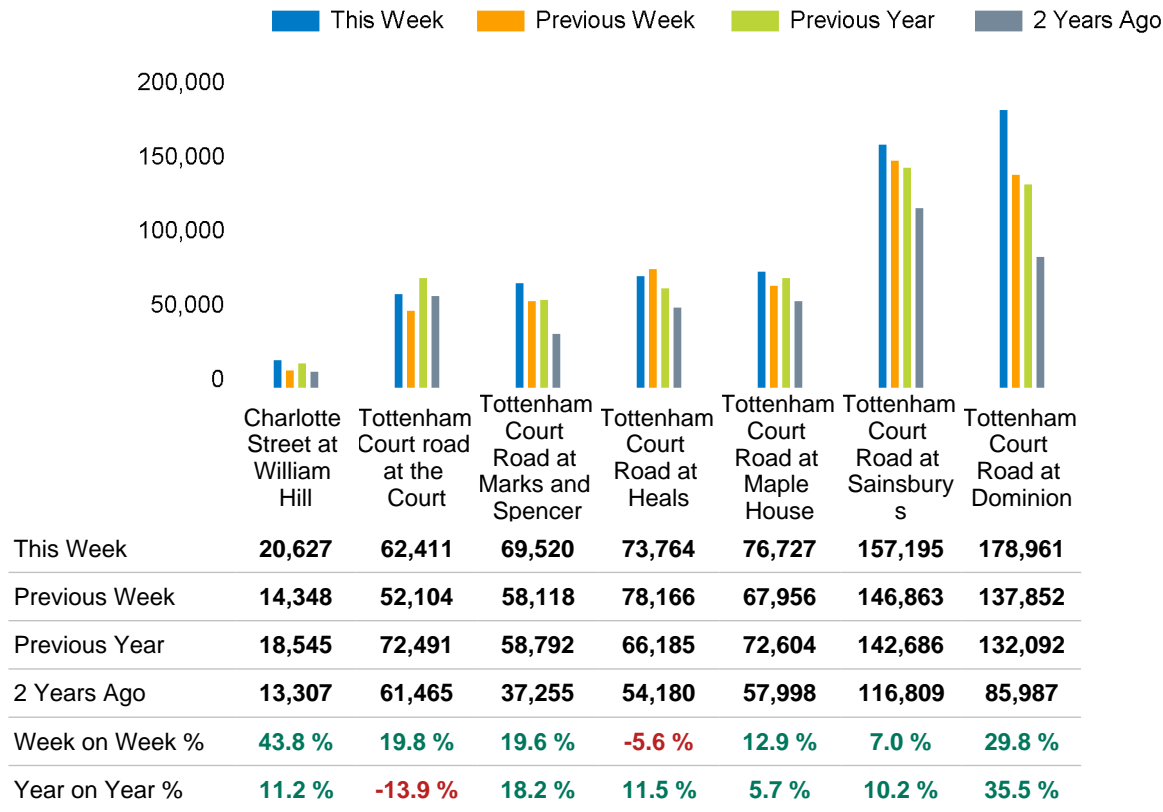
## Footfall Counts by hour



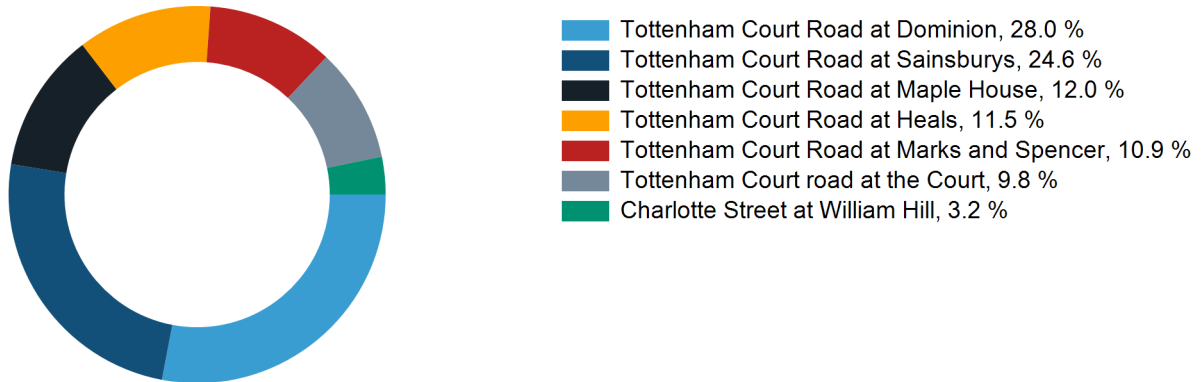
## Footfall Counts by week



## Footfall Counts by location



## Footfall Counts by location



## Reporting dates

This week - 31 December 2023 - 06 January 2024

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week 1, 2024 to Week 1, 2024 Vs Week 1, 2023 to Week 1, 2023

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 1, 2024 Vs Week 1, 2023

Week on Week % Change is the % change in footfall for this week from the previous week. Week 1 2024 Vs Week 52 2023

## 2019 comparison for Fitzrovia BID

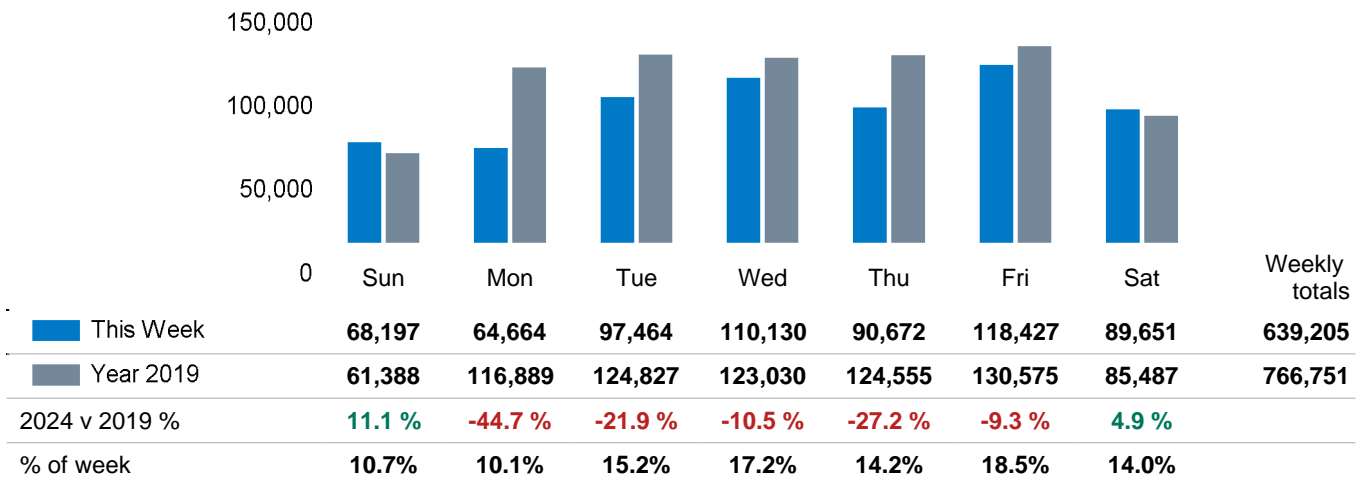
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your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

### Headlines

	Year to date %	Year on year %
	2024 Vs 2019	2024 Vs 2019
Fitzrovia BID	<b>-16.6 %</b>	<b>-16.6 %</b>
Greater London	<b>-8.7 %</b>	<b>-8.7 %</b>
High Street Index (Westminster)	<b>-0.5 %</b>	<b>-0.5 %</b>
High Street Index - BDSU (BDSU - Multifunctional)	<b>-18.3 %</b>	<b>-18.3 %</b>
UK	<b>-14.7 %</b>	<b>-14.7 %</b>

Fitzrovia BID is compared to the high street index.

### Footfall Counts by day



## Footfall Counts by location

