

Monthly Footfall Counts

	Year to date %		Year on year %		Month on month %	
	2024	2023	2024	2023	2024	2023
Fitzrovia BID	7.6%	32.9%	7.6%	32.9%	-2.2%	9.6%
Greater London	0.5%	27.5%	0.8%	27.8%	-18.7%	-14.7%
High Street Index (Westminster)	1.7%	43.7%	2.0%	42.9%	-27.9%	-26.0%
High Street Index - BDSU (BDSU - Multifunctional)	-2.3%	11.9%	-2.2%	11.9%	-17.7%	-13.2%
UK	-1.5%	15.0%	-1.4%	15.0%	-20.4%	-17.7%

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

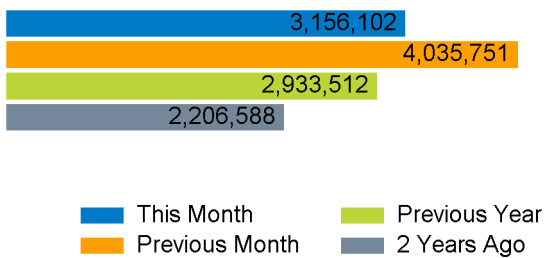
The total number of visitors for the year to date is 3,156,102 which is 7.6% up on the previous year.

The total number of visitors to Fitzrovia BID in month commencing 31 December 2023 was 3,156,102.

The busiest day in month commencing 31 December 2023 was Wednesday 24 January with 164,090 visitors.

The peak hour of the month was 13:00 on Thursday 25 January 2024 with footfall of 14,049.

Footfall Counts by month



Figures shown below are calculated using monthly totals.

Weather



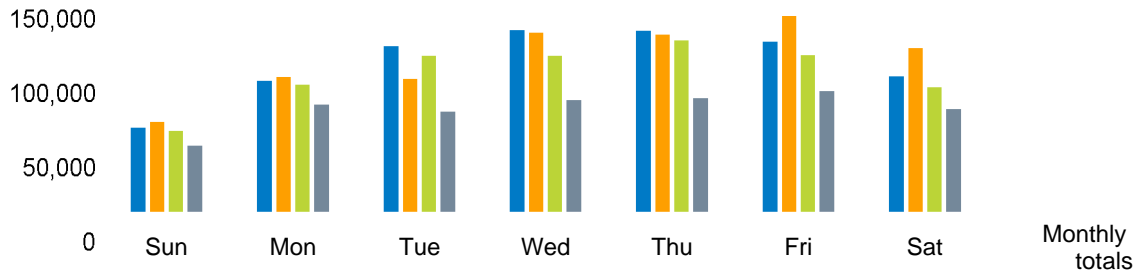
	Sun	Cloud	Rain	Snow
Number of days this month	8	19	1	
Number of days same month last year	15	12	1	
Number of days same month two years ago	13	5	8	2

Average temperature

	Maximum temperature	Minimum temperature
2024	9°	2°
2023	9°	3°
2022	8°	2°

Footfall Counts by day

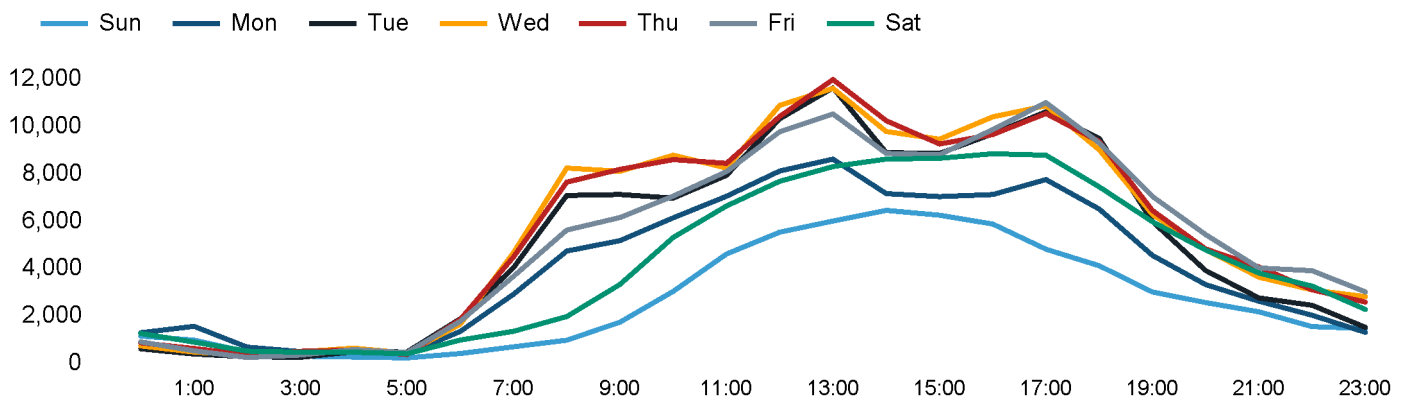
The figures shown below are calculated using weekly averages.



This Month	65,154	98,932	124,028	135,801	135,329	127,353	102,428	789,025
Previous Month	69,357	101,606	100,290	133,839	132,703	146,373	122,982	807,150
Previous Year	62,559	96,303	117,097	117,053	128,426	117,580	94,360	733,378
2 Years Ago	51,710	81,926	76,520	85,201	86,256	91,489	78,545	551,647
Month on month %	-6.1%	-2.6%	23.7%	1.5%	2.0%	-13.0%	-16.7%	
Year on year %	4.1%	2.7%	5.9%	16.0%	5.4%	8.3%	8.6%	

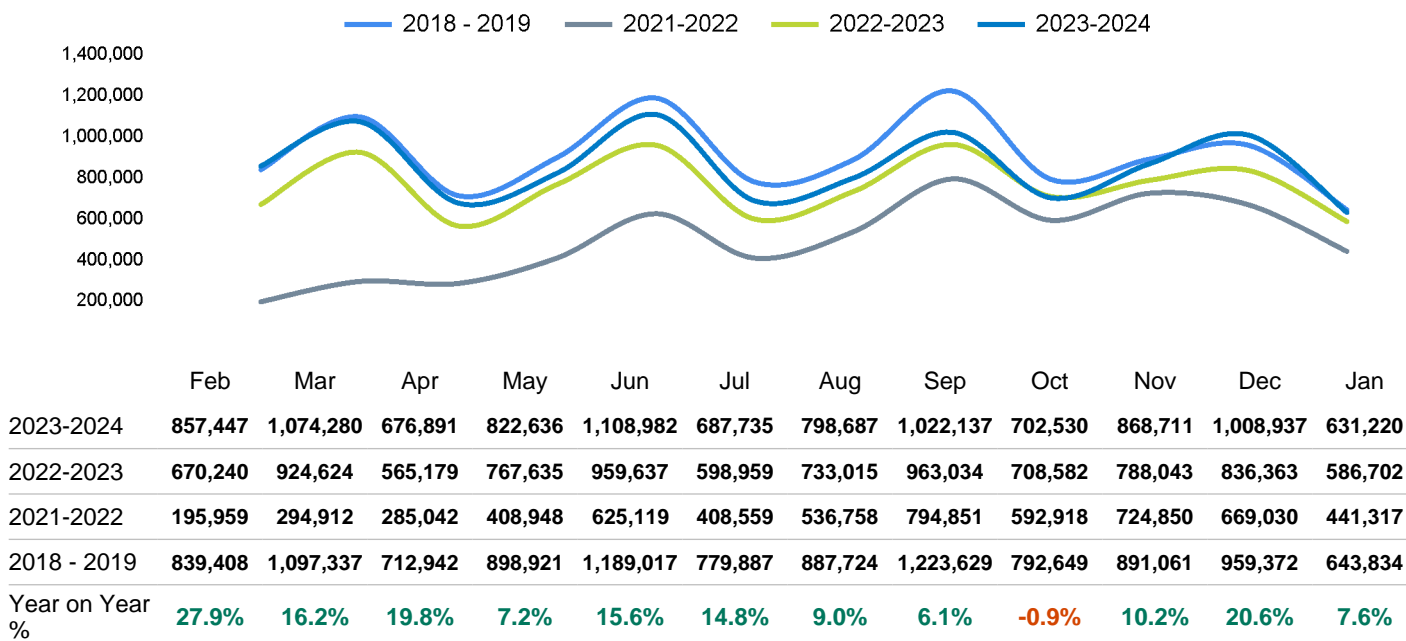
Footfall Counts by hour

The figures shown below are calculated using a weekly average



Footfall Counts - rolling 12 months

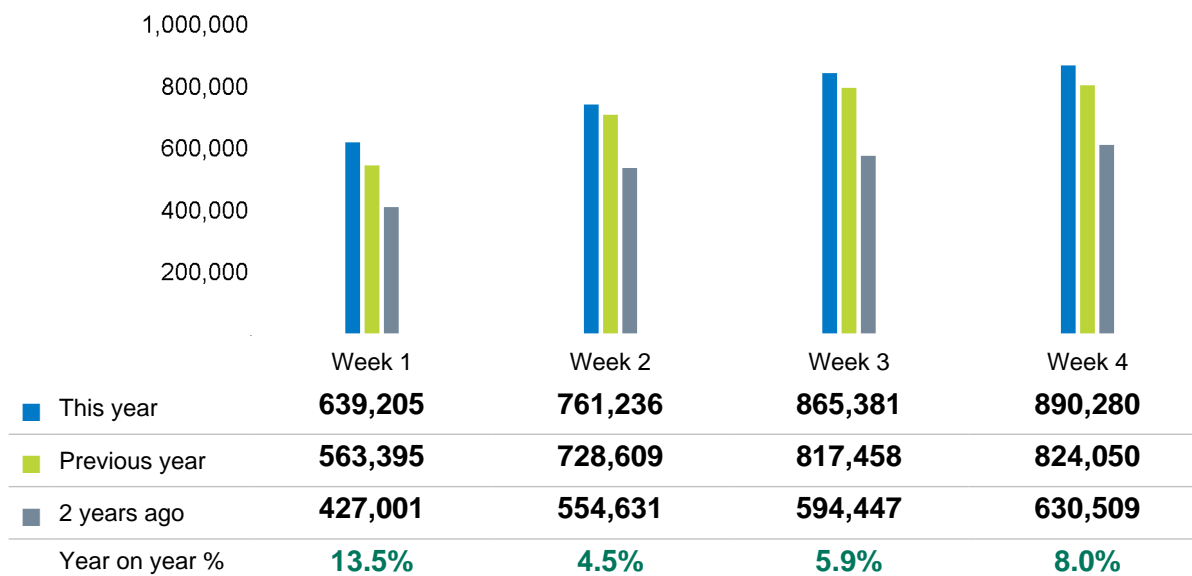
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2023-2024 period with the 2022-2023 period i.e the figure for January compares January 2024 to January 2023

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.

■ This Month
 ■ Previous Month
 ■ Previous Year
 ■ 2 Years Ago



This Month	27,352	85,088	92,437	99,791	102,318	185,747	196,290
Previous Month	30,309	92,860	92,500	93,898	95,313	196,685	205,582
Previous Year	28,478	78,049	88,375	96,433	99,123	178,294	164,623
2 Years Ago	20,337	50,492	69,932	73,972	86,428	146,579	103,903
Year on Year %	-4.0 %	9.0 %	4.6 %	3.5 %	3.2 %	4.2 %	19.2 %

Footfall Counts by location



- Tottenham Court Road at Dominion, 24.9 %
- Tottenham Court Road at Sainsburys, 23.5 %
- Tottenham Court road at the Court, 13.0 %
- Tottenham Court Road at Maple House, 12.6 %
- Tottenham Court Road at Heals, 11.7 %
- Tottenham Court Road at Marks and Spencer, 10.8 %
- Charlotte Street at William Hill, 3.5 %

Reporting dates

This month - 31 December 2023 - 27 January 2024

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

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 1 2024 Vs December 2023