

Monthly Footfall Counts

	Year to date %		Year on year %		Month on month %	
	2024	2023	2024	2023	2024	2023
Fitzrovia BID	5.3%	30.2%	3.3%	27.9%	12.3%	16.9%
Greater London	-1.1%	24.4%	-2.4%	21.7%	9.5%	12.6%
High Street Index (Westminster)	-0.9%	34.6%	-2.7%	27.3%	7.8%	12.1%
High Street Index - BDSU (BDSU - Multifunctional)	-2.8%	12.9%	-3.3%	13.9%	13.1%	14.1%
UK	-2.6%	15.6%	-3.5%	16.1%	11.4%	13.3%

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

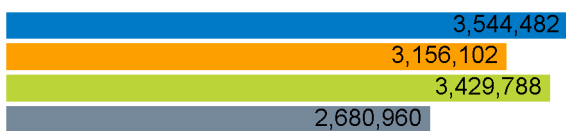
The total number of visitors for the year to date is 6,700,584 which is 5.3% up on the previous year.

The total number of visitors to Fitzrovia BID in month commencing 28 January 2024 was 3,544,482.

The busiest day in month commencing 28 January 2024 was Thursday 1 February with 167,079 visitors.

The peak hour of the month was 13:00 on Thursday 1 February 2024 with footfall of 14,349.

Footfall Counts by month



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

Figures shown below are calculated using monthly totals.

Weather



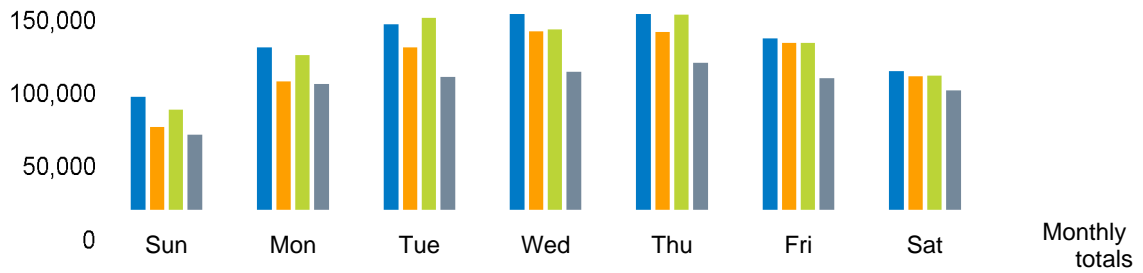
Number of days this month	4	21	3
Number of days same month last year	13	14	1
Number of days same month two years ago	5	8	15

Average temperature

	Maximum temperature	Minimum temperature
2024	13°	6°
2023	11°	5°
2022	11°	5°

Footfall Counts by day

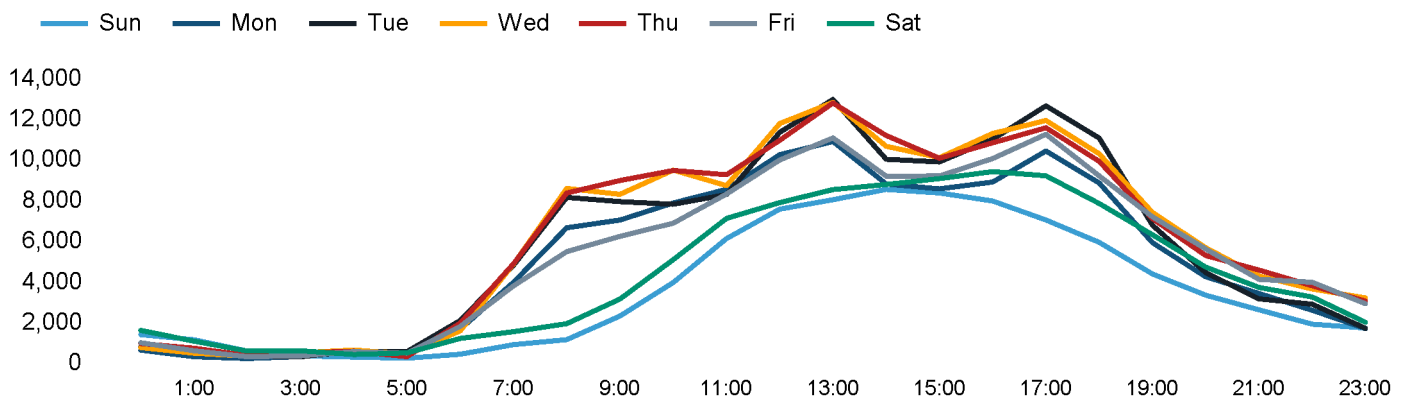
The figures shown below are calculated using weekly averages.



This Month	87,248	123,687	141,005	148,724	148,436	130,513	106,507	886,120
Previous Month	65,154	98,932	124,028	135,801	135,329	127,353	102,428	789,025
Previous Year	78,010	118,177	145,939	137,035	148,184	127,208	102,894	857,447
2 Years Ago	59,524	97,015	102,105	105,893	112,457	101,081	92,165	670,240
Month on month %	33.9%	25.0%	13.7%	9.5%	9.7%	2.5%	4.0%	
Year on year %	11.8%	4.7%	-3.4%	8.5%	0.2%	2.6%	3.5%	

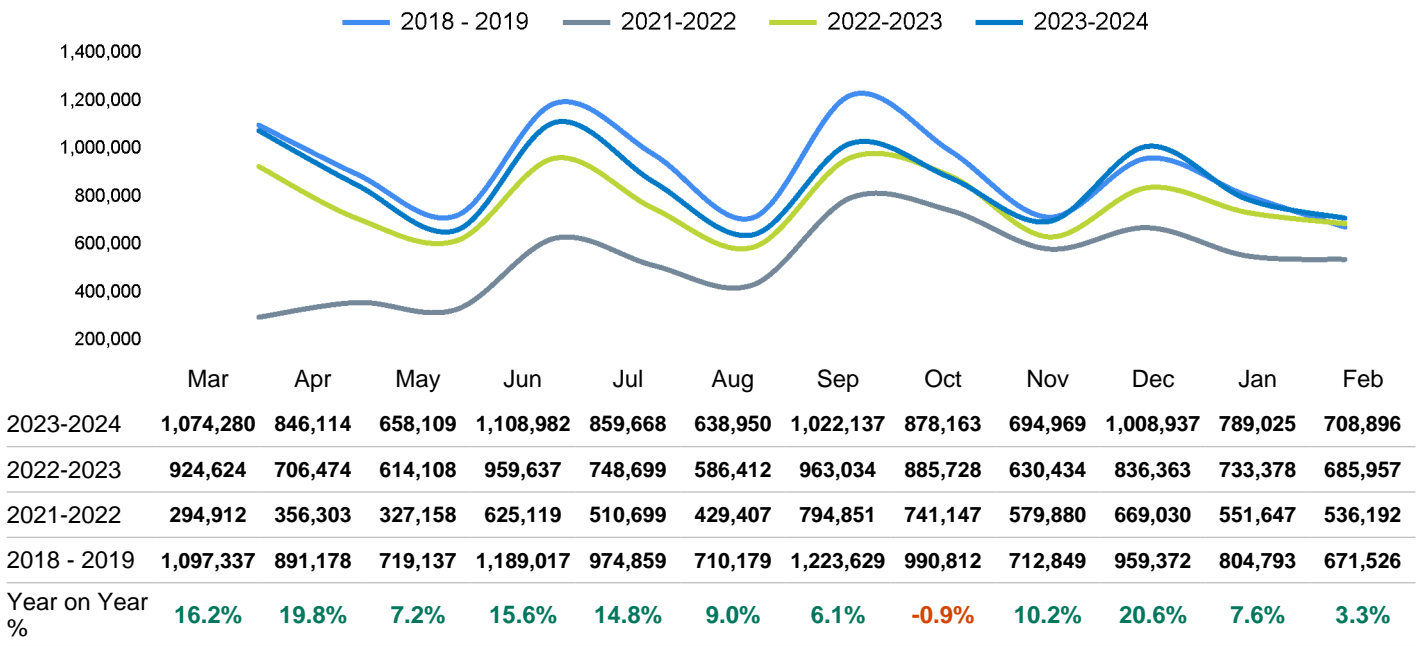
Footfall Counts by hour

The figures shown below are calculated using a weekly average



Footfall Counts - rolling 12 months

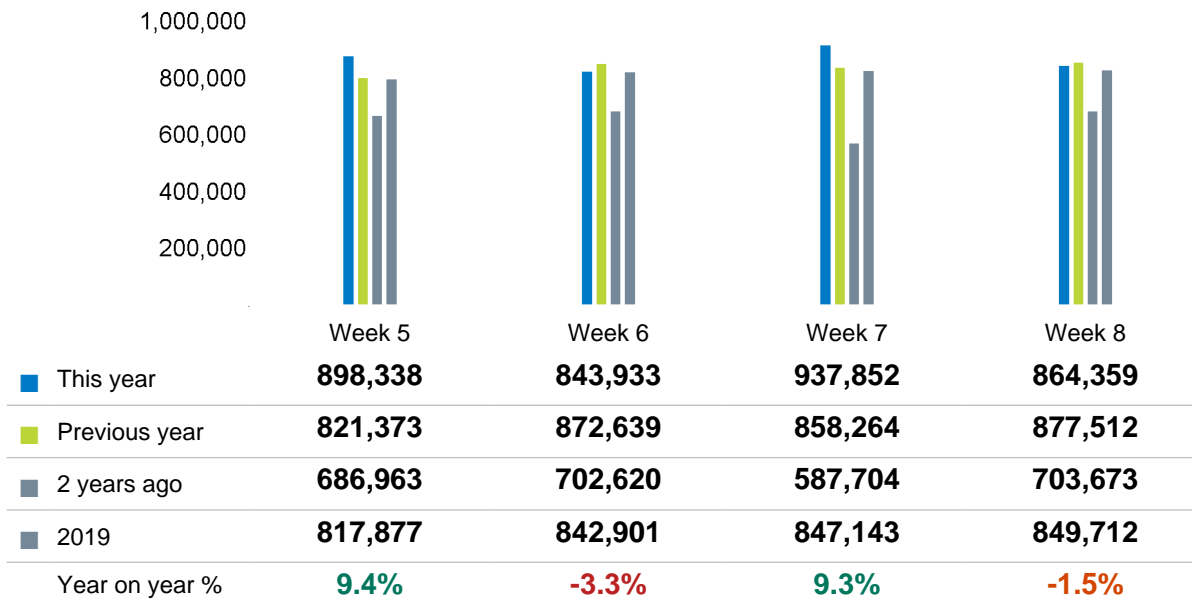
The figures shown below are calculated using weekly averages.



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

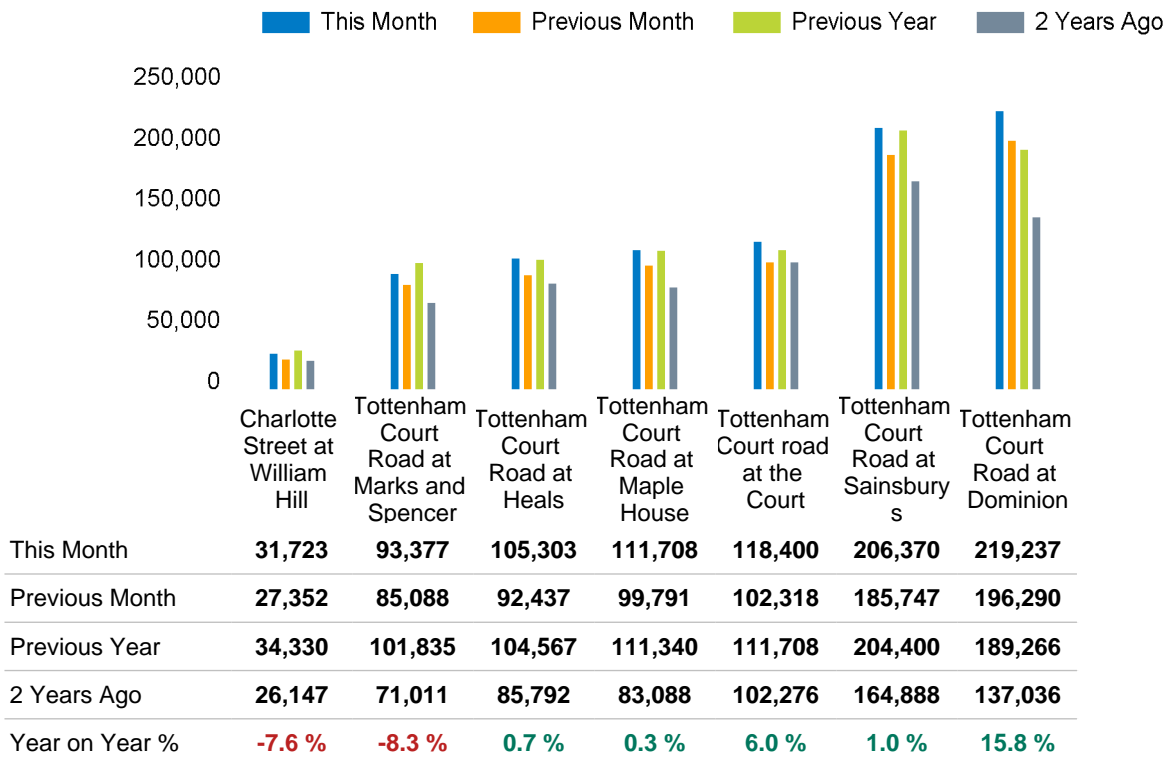
Footfall Counts by week of month

The figures shown below are calculated using weekly totals.



Footfall Counts by location

The figures shown below are calculated using weekly averages.



Footfall Counts by location



- Tottenham Court Road at Dominion, 24.7 %
- Tottenham Court Road at Sainsburys, 23.3 %
- Tottenham Court road at the Court, 13.4 %
- Tottenham Court Road at Maple House, 12.6 %
- Tottenham Court Road at Heals, 11.9 %
- Tottenham Court Road at Marks and Spencer, 10.5 %
- Charlotte Street at William Hill, 3.6 %

Reporting dates

This month - 28 January 2024 - 24 February 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 February, 2024 Vs January, 2023 to February, 2023

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 2 2024 Vs 1 2024