

# Footfall Report for: Fitzrovia BID

Weeks This Month: 5  
Weeks Last Month: 4

## Monthly Footfall Counts

	Year to date %		Year on year %		Month on month %	
	2024	2023	2024	2023	2024	2023
Fitzrovia BID	3.9%	24.2%	1.8%	16.2%	-1.3%	0.2%
Greater London	1.2%	15.7%	4.5%	4.7%	0.6%	-5.3%
High Street Index (Westminster)	1.4%	24.1%	4.6%	10.2%	-0.5%	-6.2%
High Street Index - BDSU (BDSU - Multifunctional)	-0.3%	7.1%	3.7%	-1.0%	1.3%	-4.9%
UK	-0.2%	8.7%	3.4%	-0.6%	1.2%	-5.3%

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 11,074,649 which is 3.9% up on the previous year.

The total number of visitors to Fitzrovia BID in month commencing 25 February 2024 was 4,374,065.

The busiest day in month commencing 25 February 2024 was Thursday 21 March with 172,189 visitors.

The peak hour of the month was 13:00 on Thursday 21 March 2024 with footfall of 14,466.

## Footfall Counts by month



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

Figures shown below are calculated using monthly totals.

## Weather



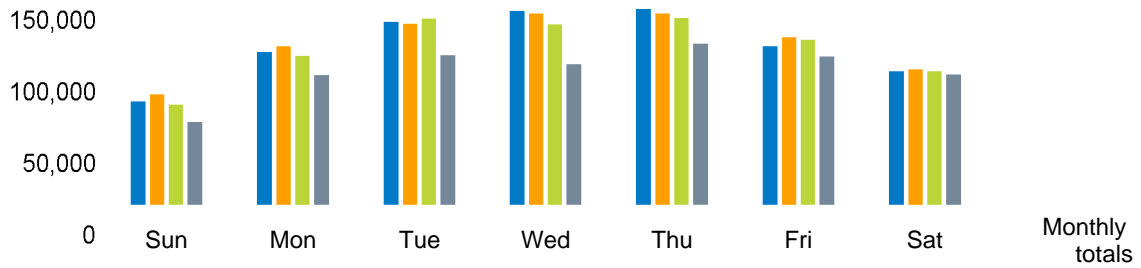
	Sun	Cloud	Rain	Snow	Wind
Number of days this month	5	27	3		
Number of days same month last year	9	23	2	1	
Number of days same month two years ago	18	4	12		1

## Average temperature

	Maximum temperature	Minimum temperature
2024	13°	4°
2023	10°	5°
2022	13°	5°

## Footfall Counts by day

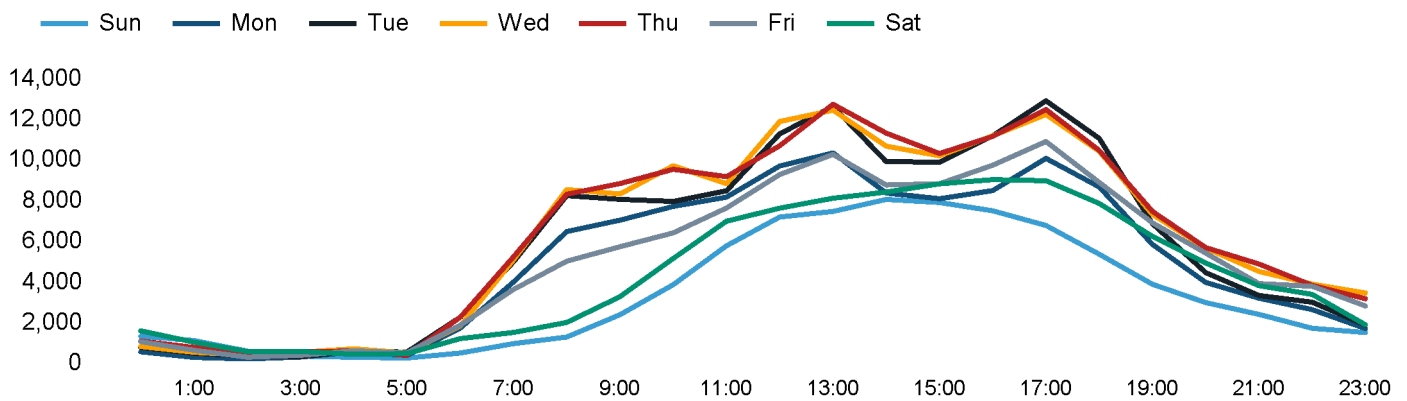
The figures shown below are calculated using weekly averages.



This Month	82,180	119,235	142,159	150,443	152,115	124,027	104,654	874,813
Previous Month	87,248	123,687	141,005	148,724	148,436	130,513	106,507	886,120
Previous Year	79,396	116,315	144,524	140,463	145,373	128,622	104,731	859,424
2 Years Ago	66,534	102,137	116,798	110,151	125,551	115,959	102,569	739,699
Month on month %	-5.8%	-3.6%	0.8%	1.2%	2.5%	-5.0%	-1.7%	
Year on year %	3.5%	2.5%	-1.6%	7.1%	4.6%	-3.6%	-0.1%	

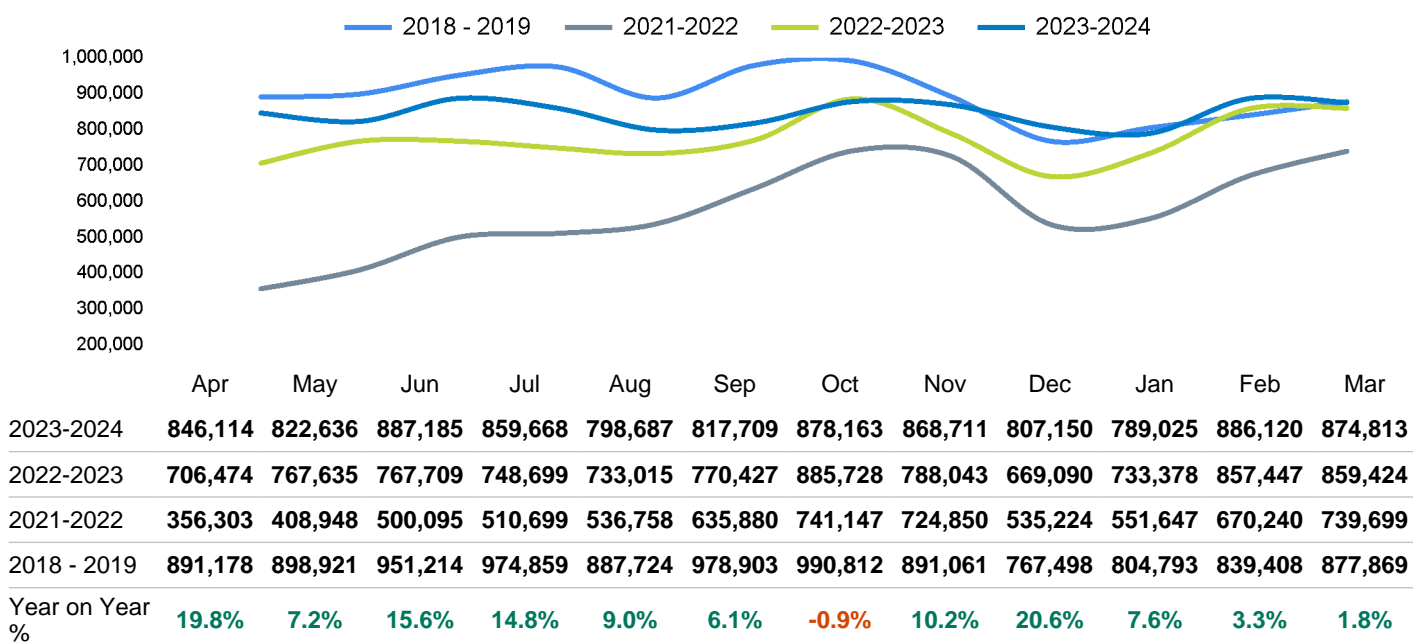
## Footfall Counts by hour

The figures shown below are calculated using a weekly average



## Footfall Counts - rolling 12 months

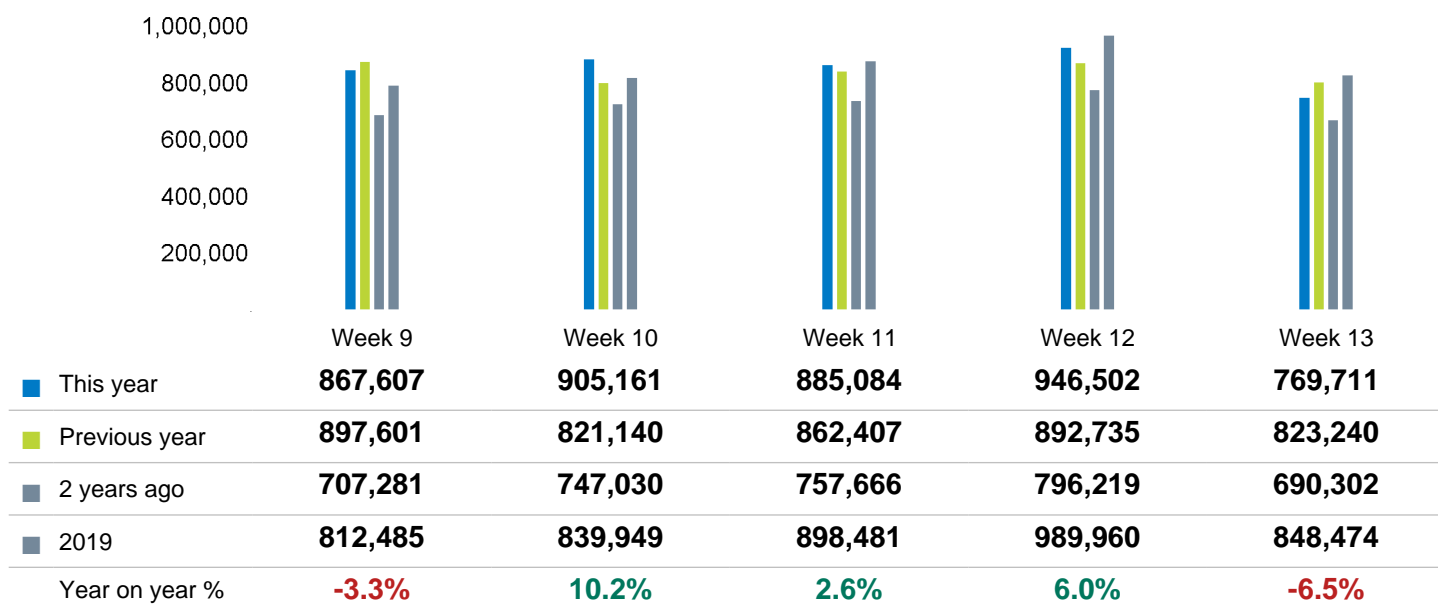
The figures shown below are calculated using weekly averages.



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

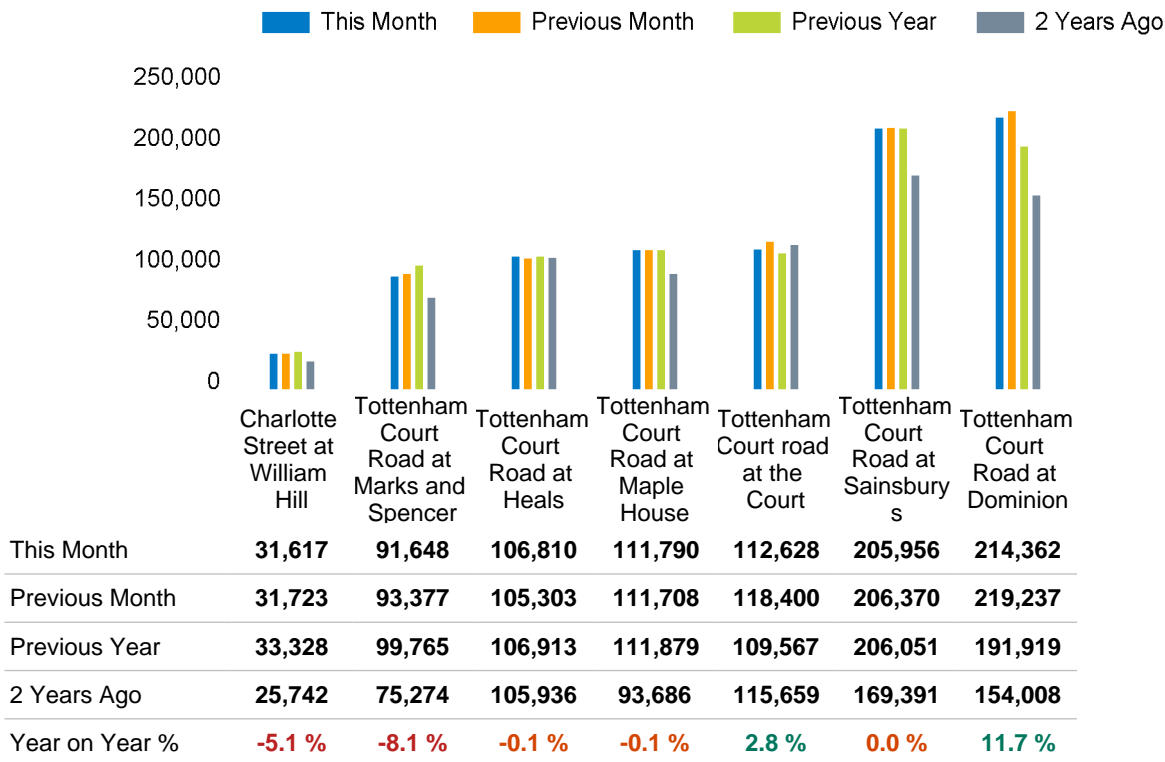
## Footfall Counts by week of month

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, 24.5 %
- Tottenham Court Road at Sainsburys, 23.5 %
- Tottenham Court road at the Court, 12.9 %
- Tottenham Court Road at Maple House, 12.8 %
- Tottenham Court Road at Heals, 12.2 %
- Tottenham Court Road at Marks and Spencer, 10.5 %
- Charlotte Street at William Hill, 3.6 %



## Reporting dates

---

This month - 25 February 2024 - 30 March 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 March, 2024 Vs January, 2023 to March, 2023

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 3 2024 Vs 2 2024

