

**Weekly Footfall Counts**

|   | Year to date % |       | Year on year % |       | Week on week % |       |
|---|----------------|-------|----------------|-------|----------------|-------|
|   | 2024           | 2023  | 2024           | 2023  | 2024           | 2023  |
| Fitzrovia BID                                     | -3.5%          | 23.0% | -50.3%         | 31.6% | -3.0%          | 20.2% |
| Greater London                                    | 1.0%           | 14.1% | -1.0%          | 9.5%  | -4.8%          | 5.6%  |
| High Street Index (Westminster)                   | 1.9%           | 21.4% | -0.2%          | 12.2% | -5.1%          | 2.8%  |
| High Street Index - BDSU (BDSU - Multifunctional) | 0.1%           | 5.9%  | 0.1%           | 0.9%  | -4.2%          | 4.5%  |
| UK  | -0.6%          | 7.8%  | -1.7%          | 3.1%  | -3.4%          | 4.2%  |

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 43,056,500 which is 6.1% up on the previous year.

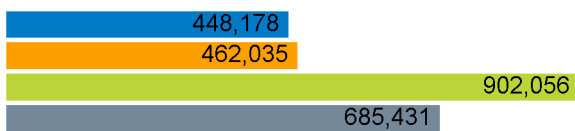
The total number of visitors for the year to date is 12,675,544 which is 3.5% down on the previous year.

The total number of visitors to Fitzrovia BID in week commencing 14 April 2024 was 448,178.

The busiest day in week commencing 14 April 2024 was Thursday with 76,002 visitors.

The peak hour of the week was 17:00 on Tuesday 16 April 2024 with footfall of 7,044.

**Footfall Counts by week**

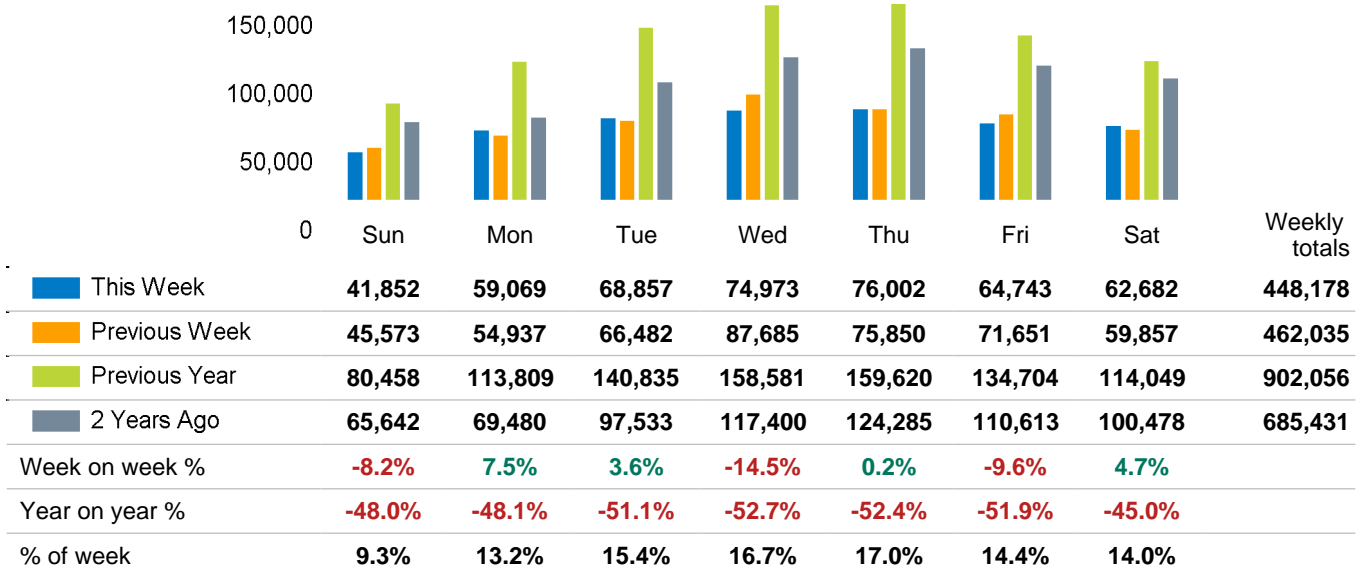


■ This Week     ■ Previous Year  
■ Previous Week     ■ 2 Years Ago

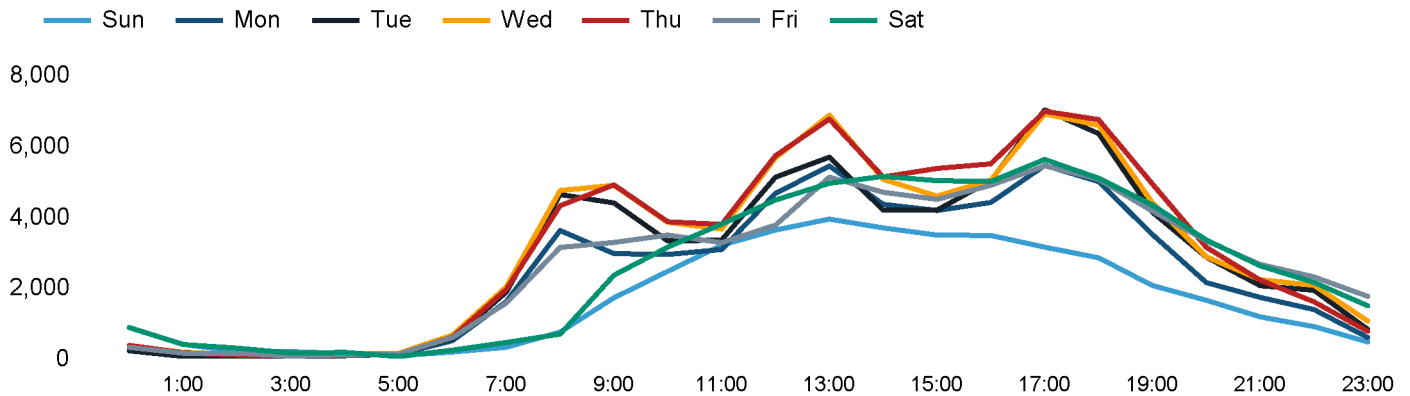
**Weather**

|               | Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|---------------|-----|-----|-----|-----|-----|-----|-----|
| This week     | 21° | 15° | 12° | 12° | 15° | 15° | 13° |
| Previous week | 19° | 17° | 17° | 14° | 19° | 21° | 21° |
| Previous year | 15° | 16° | 12° | 11° | 15° | 11° | 15° |

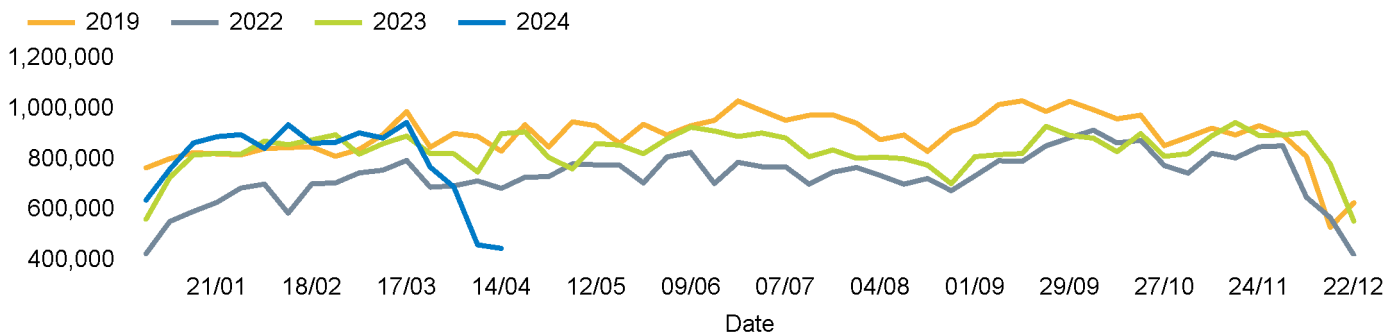
## Footfall Counts by day



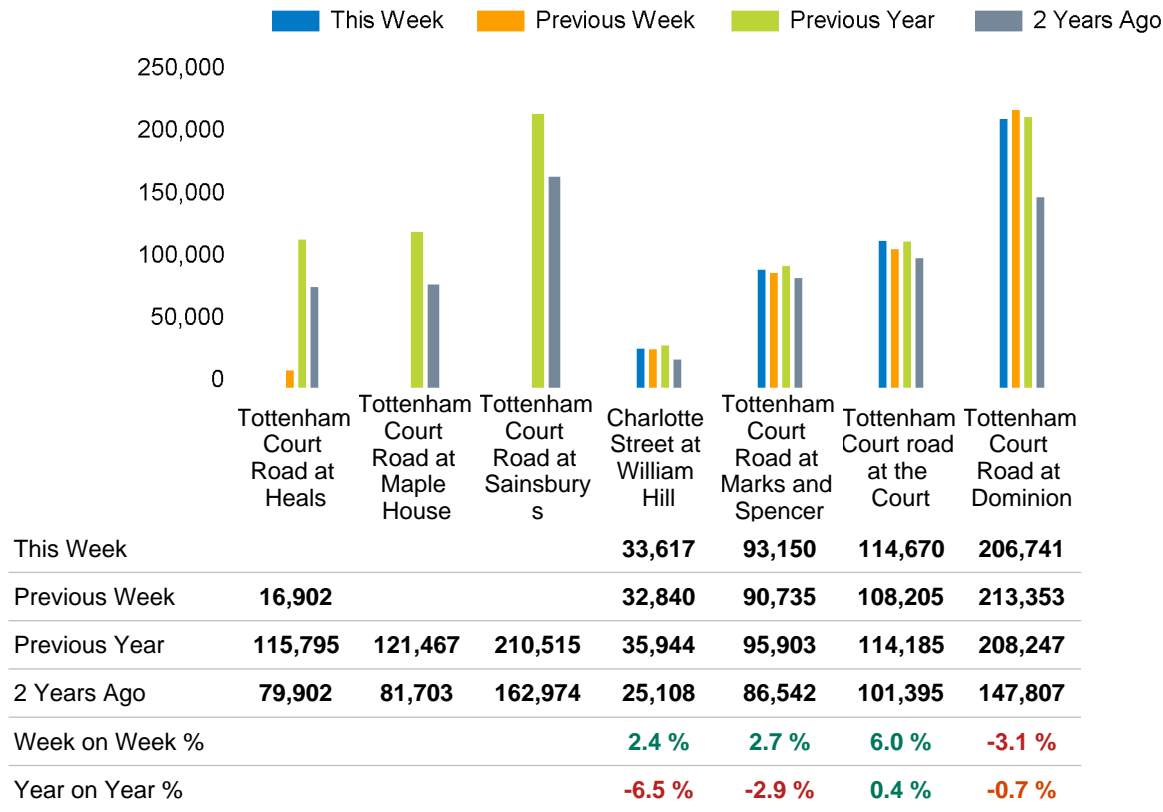
## Footfall Counts by hour



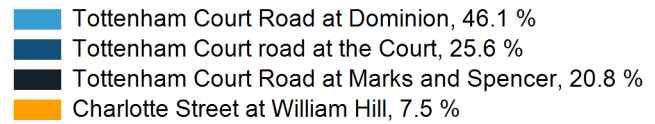
## Footfall Counts by week



## Footfall Counts by location



## Footfall Counts by location



## Reporting dates

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This week - 14 April 2024 - 20 April 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 16, 2024 Vs Week 1, 2023 to Week 16, 2023

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 16, 2024 Vs Week 16, 2023

Week on Week % Change is the % change in footfall for this week from the previous week. Week 16 2024 Vs Week 15 2024

