

**SHREWSBURY TOWN COUNCIL
 RECREATION & LEISURE COMMITTEE
 9th MARCH 2022**

Officer: Stuart Farmer – Projects Manager

FOOTFALL UPDATE

Purpose

To receive an update into the Footfall in the Town Centre, Quarry and Market Hall.

Overview

During January and February, the expected drop in total visitor numbers as we previous years. Figures have remained fairly consistent especially with quarry visitors remaining high.

Flooding towards the end of February certainly had an impact on visitor numbers as well on the counting equipment in the quarry. Whilst all efforts have been made previously to prevent damage to the equipment high level floods of the river mean equipment is needed to be removed where possible. Meaning there is period of approx. 5 days when the quarry counters were not operational but areas where accessible.

Update regarding New and Repeat Visitors.

Below is a breakdown of visitor numbers including new and repeat visitors. New visitors are counted as devices that have never been seen before but the geo-sense unit. If a device is seen multiple times on the same day it is counted as 1 visit unless it is not seen for more than 4 hours once the 4 hour mark has passed if seen again this will be counted as another visit.

An example of this is a commuter walks through the Quarry to work at 8am (1) and walks home 8 hours later on the same route, this will be classed as 2 visits by a repeat visitor.

Month	New Visitors	Repeat Visitors	Total Visitor Number
January	33,118 = 39%	51,896 =61%	85,014
February	40,584 = 43.8%	52,039 = 56.2%	92,623
March	96,596 = 39.2%	149,600 = 60.8%	246,196
April	132,856 = 49.4%	136,225 = 50.6%	269,081
May	122,586 = 52.8%	109,704 = 47.2%	232,290
June	126,987 = 51.3%	120,468 = 48.7%	247,455
July	121,364 = 49.5%	123,755 = 50.5%	245,119
August	122,520 = 49.6%	124,595 = 50.4%	247,115
September	136,759 = 53.2%	120,071 = 46.8%	257,071
October	161,670 = 58.7%	113,664 = 41.3%	275,334
November	116,198 = 50.9%	111,943 = 49.1%	228,141
December	114,686 = 53%	101,568 = 47%	216,254
January 2022	37,982=20.2%	149,650=79.8%	187,650
February 2022	36,544=22%	129,598=78%	166,142

The above shows the expected drop off of new visitors over the winter period this also co-insides with the overall drop of visitor number after the Christmas period. It is expected that these numbers will begin to rise again over the coming months.

RECOMMENDATIONS

- (i) That the contents of the report are noted.**