

**SHREWSBURY TOWN COUNCIL  
RECREATION & LEISURE COMMITTEE  
6<sup>th</sup> March 2024**

**Officer:** Stuart Farmer – Acting Operations Manager

**FOOTFALL UPDATE**

**Purpose**

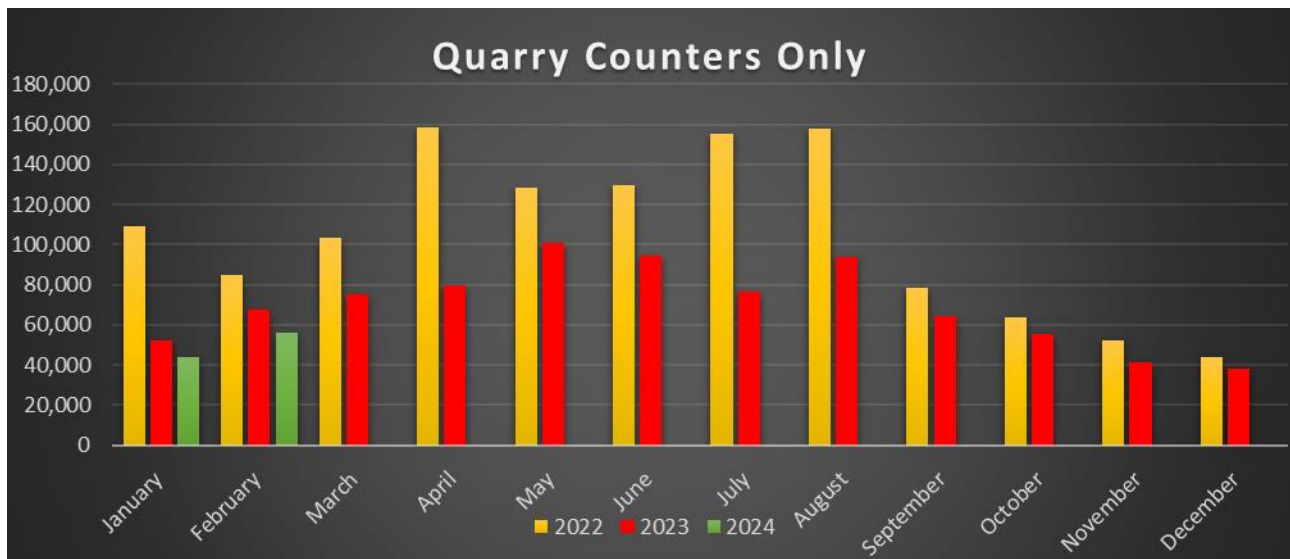
To receive an update into the Footfall in the Quarry and Town centre.

**Overview.**

Visitor numbers throughout the Quarry have continued with a similar trend over recent month.

**Quarry Visitor Comparison**

Below is the visitor comparison for the Quarry counters only for the years 2022, 2023 and 2024. It is worth remembering that covid restrictions began to ease during 2022 meaning that the use of public open spaces was still at a high.



Visitors to the Quarry throughout January and February have been affected by flooding and adverse weather conditions, however an expected increase on January figures occurred during February in line with previous years and this is expected to continue throughout the spring and summer months.

**January figures**

- Total Visits 44,042
- New Visitors 10,965 or 24.9%
- Repeat Visitors 33,077 or 75.1%

**February Figures**

- Total Visits 56,300
- New Visits 17,138 or 30.4%

- Repeat Visits 39,162 or 69.9%

The increase in new visitors between January and February could indicate an increase in tourism visits to the park such as coach trips that drop off and collect from the top of the quarry.

Events during the spring and summer season are expected to bring similar attendances as previous years, April will see the return of canoe concession to the park as well as a return of the trampolines and reverse bungee.

#### **Market hall and The Square**

- The counters that are located in the Market Hall and the Square have been inspected by the contractors who are currently assessing them for accuracy following a recalibration, Figures from these counters has not been included due to possible inaccuracies.

#### **RECOMMENDATIONS**

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