

**SHREWSBURY TOWN COUNCIL
RECREATION & LEISURE COMMITTEE
8th November 2023**

Officer: Stuart Farmer – Acting Operations Manager

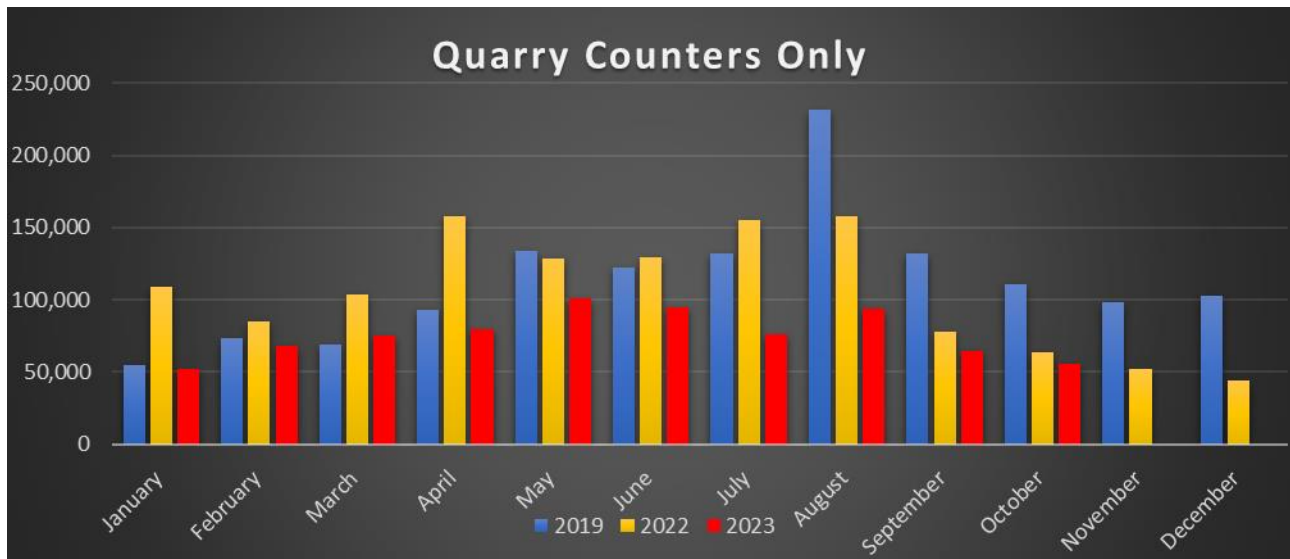
FOOTFALL UPDATE

Purpose

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

Overview.

Visitor numbers throughout the town have been stable over recent months.



Quarry Visitor Comparison

Below is the visitor comparison for the Quarry counters only for the years 2019, 2022 and 2023. 2020 and 2021 removed due to covid restrictions not allowing events to be held.

Quarry visitors have remained stable during September and October but are down on previous year's numbers. It is worth mentioning that is focusing solely on the Quarry and does not include the counters in the Square or Market Hall. It should also be noted that Summer 2023 was not as warm and dry as Summer 2022 which has been reflected in footfall numbers.

All Sensors for September and October 2023

Total visitors for September 2023 were 139,162 and October 2023 was 149,046, giving a total number of 293,066 for the two-month period.

The split between new and repeat visits was -

- New 62,511 = 21.3%
- Repeat 230,555 = 78.7%
- Average dwell times were 240 minutes.

RECOMMENDATIONS

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