

**SHREWSBURY TOWN COUNCIL
RECREATION & LEISURE COMMITTEE
10th July 2024**

Officer: Stuart Farmer – Acting Operations Manager

FOOTFALL UPDATE

Purpose

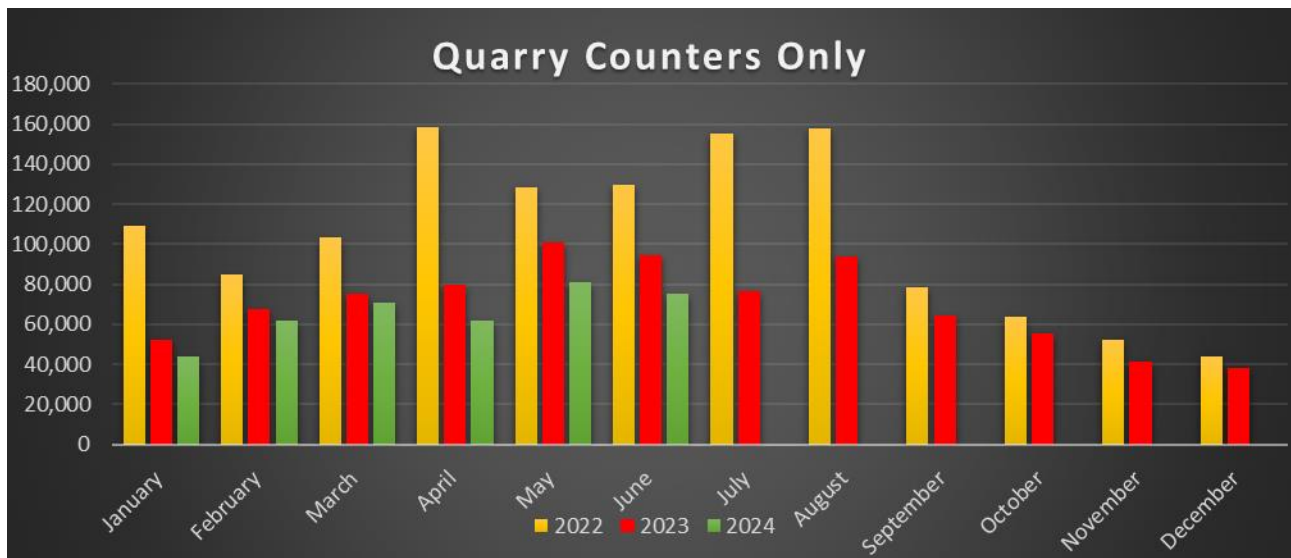
To receive an update into the Footfall in the Quarry and Town centre.

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 through May and June have remained fairly stable when compared with each other, Although down on previous years this appears to be following the national trends.

May figures

- Total Visits 81,220
- New Visitors 20,552 or 25.3%
- Repeat Visitors 60,668 or 74.7%

June Figures

- Total Visits 75,028
- New Visits 16,051 or 21.4%

- Repeat Visits 58,977 or 78.6%

Events in the park have now commenced with the Circus and food festival being well attended as well as the evening memorial service for the Battle of Britain. Events such as Lets Rock and the Flower Show are due to increase visitor numbers considerably within the park over the coming months. The canoe concession and bouncy castle operator have been back in the park over recent months also.

Market hall and The Square

- The counters that are located in the Market Hall have now been confirmed as operating correctly, the market hall is showing steady figures of 7169 visits for May with approximately 231 visits per day, however due to the non-trading days it is difficult to show this on a graph similar to the Quarry counters due to spikes in the week. Fridays and Saturdays are the busiest days in the market.
- The Square continues to be busiest counter of all with May's total count of 55,024 and an average 1774 visits per day.

RECOMMENDATIONS

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