

SHREWSBURY TOWN COUNCIL
RECREATION & LEISURE COMMITTEE
9th November 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.

Visitor numbers have started to drop off over the past two months, and in comparison, to September and October 2021 part of the reason for this was the fact that some the quarry events were moved to September and October 2021 following the easing of restrictions.

Total Quarry visitors for January to October 2022 was 1.2 million showing that total visits for the year are on track to be over 1.4 million for the whole of 2022.

New and Repeat Visitors.

Below is a breakdown of visitor numbers including new and repeat visitors. Whilst total visitor numbers have dropped off in recent months the percentage of new and repeat visitors has remained relatively stable throughout the 12-month period.

Month	New Visitors	Repeat Visitors	Total Visitor Number
September 2021	48,448 = 18.8%	208,623 = 81.2%	257,071
October 2021	48,513 = 17.6%	226,821 = 82.4%	275,334
November 2021	39,435 = 17.3%	188,706 = 82.7%	228,141
December 2021	44,493 = 20.6%	171,761 = 79.4%	216,254
January 2022	37,982 = 20.2%	149,650 = 79.8%	187,650
February 2022	36,544 = 22%	129,598 = 78%	166,142
March 2022	34,545 = 17.2%	166,502 = 82.8%	201,047
April 2022	47,583 = 19.3%	199,080 = 80.7%	246,663
May 2022	38,790 = 17.5%	182,859 = 82.5%	221,649
June 2022	40,317 = 18.4%	178,985 = 81.6%	219,302
July 2022	49,768 = 20.2%	197,017 = 79.8%	246,785
August 2022	48,889 = 19.2%	205,646 = 80.8%	254,646
September 2022	30,397 = 17.5%	174,009 = 82.5%	174,009
October 2022	26,070 = 17.4%	123,406 = 82.6%	149,476

Town Sensors

The two sensors (Market Hall and The Square) have seen an increase of approximately 80K visitors over the months January to October, these figures show Shrewsbury is currently 7% up on the national average and 19% up on the West Midlands Average visitor numbers.

RECOMMENDATIONS

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