

**SHREWSBURY TOWN COUNCIL
RECREATION & LEISURE COMMITTEE
5th July 2023**

Officer: Stuart Farmer – Acting Operations Manager

FOOTFALL UPDATE

Purpose

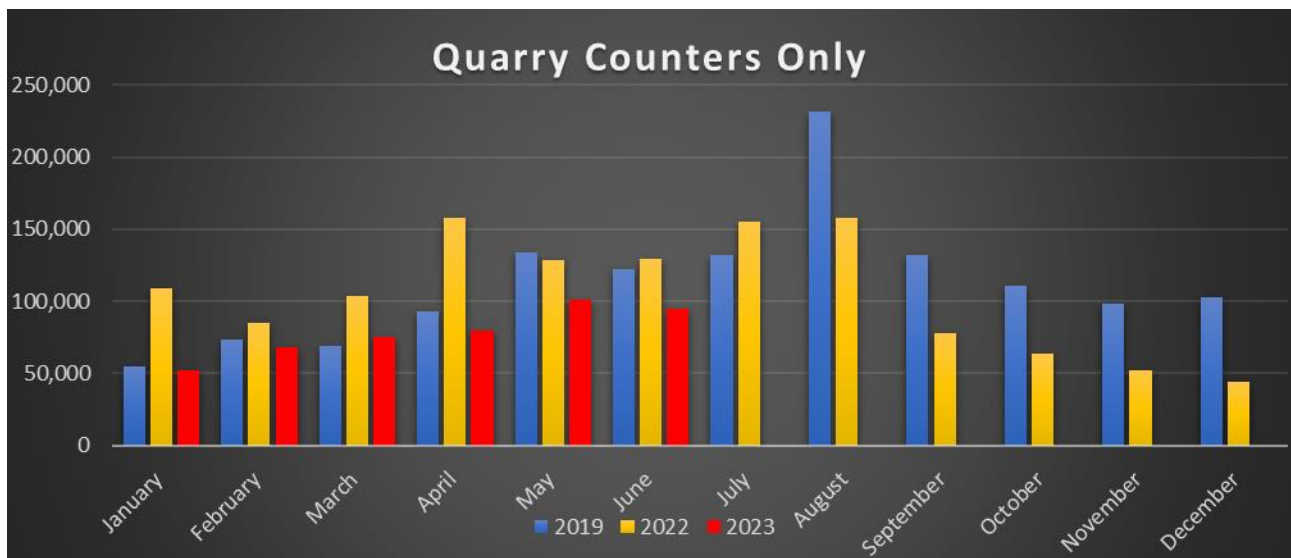
To receive an update into the Footfall in the Town Centre and Quarry.

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 are expected to increase over the coming months with the summer events.

Total Visitors for the Quarry 1st May 2022 to 1st May 2023

Total Visits - 1,112,752

Average Daily visits – 3,057

New Visitors – 229,160 = 20.6%

Repeat Visitors – 883,592 = 79.4%

All Sensors for March and April 2023

Total visitors for May 2023 were 188,234 and June 2023 was 177,403. giving a total number of 371,764 for the two-month period.

The split between new and repeat visits was -

- New 65,129 = 17.5%
- Repeat 306,635 = 82.5%
- Average dwell times were 254 minutes.

RECOMMENDATIONS

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