



**SHREWSBURY TOWN COUNCIL
RECREATION & LEISURE COMMITTEE
30 SEPTEMBER 2020**

Responsible Officer: Stuart Farmer – Projects Manager

UPDATE ON FOOTFALL

Purpose of the Report

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

Overview

Geo-sensing counters are located in the Quarry X 4, Market Hall X 1 and The Square X 1.

During the early stages of the lockdown, Visitor numbers dropped off but since the easing of restrictions numbers have slowly started to pick up to expected averages.

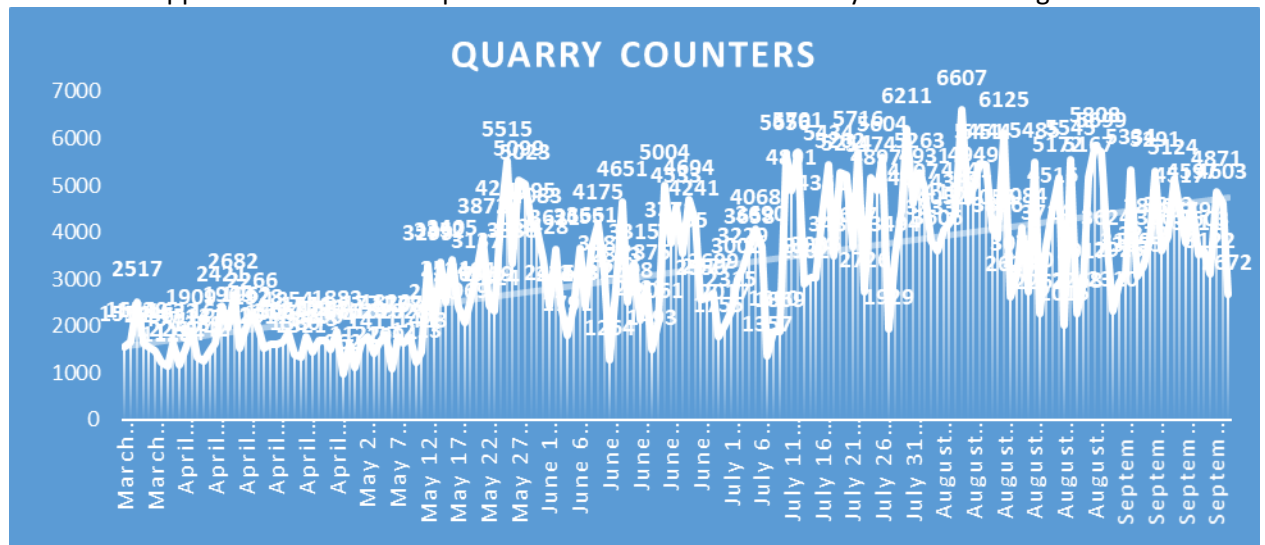
Below is a table showing the total visits and average daily to all locations sine 1st March. This includes the Lockdown period which was announced on 23rd March showing the gradual increase in visitor numbers.

Date Time Frame	Total Visits	Average Daily Visits
1 st March – 1 st April	163,769	5282
1 st April – 1 st May	76,998	2566
1 st May – 1 st June	121,672	3924
1 st June – 1 st July	139,908	4663
1 st July – 1 st August	193,459	6240
1 st August – 1 st September	225,694	7280

Quarry

Visitor numbers with in the quarry have recovered to track along the same numbers as non-event days of 2019

Numbers dropped to a low 962 on April 28th but have shown a recovery to 6607 on August 8th

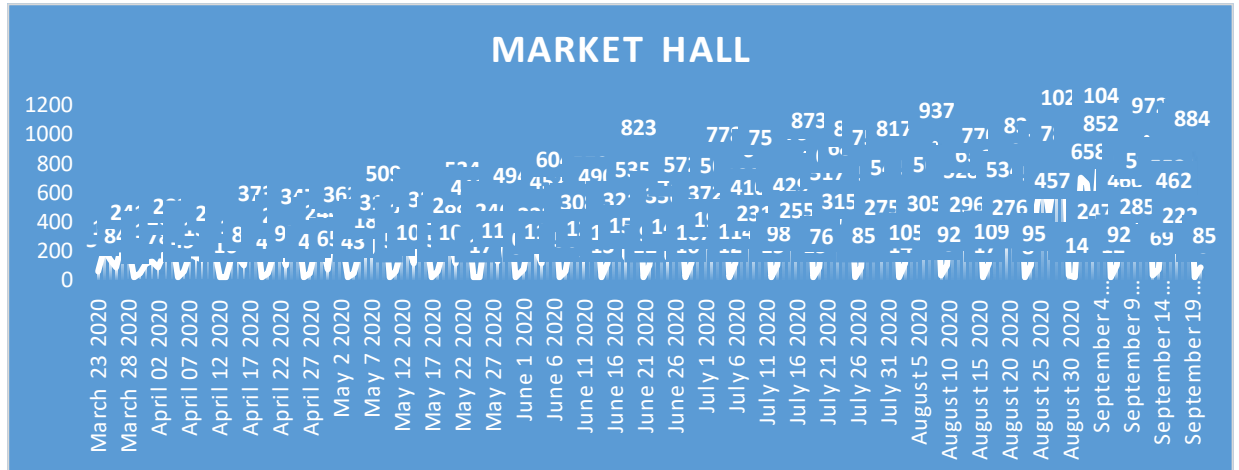




The Market Hall

Comparisons to 2019 visitor numbers are not available to an accurate measure from 2019 numbers due to tweaking of the system after install in 2019.

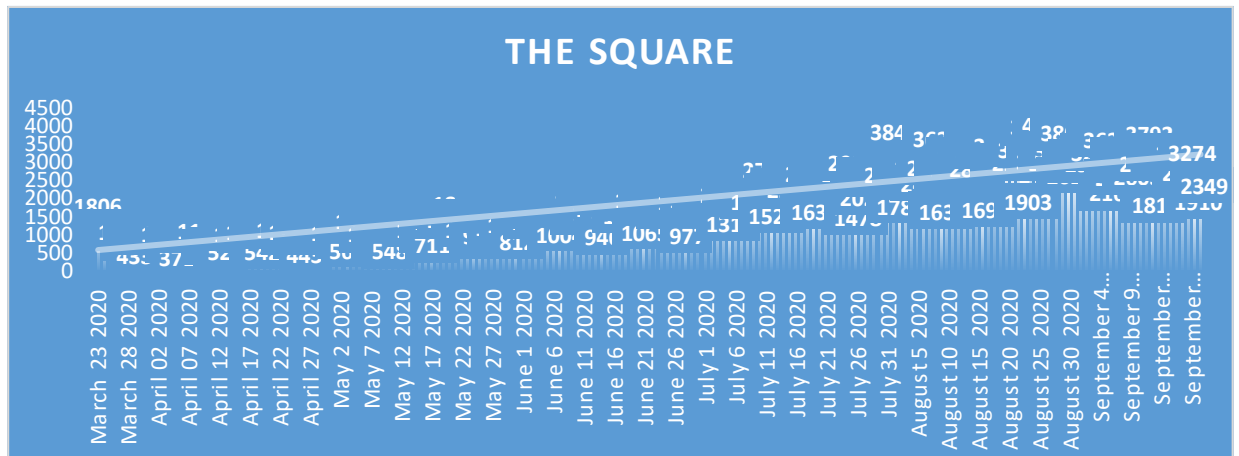
However visitor numbers have seen a steady increase since the reopening of the non-essential stalls.



The Square

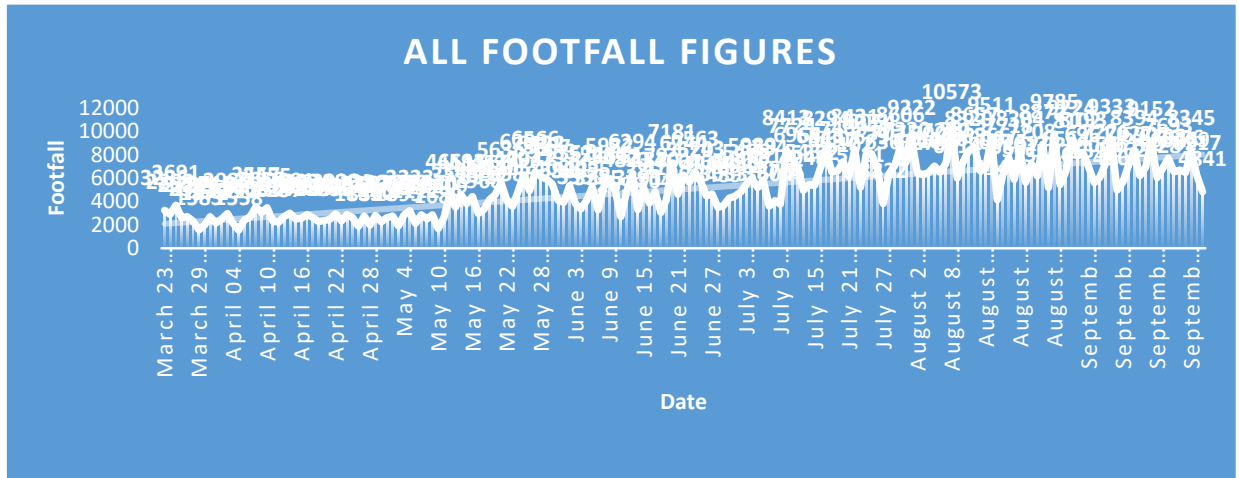
Again reliable comparisons are not available for this due to install in 2019.

Lowest figures during the lockdown period for this counter was 329 on April 12, the trend line shows a steady increase of visitors recovering to 4024 on August 26th





Counters for all locations



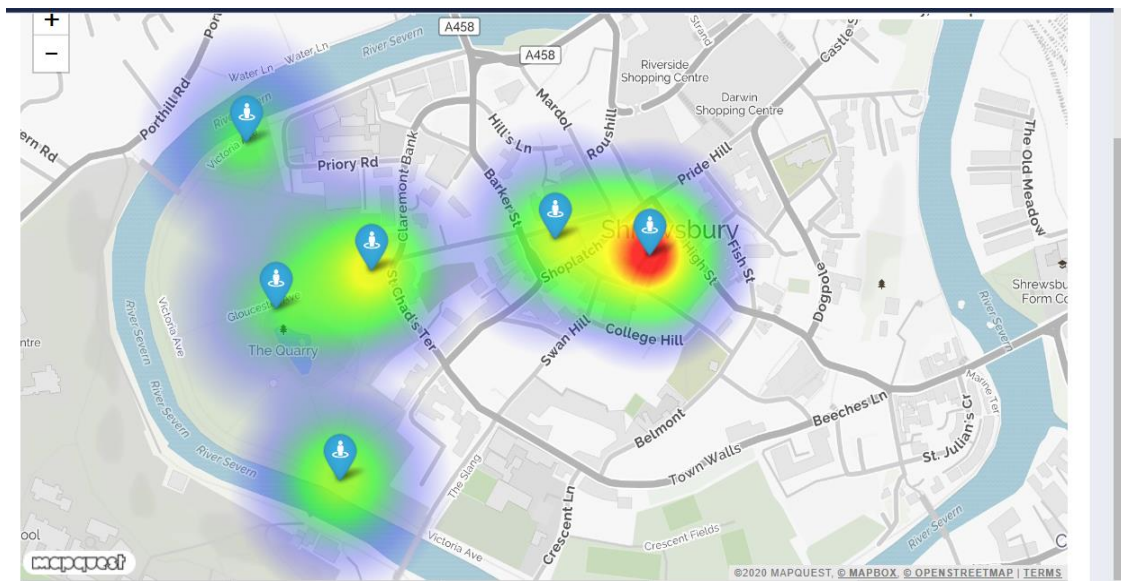
Geo-sensing has proved exceptionally useful during COVID. It has allowed the Town Council to understand footfall levels in key areas and of late how the Town is recovering from full lockdown. The fact that geo-sensing tracks both new and existing users we can plot how many visitors we are seeing to places like the High Street and Market Hall.

Officers are having discussions with senior officers at Shropshire Council about the potential of expanding the scheme but more importantly sharing the data to create one single desktop.

The use of technology is becoming more and more important.

Example of the Geo-sensing Heatmaps

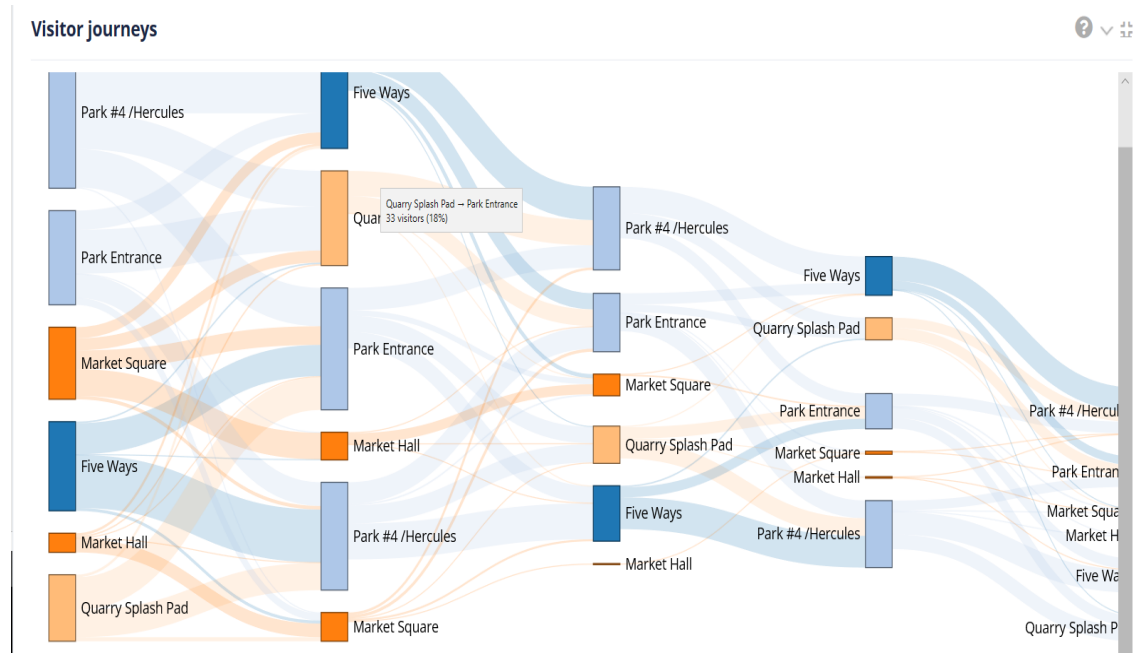
These are real time and change colour depending on the current visitors. No colour for quieter zones through green, orange and red for busier areas.





Example of Visitor Journey Map

This shows journeys mapped out by sensors that are triggered by the same device.



RECOMMENDED:

That the Report be noted