

**SHREWSBURY TOWN COUNCIL
RECREATION & LEISURE COMMITTEE
10th May 2023**

Officer: Stuart Farmer – Projects Manager

FOOTFALL UPDATE

Purpose

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

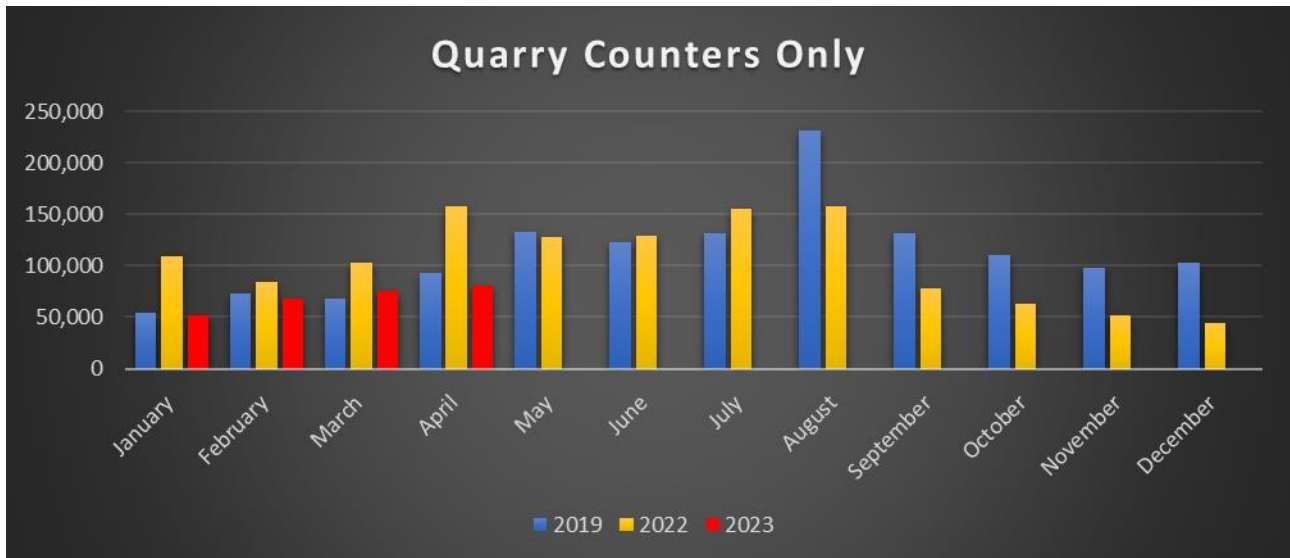
Overview.

Visitor numbers throughout the town have been fairly 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.

As can be seen whilst the visitor numbers for 2023 are down compared to 2022, they have started to follow a similar pattern to those seen in 2019.



It is expected that this patten will continue throughout 2023 with a full programme of events planned.

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

Total Visits - 1,194,465

Average Daily visits - 3,281

New Visitors - 249,488 = 20.9%

Repeat Visitors - 944,977 = 79.1%

All Sensors for March and April 2023

Total visitors for March 2023 were 175,516 and April 2023 was 171,878. giving a total number of 347,294 for the two-month period.

The split between new and repeat visits was -

- New 76,983 = 22.2%
- Repeat 270,411 = 77.8%
- Average dwell times were 254 minutes.

RECOMMENDATIONS

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