

**SHREWSBURY TOWN COUNCIL  
RECREATION & LEISURE COMMITTEE  
6<sup>th</sup> September 2023**

**Officer:** Stuart Farmer – Acting Operations Manager

**FOOTFALL UPDATE**

**Purpose**

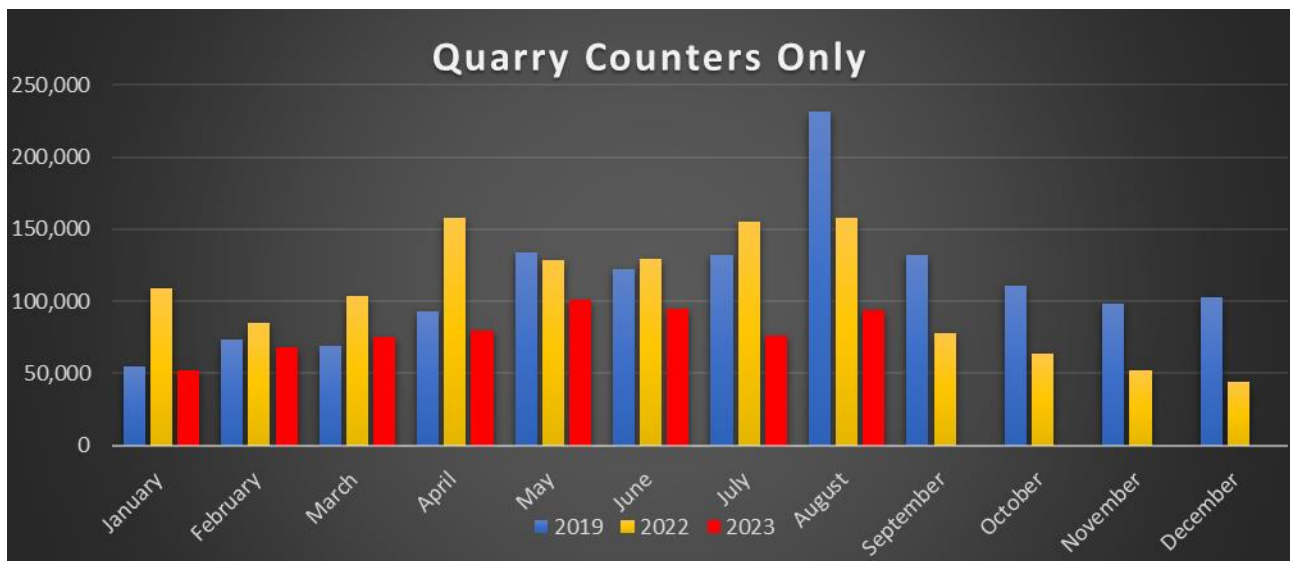
To receive an update into the Footfall in the Town Centre and Quarry.

**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 have remained stable of July and August but are down on previous year's numbers.

**All Sensors for July and August 2023**

Total visitors for July 2023 were 172,566 and June 2023 was 170,846. giving a total number of 347,205 for the two-month period.

The split between new and repeat visits was -

- New 60,792 = 17.5%
- Repeat 286,413 = 82.5%
- Average dwell times were 233 minutes.

**RECOMMENDATIONS**

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