

SHREWSBURY TOWN COUNCIL
RECREATION & LEISURE COMMITTEE
7th September 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 continued to remain stable in recent months and appear to be following similar patterns as previous years.

The expected increase in July and August is mostly due to the large events that occurred in the town and quarry such as the Queens Baton Relay.

New and Repeat Visitors.

Below is a breakdown of visitor numbers including new and repeat visitors. As can be seen the overall visitor numbers have started to increase in line with previous years

Month	New Visitors	Repeat Visitors	Total Visitor Number
July 2021	40,973 = 16.7%	204,146 = 83.3%	245,119
August 2021	39,087 = 15.8%	208,028 = 84.2%	247,115
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

Quarry Event Attendances.

Whilst the events have seen an increase in the current visitors the total number of visitors to the flower were considerably lower than 2019 figures, this could be due to a number of factors including a lack of visitor confidence following Covid and the extreme heatwave that occurred during July and August.

RECOMMENDATIONS

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