

**SHREWSBURY TOWN COUNCIL
RECREATION & LEISURE COMMITTEE
8th May 2024**

Officer: Stuart Farmer – Acting Operations Manager

FOOTFALL UPDATE

Purpose

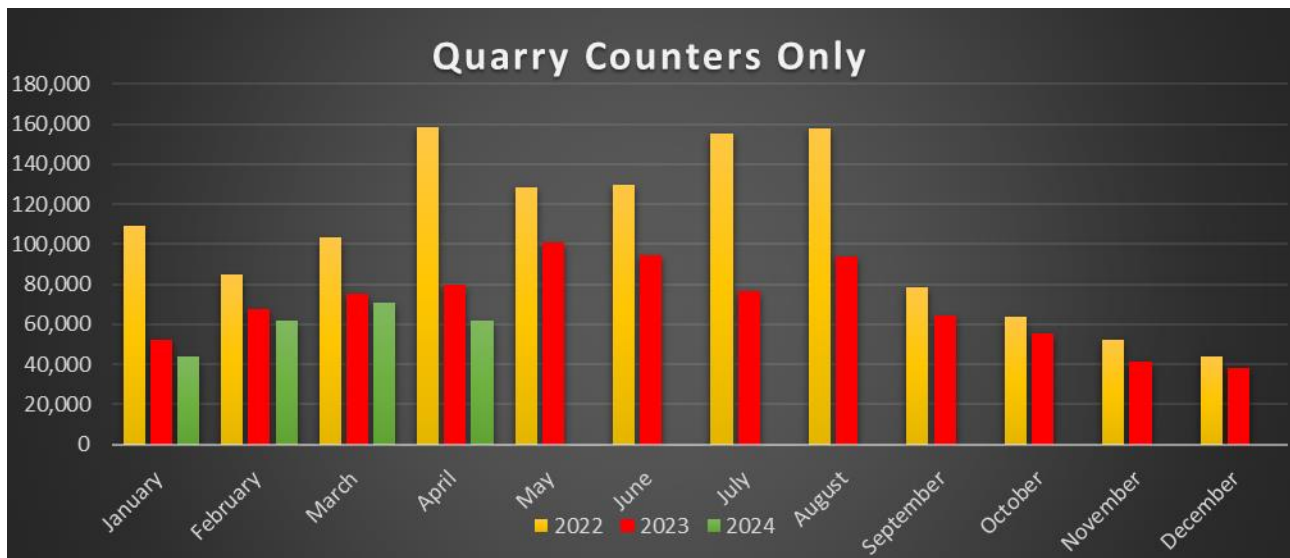
To receive an update into the Footfall in the Quarry and Town centre.

Overview.

Visitor numbers throughout the Quarry have continued with a similar trend over recent month.

Quarry Visitor Comparison

Below is the visitor comparison for the Quarry counters only for the years 2022, 2023 and 2024. It is worth remembering that covid restrictions began to ease during 2022 meaning that the use of public open spaces was still at a high.



Visitors to the Quarry throughout March and April show an increase In March and a slight drop in April, however with the return of the funfair in early May and early indications of improved weather conditions it is expected that numbers will increase as with previous years.

March figures

- Total Visits 70,649
- New Visitors 19,078 or 27%
- Repeat Visitors 51,571 or 73%

April Figures

- Total Visits 62,129
- New Visits 16,060 or 25.8%

- Repeat Visits 46,069 or 74.2%

Taking in to account the weather conditions throughout April a slight drop in the number from March is only to be expected. Due to grounds conditions attractions such as the bouncy castles and canoe hire did not attend the park until the last weekend in April.

Events during the spring and summer season are expected to bring similar attendances as previous years, April has seen the return of the castles and reverse bungee attractions, unfortunately due to the high river levels the canoe concession was not able to return in April as planned but has indicated a return is imminent.

Market hall and The Square

- The counters that are located in the Market Hall have now been confirmed as operating correctly, the market hall is showing steady figures of 8500 visits for April with approximately 300 visits per day, however due to the non-trading days it is difficult to show this on a graph similar to the Quarry counters due to spikes in the week. Fridays and Saturdays are the busiest days in the market.

RECOMMENDATIONS

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