



**SHREWSBURY TOWN COUNCIL  
RECREATION & LEISURE COMMITTEE  
22<sup>nd</sup> September 2021**

**Officer:** Stuart Farmer – Projects Manager

**FOOTFALL UPDATE**

**Purpose**

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

**Overview**

In general the visitor number for all locations have seen a slight increase over recent months. The increase of new visitors also indicates a return of holiday makers and day trippers to Shrewsbury.

Below is a table showing the numbers of repeat and new visitors for all counters. New visitors are recorded as a device that has never been seen by the counters before.

Month	New Visitors	Repeat Visitors	Total Visitors for Month
January	33,118 = 39%	51,896 = 61%	85,014
February	40,584 = 43.8%	52,039 = 56.2%	92,623
March	76,218 = 39.7%	115,900 = 60.3%	192,118
April	87,404 = 49.4%	89,623 = 50.6%	177,027
May	80,647 = 52.8%	72,174 = 47.2%	152,821
June	83,545 = 51.3%	79,255 = 48.7%	162,800
July	82,376 = 49.5%	84,061 = 50.5%	166,437
August	82,928 = 49.5%	84,530 = 50.5%	167,458

As can be seen the number of new visitors over took the repeat for the months of May and June this has remained broadly the same throughout the summer months.

Appended to this report is an overview of the Shrewsbury counters for July and August from Elephant WIFI who manage the data and compare it nationally. The figures when compared show that Shrewsbury is still above the national average for daily footfall.

July shows a decrease in of over 1.5% on June. The ending of restrictions on July 19<sup>th</sup> saw figures remain relatively static compared to the rest of the month.

The average dwell time for the busiest day the 2 months was 256 minutes, this was Saturday 7<sup>th</sup> August which was the date of Locks rock in the Quarry.

**Findings**

Whilst figures appear to be stabilising over the last few months visitor numbers are down considerably on 2019 numbers but these are expected to increase over time with the reintroduction of large events within the town and confidence grows again.

**RECOMMENDATIONS**

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