

**SHREWSBURY TOWN COUNCIL
 RECREATION & LEISURE COMMITTEE
 6th July 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 fairly stable in recent months and appear to be following similar patterns as previous years. The summer events in the quarry will increase footfall and dwell time averages are expected to increase.

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

At the time of writing this June is an incomplete month so numbers will increase further, but it does include the numbers following the Food Festival event in the Quarry over the weekend of the 25th and 26th June.

Month	New Visitors	Repeat Visitors	Total Visitor Number
April	53,405 = 19.8%	215,676 = 80.2%	269,081
May	37,589 = 16.2%	194,701 = 83.8%	232,290
June	43,160 = 17.4%	204,295 = 82.6%	247,455
July	40,973 = 16.7%	204,146 = 83.3%	245,119
August	39,087 = 15.8%	208,028 = 84.2%	247,115
September	48,448 = 18.8%	208,623 = 81.2%	257,071
October	48,513 = 17.6%	226,821 = 82.4%	275,334
November	39,435 = 17.3%	188,706 = 82.7%	228,141
December	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
July (Part month)	37,221 = 18.6%	162,984 = 81.4%	200,205

RECOMMENDATIONS

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