

**SHREWSBURY TOWN COUNCIL
 RECREATION & LEISURE COMMITTEE
 21st July 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

As can be seen the new of new visitors has over taken the repeat for the months of May and June this will be expected to remain along the same for the remaining summer months.

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

The average dwell time for the busiest day the month of 151 minutes also goes to prove that the visitors are not only coming to Shrewsbury but also staying for a considerable amount of time.

Update

Talks between the supplier of the counters and officers from Shropshire Council are ongoing with the view to extending this scheme town wide. Funding has been ratified by the Finance and General Purpose Committee.

RECOMMENDATIONS

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