

**SHREWSBURY TOWN COUNCIL
 RECREATION & LEISURE COMMITTEE
 17th NOVEMBER 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
September	92,913 = 53.2%	81,680 = 46.8%	174,593
October	108,413 = 58.7%	76,343 = 41.3%	184,756

New visitors to Shrewsbury have continued to grow when compared to the repeat visitors. Events such as the Food festival and October fest have contributed to this.

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.

September shows an increase in of 4.26% on August and October shows an increase of 5.82% on August. The average dwell time for the busiest day the 2 months was 204 minutes, this was Saturday 4th September.

Overall visitor numbers have continued to rise at a slow but steady pace throughout 2021.

Findings

It was reported at the last meeting about an issue with the recording of devices with an apple ID this issue has been resolved and the contractor is currently checking back through historic data. Further reports will come as and when they are available.

RECOMMENDATIONS

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