



**SHREWSBURY TOWN COUNCIL
RECREATION & LEISURE COMMITTEE
25 NOVEMBER 2020**

Agenda No

6

Responsible Officer: Stuart Farmer – Projects Manager

FOOTFALL

Purpose of the Report

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

Overview

Geo-sensing counters are located in the Quarry X 4, Market Hall X 1 and The Square X 1.

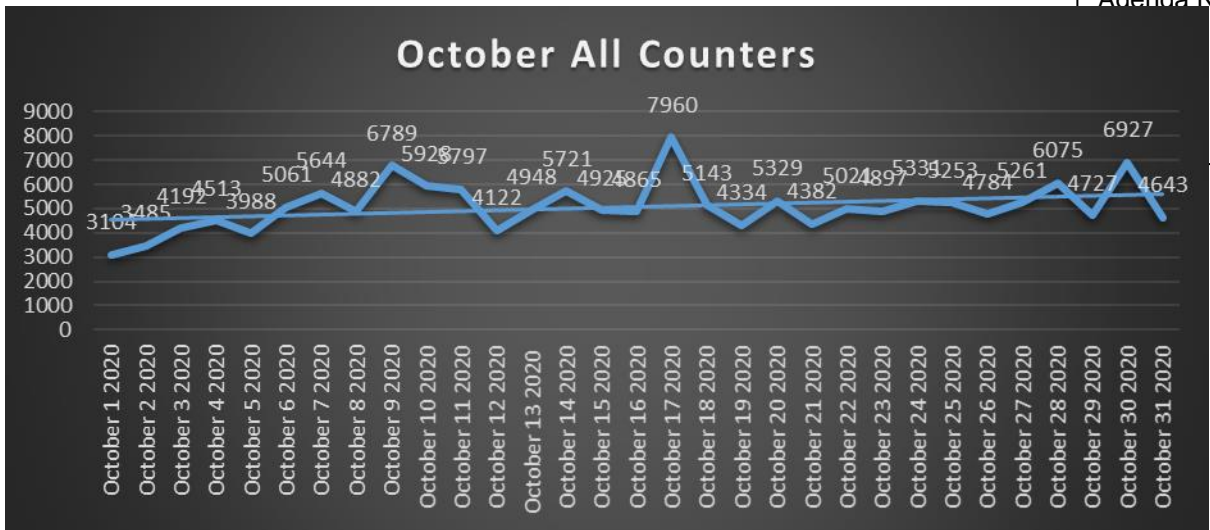
Visitor numbers had started to rise at a steady pace since the easing the easing of the first lockdown restrictions. The expected drop in visitor numbers has occurred since the second lockdown

Below is a table showing the total visits and average daily to all locations sine 1st March. This includes the Lockdown period which was announced on 23rd March showing the gradual increase in visitor numbers to the summer peaks. This also shows the Average daily visits for part month of November including the second dates of 5th November.

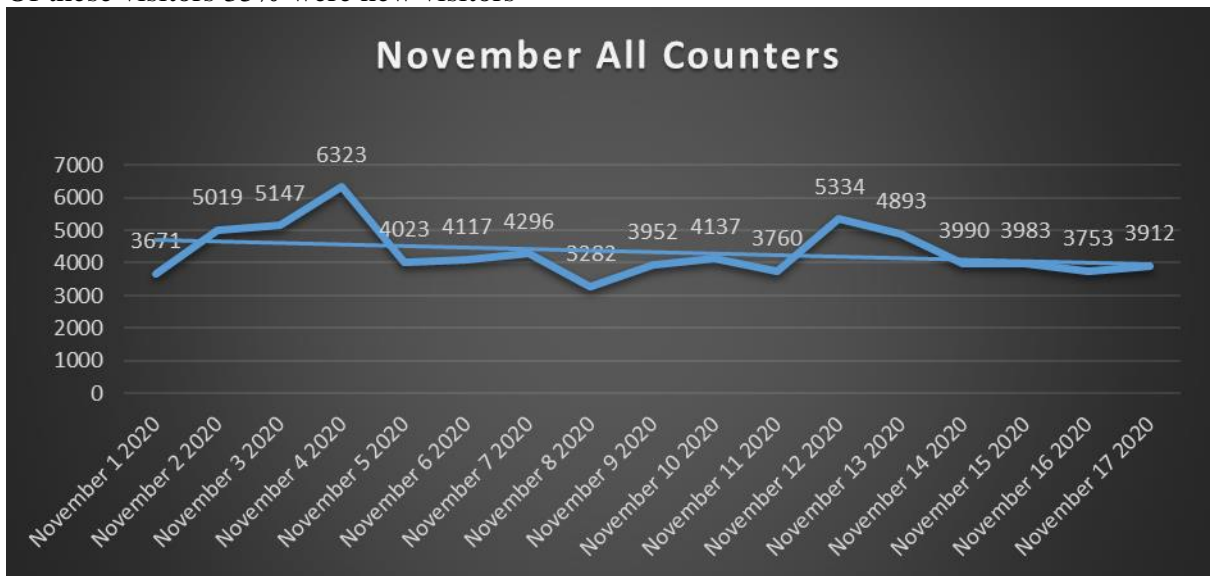
Date Time Frame	Total Visits	Average Daily Visits
1 st March – 1 st April	163,769	5282
1 st April – 1 st May	76,998	2566
1 st May – 1 st June	121,672	3924
1 st June – 1 st July	139,908	4663
1 st July – 1 st August	193,459	6240
1 st August – 1 st September	225,694	7280
1 st September – 1 st October	195,487	6516
1 st October – 1 st November	157,761	5089
1 st November – 18 th November	73,601	4329

All Counters.

Below is a monthly breakdown of all counters covering October and November 18th 2020 This shows steady numbers until the second lockdown when a small decrease occurs.



Of these visitors 35% were new visitors

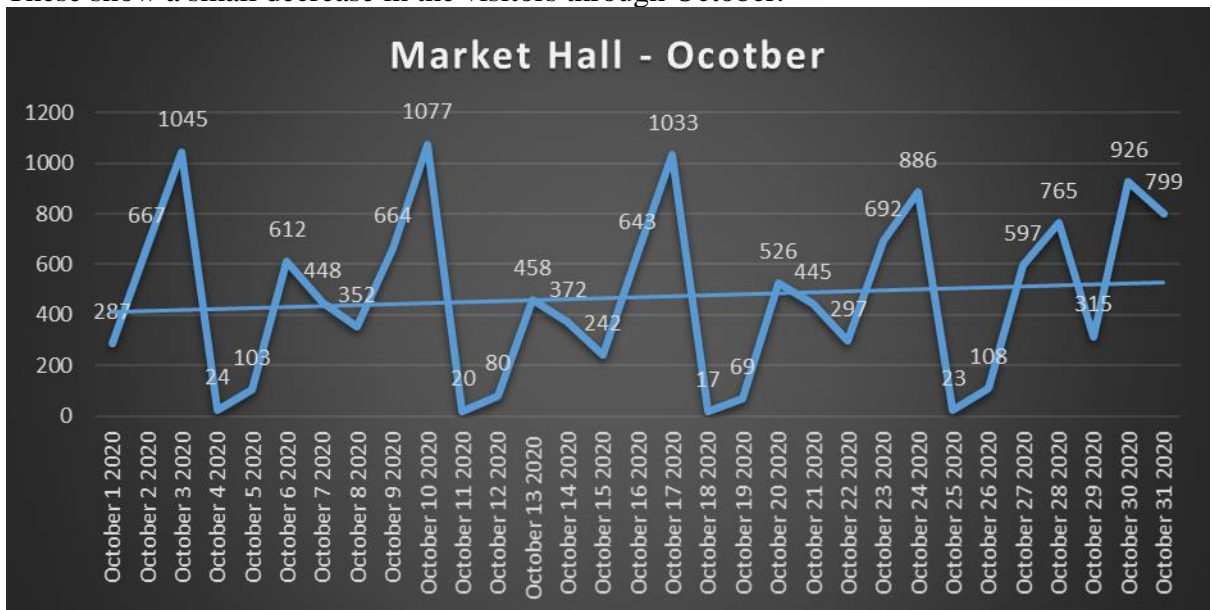


Of these 35% were new visitors

The Market Hall

Market Hall Visitor during October and November

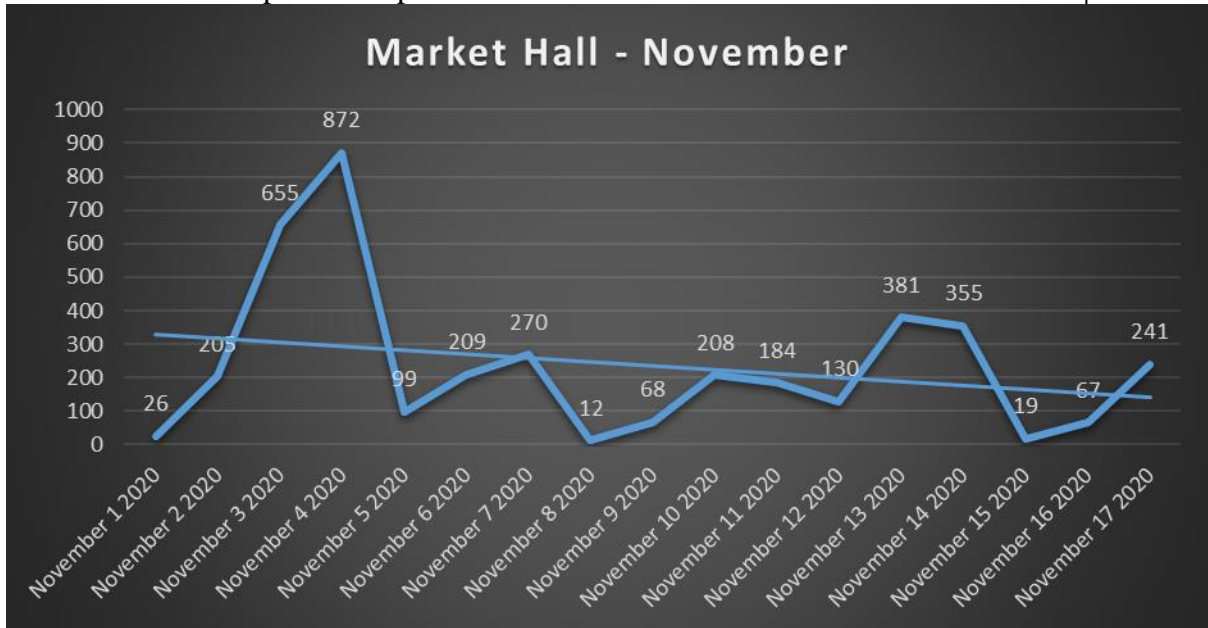
These show a small decrease in the visitors through October.





Of these 31% were new visitors

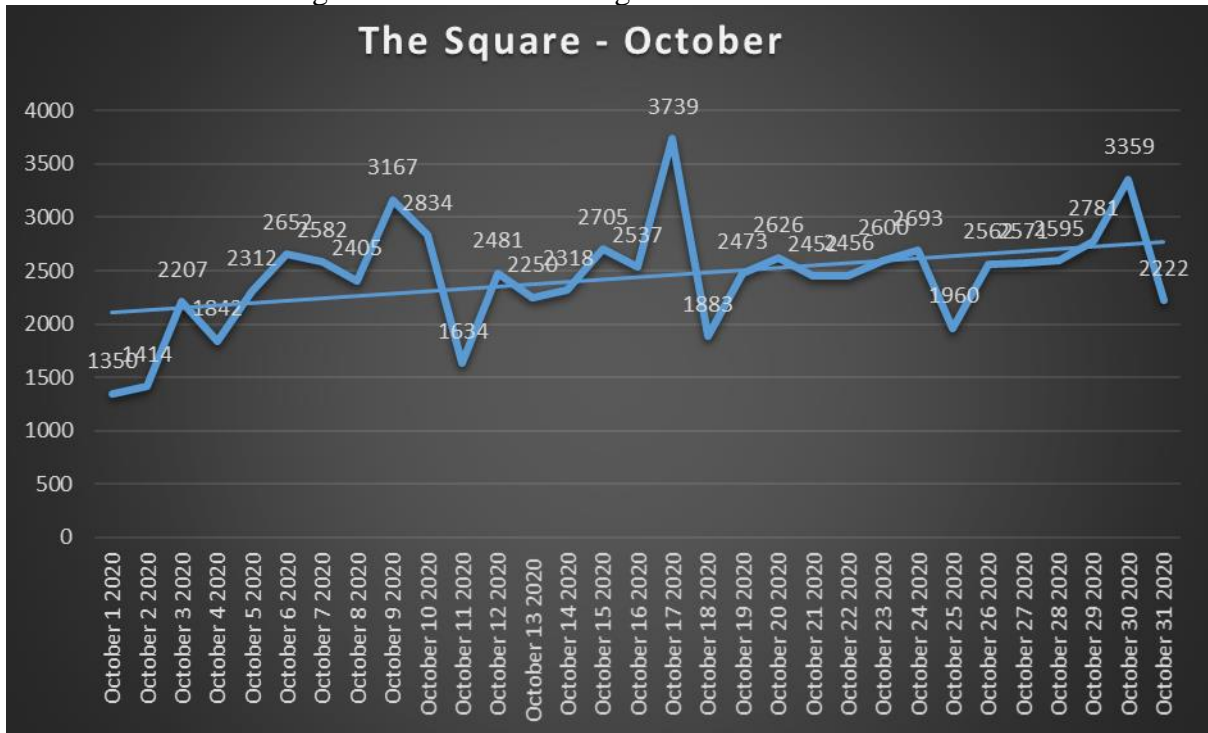
Below shows the expected drop off in visitors from the 5th November Lockdown.



Of these 24% were new visitors

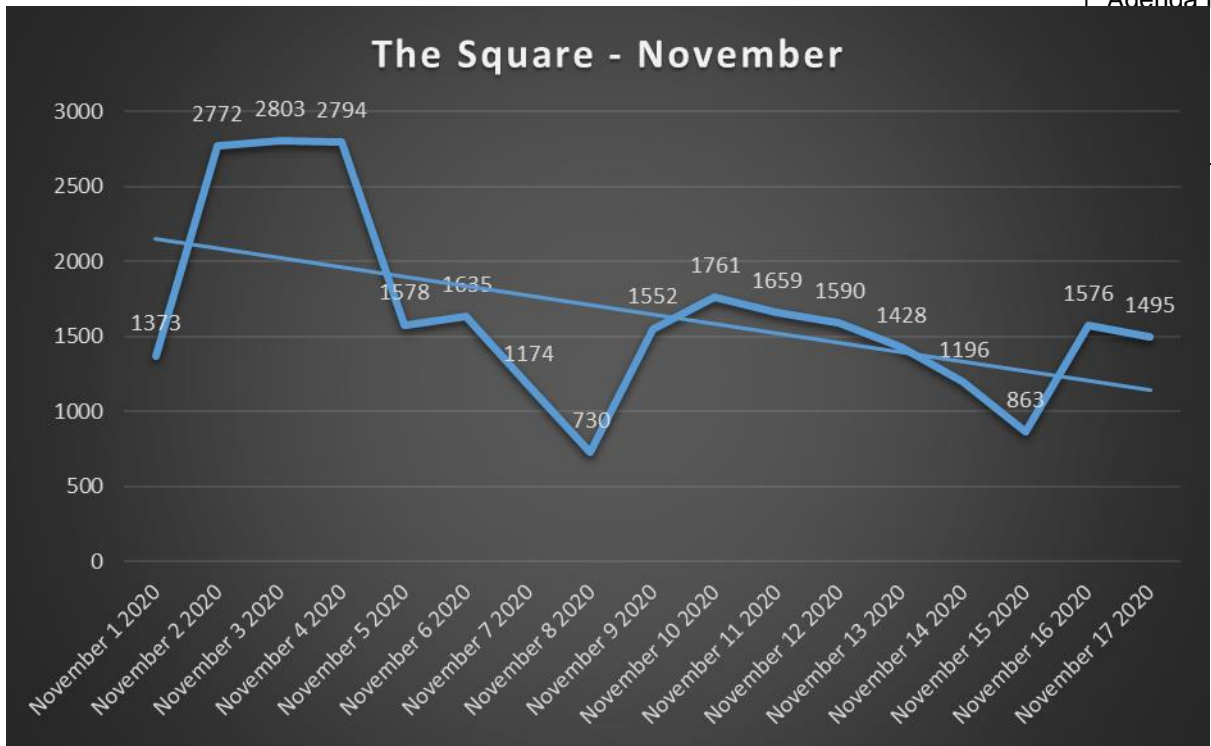
The Square

This shows an increasing trend of visitors through October.



Of these 28% were new visitors

Below shows the expected drop in visitors following the 5th November Lockdown.

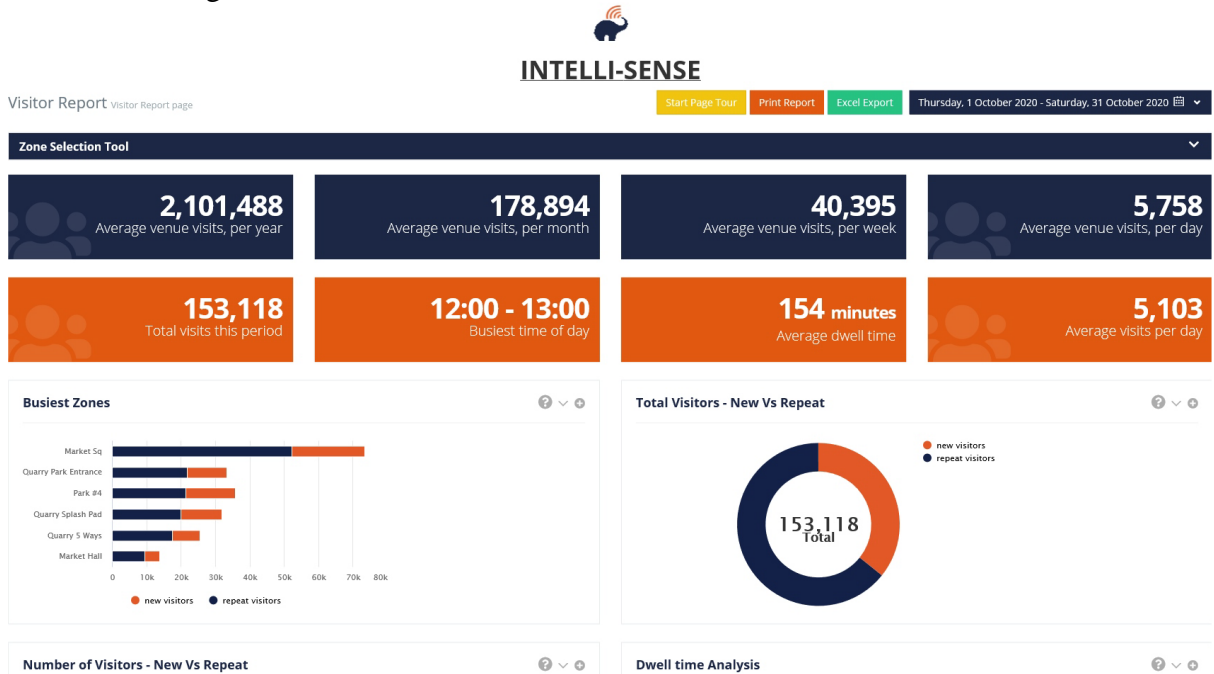


Of these 20% were new visitors

The Quarry

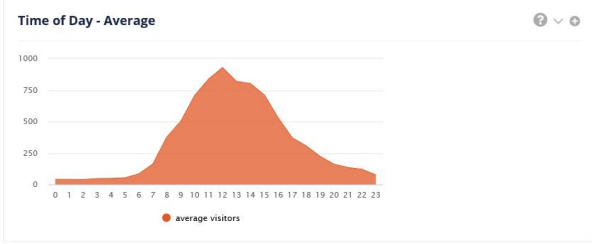
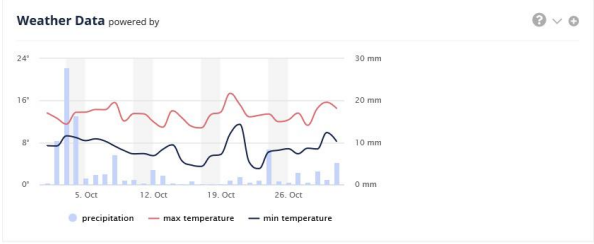
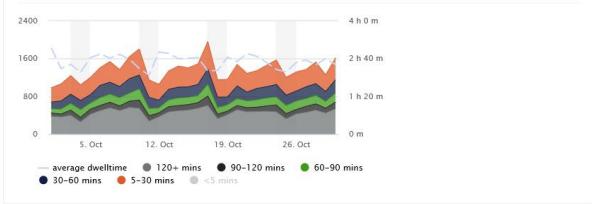
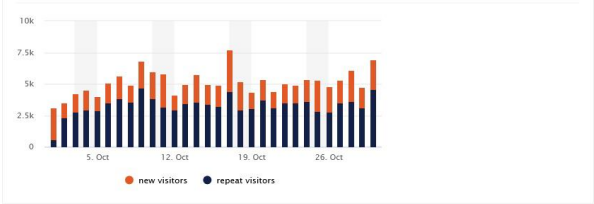
The quarry figures have remained stable over recent months and continue to track along 2019 non-event days.

October Total figures.





Aenda No



website address: www.elephantwifi.co.uk

RECOMMENDED:
That the Report be noted