

**SHREWSBURY TOWN COUNCIL
RECREATION & LEISURE COMMITTEE
17th January 2024**

Officer: Stuart Farmer – Acting Operations Manager

FOOTFALL UPDATE

Purpose

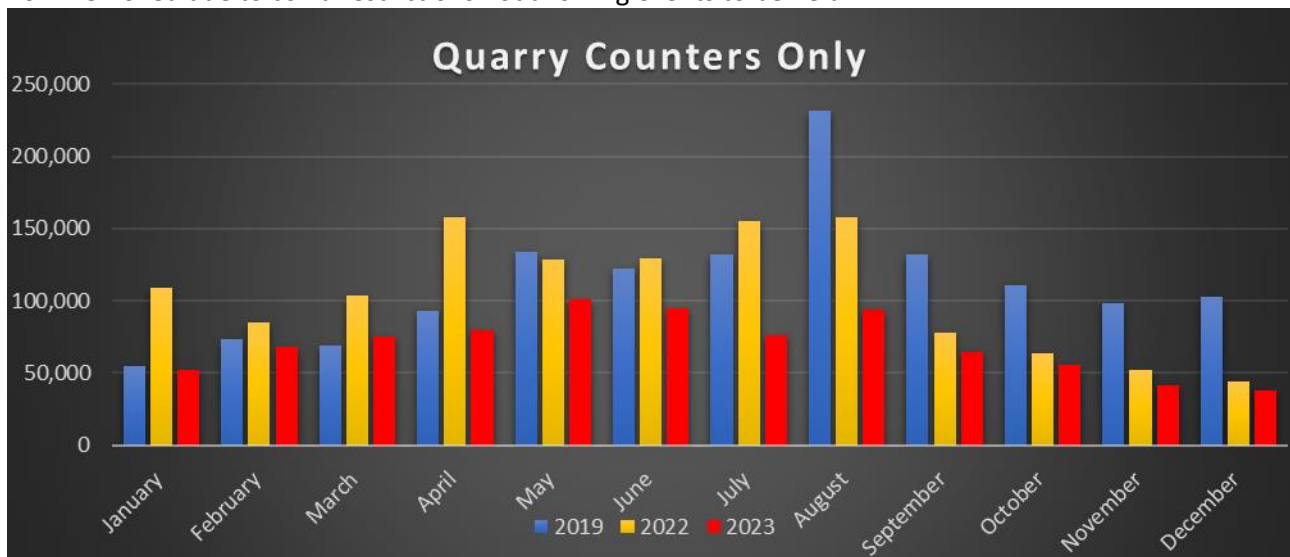
To receive an update into the Footfall in the Quarry and Town centre.

Overview.

Visitor numbers throughout the Quarry have continued with a similar trend over recent months.

Quarry Visitor Comparison

Below is the visitor comparison for the Quarry counters only for the years 2019, 2022 and 2023. 2020 and 2021 removed due to covid restrictions not allowing events to be held.



Quarry visitors have remained stable during November and December but are down on previous year's numbers. It is worth mentioning that is focusing solely on the Quarry and does not include the counters in the Square or Market Hall. It should also be noted that Summer 2023 was not as warm and dry as Summer 2022 which has been reflected in footfall numbers. The very wet winter period covering October and November will go someway to explaining why figures are lower for this year, this has included the cancelation of the Saturday Park runs all though the Christmas Day did take place. It is expected that visitor numbers will increase throughout the Summer of 2024.

Market hall and The Square

- The counters that are located in the Market Hall and the Square are currently being investigated by the supplier due to intermittent power failures, the figures have not been included in this report as the data is incomplete.

RECOMMENDATIONS

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