

**SHREWSBURY TOWN COUNCIL
RECREATION & LEISURE COMMITTEE
4th September 2024**

Officer: Stuart Farmer – Acting Operations Manager

FOOTFALL UPDATE

Purpose

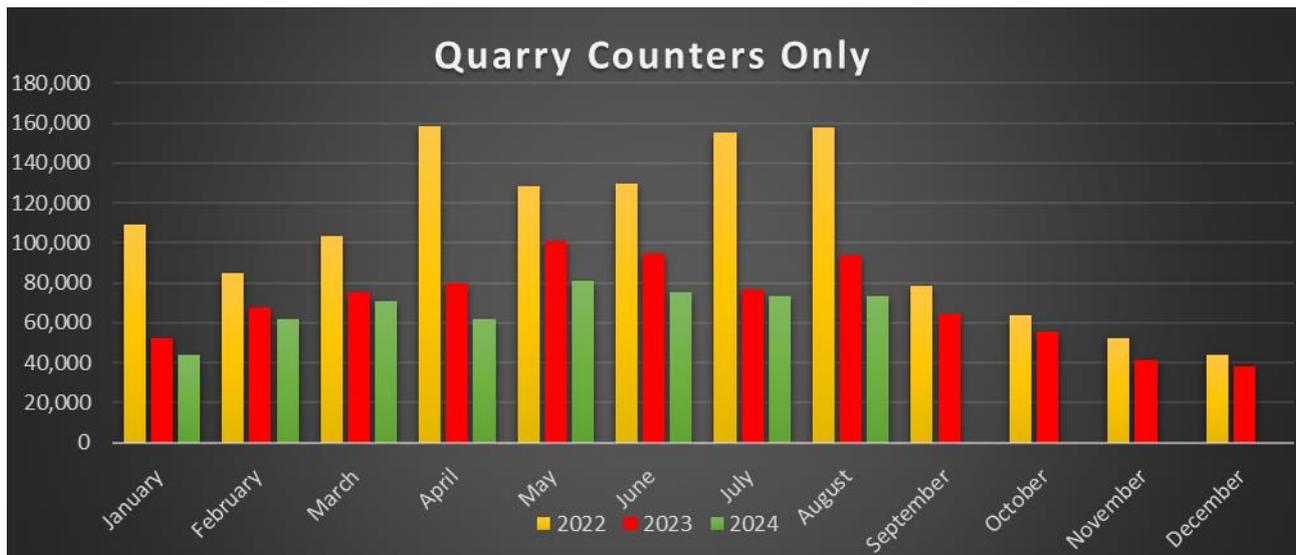
To receive an update into the Footfall in the Quarry and Town centre.

Overview.

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

Quarry Visitor Comparison

Below is the visitor comparison for the Quarry counters only for the years 2022, 2023 and 2024. It is worth remembering that covid restrictions began to ease during 2022 meaning that the use of public open spaces was still at a high.



Visitors to the Quarry through July and August have remained fairly stable when compared with each other, Although down on previous years this appears to be following the national trends.

July figures

- Total Visits 73,098
- New Visitors 17,005 or 23.3%
- Repeat Visitors 56,093 or 76.7%

August Figures

- Total Visits 73,306
- New Visits 17,272 or 23.6%

- Repeat Visits 56,034 or 76.4%

Flower Show weekend was the busiest over the previous 2 months with obvious spikes in attendance figures.

The average annual visit combining all locations working out to be 2.2 million visits per year.

Market hall and The Square

- The counters that are located in the Market Hall have now been confirmed as operating correctly, the market hall is showing steady figures of 6583 visits for July with approximately 212 visits per day, and August saw 7,232 with approximately 233 daily visits, however due to the non-trading days it is difficult to show this on a graph similar to the Quarry counters due to spikes in the week. Fridays and Saturdays are the busiest days in the market.
- The Square continues to be busiest counter of all with July's total count of 57,916 and an average 1868 visits per day and August total was 58,419 with a daily average of 1,884.

RECOMMENDATIONS

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