

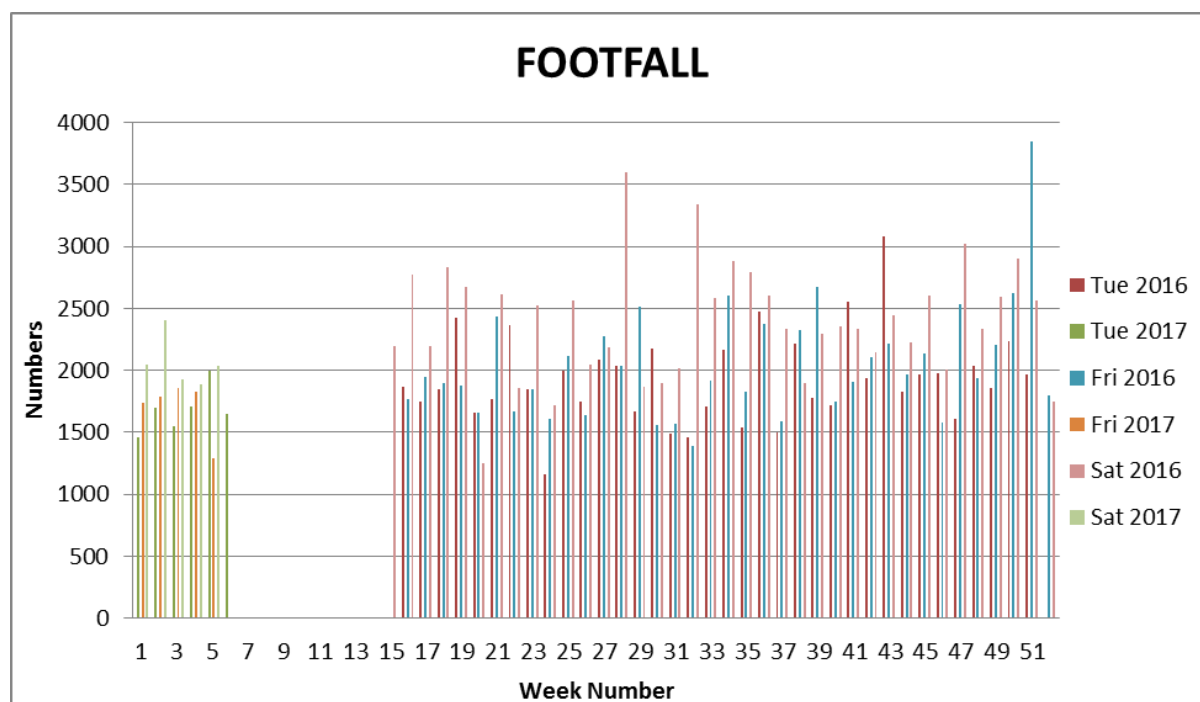
Briefing Note for Scrutiny Committee

Tiverton Market Footfall

Footfall is monitored at the market on each of the three market days (Tuesday, Friday and Saturday). This is done for purely operational reasons to provide a base line to evaluate the market's performance. With this information we are able to compare the market's performance by hour, by day and how the weather and events have an impact.

The method used is to carry out 10 minute manual counts at 10am, 12md and 2pm which covers the busiest times in the market. This is done from the south side of the market. A base line is established by adding the 3 figures together, multiplying by 6 to give per hour, then dividing by 3 to give an average footfall per hour. This figure is then multiplied by 4; this being about the number of hours that maximum trade and footfall is achieved, to give the final figure for each of the 3 market days. This is a rough and ready but well-tested method, which adequately meets the market's requirements. From these figures we are able to ascertain which are the best days, whether the footfall is increasing or decreasing over time and what other factors affect footfall i.e. weather.

Below are the figures since monitoring was started in April 2016 so a year on year comparison cannot be made until April 2017.



Footfall

Week Commencing	Tuesday	Friday	Saturday
11.4.16			2192
18.4.16	1864	1768	2768
25.4.16	1752	1944	2200
2.5.16	1848	1896	2832
9.5.16	2424	1880	2672
16.5.16	1656	1656	1248
23.5.16	1768	2432	2616
30.5.16	2360	1672	1856
6.6.16	1848	1848	2528
13.6.16	1160	1608	1720
20.6.16	2000	2120	2568
27.6.16	1752	1640	2048
4.7.16	2088	2272	2184
11.7.16	2032	2040	3600
18.7.16	1672	2512	1864
25.7.16	2176	1560	1896
1.8.16	1488	1568	2016
8.8.16	1464	1392	3336
15.8.16	1712	1920	2584
22.8.16	2168	2600	2880
29.8.16	1536	1832	2792
5.9.16	2472	2376	2600
12.9.16	1496	1584	2336
19.9.16	2216	2328	1896
26.9.16	1776	2672	2296
3.10.16	1720	1752	2352
10.10.16	2552	1904	2336
17.10.16	1936	2104	2144
24.10.16	3080	2216	2448
31.10.16	1824	1968	2224
7.11.16	1968	2136	2600
14.11.16	1976	1576	2008
21.11.16	1608	2536	3016
28.11.16	2032	1936	2336
5.12.16	1856	2208	2592
12.12.16	2232	2624	2904
19.12.16	1968	3848	2568
26.12.16	0	1800	1744
2.1.17	1456	1736	2048

9.1.17	1696	1784	2400
16.1.17	1552	1856	1928
23.1.17	1704	1832	1888
30.1.17	2000	1288	2032

Annual Footfall Count

An annual footfall count is done in the town centre by Forward Planning as part of the Authority's Annual Monitoring Report on the first Thursday and Friday after the August Bank Holiday. However, very little statistical inference can be made from these figures as the counts are too infrequent and there may be too many variables affecting the results on any given day to make them comparable i.e. weather, whether the schools are on holiday etc. The counts for the last 10 years are given below.

Tiverton

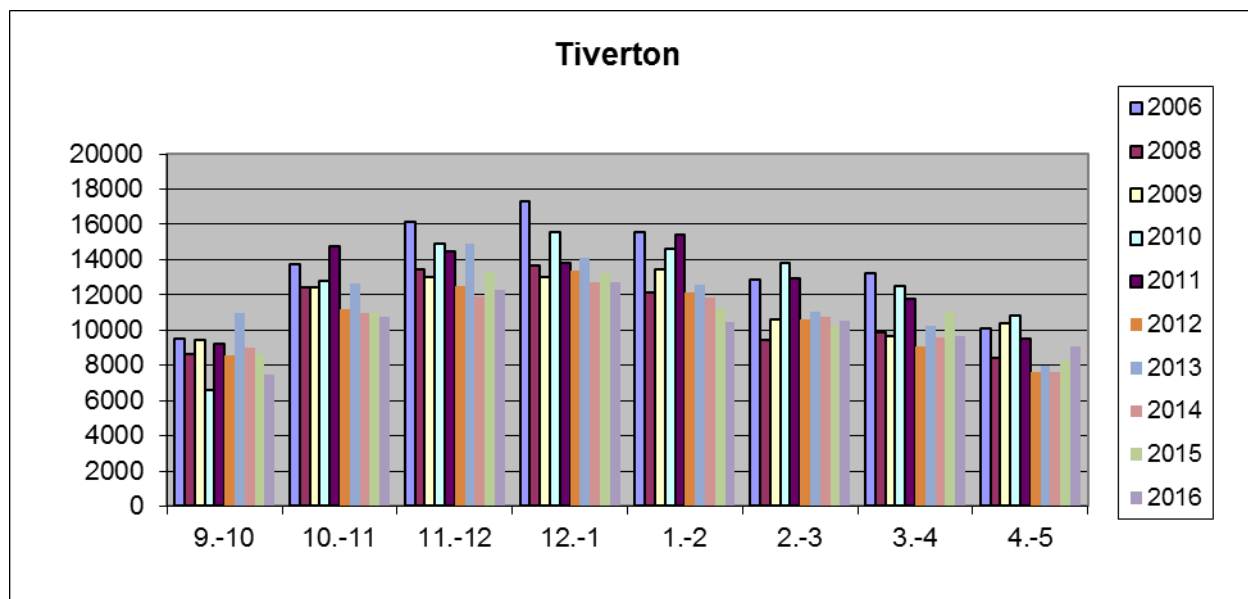
	2006	2008	2009	2010	2011	2012	2013	2014	2015	2016
9.-10	9540	8640	9444	6600	9240	8592	10980	9012	8640	7476
10.-11	13764	12420	12420	12768	14736	11172	12624	10980	10980	10716
11.-12	16128	13476	12984	14916	14460	12504	14928	11904	13296	12264
12.-1	17280	13644	13020	15552	13812	13368	14136	12708	13224	12720
1.-2	15540	12144	13452	14628	15396	12144	12576	11832	11268	10440
2.-3	12828	9420	10620	13812	12948	10632	11016	10752	10250	10548
3.-4	13212	9864	9672	12492	11748	9060	10212	9576	11028	9648
4.-5	10080	8388	10404	10800	9480	7596	8004	7620	8304	9060

NB In 2011 figures the children were still on school holidays.

NB in 2013 Figures 5 Primary Schools were closed (non pupil days) and 1 Primary School was open. The Secondary School was closed both days.

NB in 2014 Figures 2 Primary Schools were open, 4 Primary Schools were closed (non pupil days), the Secondary School was closed both days.

NB in 2015 Figures 3 Primary Schools were open, 3 Primary Schools were closed (non pupil days), the Secondary School was closed both days.



Automated footfall counting

Manual footfall counts are very labour intensive and prone to a number of errors. We therefore investigated the installation of a fully automated system as a precursor to submitting a bid to the High Street Innovation Fund. However, quotes from suppliers gave costs of upwards of £10,000 annually for the right equipment with a minimum 3-year contract. This was felt to be too expensive an investment for a town the size of Tiverton and not pursued.