

KETTERING TOWN COUNCIL
REPORT FOR INFORMATION

Item No:- ME22/015

Committee:-	Markets and Events Committee
Date:-	27 TH July 2022
Author:-	Martin Hammond, Clerk
Report Title:-	Footfall Kettering Town Centre
Wards Affected:-	All

1. Purpose of Report

To provide the footfall figures of May and June

2. Information

2.1. The figures for May and June are attached and both show a small increase in visitor numbers, but also that the Market Place is now the single biggest venue for visitors in Town (a third of all visitors).

2.2. There is a mistake in the June figures where each day has retained its May label but the data itself is correct if you substitute June for May.

2.3. Members asked if comparable information could be provided with other towns and with pre-covid footfall. The answer is no, because

- The Kettering sensors were only installed in July 2020
- There is no similar system in use in Corby or Wellingborough or Rushden
- Newlands no longer use their system, which was switched off during covid.
- NNC hasn't to date shared information with out of county teams but will explore interest in data swaps with Harborough and Melton.

2.4. A new system is to be installed in Kettering, Wellingborough and Rushden after July 2022, and possibly Corby later in the year. The Vivacity scheme will give (different) footfall data and NNC are building the data dashboard now. The sensors are live so they should be able to get data coming through in the coming months and backdate the sets of data to when the sensors were switched on.

Background Papers - email exchanges with NNC