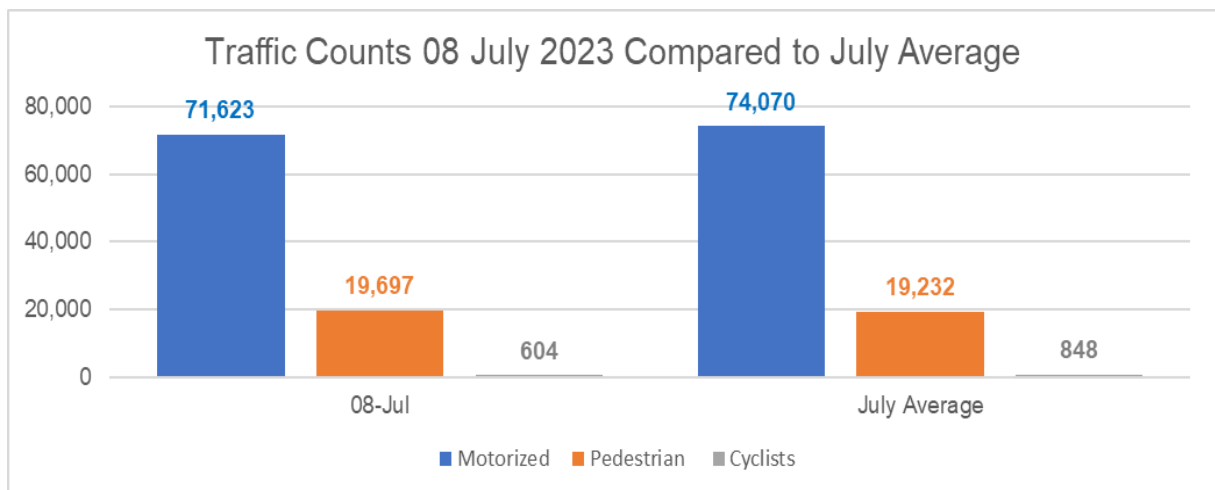


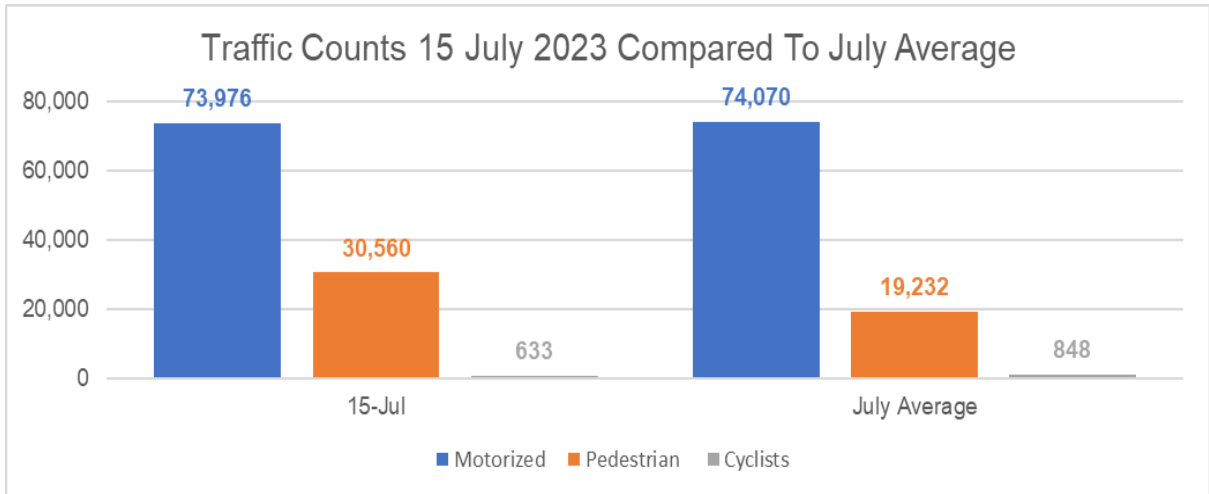
# Vivacity Traffic Sensors Headline Report – Kettering Town Centre – Kettfest Event 15 July 2023

## Summary

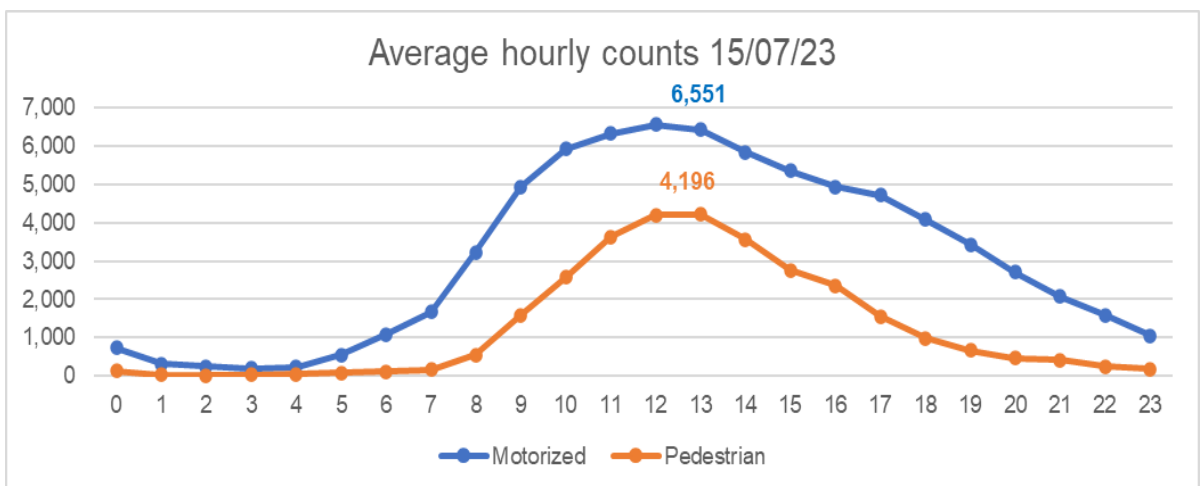
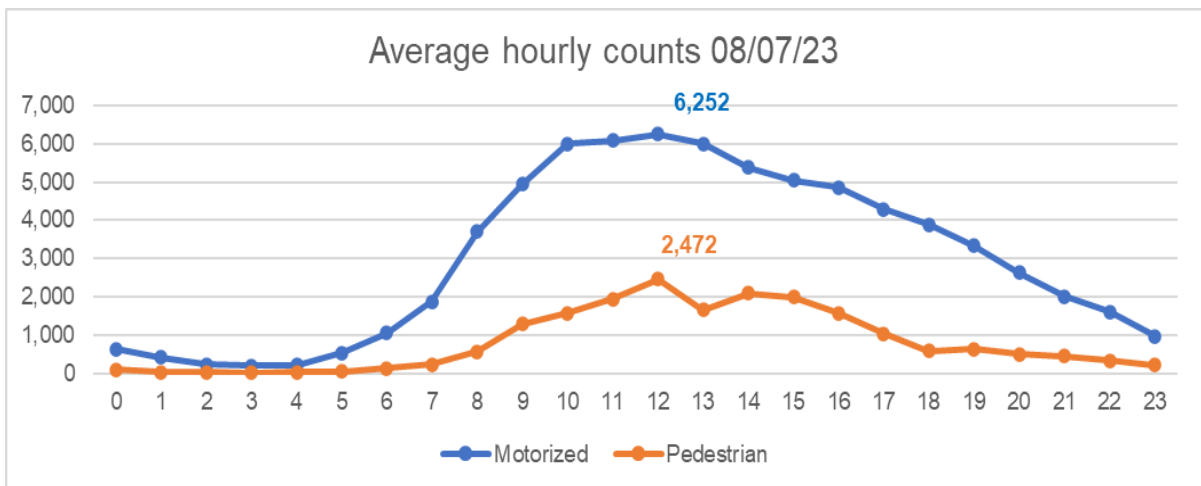
- On 15 July 2023 Kettering Town Council held the annual [Kettfest music event](#) in the town centre. The event ran from 11am all day at 6 different locations and venues.
- Total visits (all traffic classes)
  - Saturday 08 July: Motorized = **71,623**, pedestrian = **19,697**, cyclist = **604**.
  - Saturday 15 July: Motorized = **73,976**, pedestrian = **30,560**, cyclist = **633**.
  - July 2023: Motorized = **74,070**, pedestrian = **19,232**, cyclist = **848**.
- Most popular time of day (motorized and pedestrian)
  - Saturday 08 July: Motorized and pedestrian = **between 12:00 and 13:00**.
  - Saturday 15 July: Motorized = **between 12:00 and 13:00**, pedestrian = **between 13:00 and 14:00**
  - July 2023: Motorized and pedestrian = **between 12:00 and 13:00**.

## Overall traffic count statistics

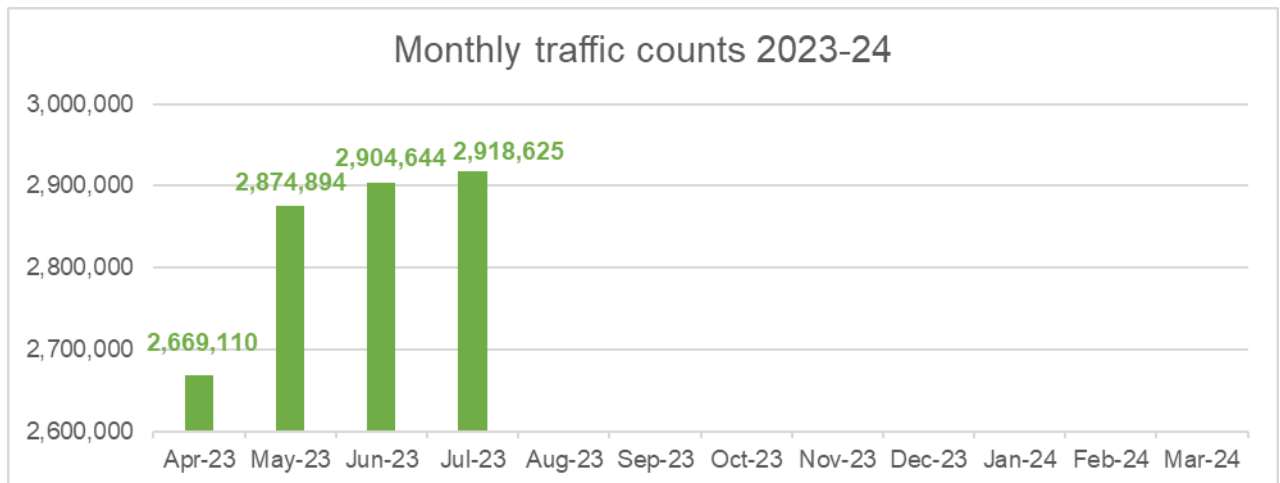




### Typical Day



## Monthly statistics for Kettering



## Annual statistics

Traffic counts for the year to date based on the same period last year is not yet available.

## Headlines

- The total number of traffic counts in July 2023 was **over 2.9m, the highest of the year to date.**
- The number of motorized vehicles recorded on Saturday 15 July **increased by 2,353** compared to the previous Saturday 08 July.
- The number of pedestrians recorded on Saturday 15 July **increased by 10,863** compared to the previous Saturday 08 July.
- The number of cyclists recorded on Saturday 15 July **increased by 29** compared to the previous Saturday 08 July.
- Traffic counts data indicates more people visited Kettering Town Centre on Saturday 15 July which could be attributed to the Kettfest event.
- Traffic counts for the year to date based on the same period last year is not yet available.

## Busiest times

- On Saturday 08 July the busiest times for motorized vehicles and pedestrians was between 12:00 and 13:00.
- On Saturday 15 July 2023 the busiest times for motorized vehicles was between 12:00 and 13:00 and pedestrians between 13:00 and 14:00.
- During July the busiest times for motorized vehicles and pedestrians was between 12:00 and 13:00.

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Notes:

1. Traffic counts data for all sensors was downloaded on 02/08/2023.
2. Dates analysed are 08 July 2023 and 15 July 2023 only. Data for the month of July 2023 is used for comparison.
3. Report prepared by Kirsty Wilcox, Performance Support Officer.