



To: The Business, Economy and Enterprise Scrutiny Board (3)

27th November 2015

Subject Footfall in the City Centre

1 Purpose of the Note

- 1.1 To give an overview of city centre footfall patterns and to detail the impact of events to support the increase in visitor numbers.

2 Recommendations

- 2.1 The Business, Economy and Enterprise Scrutiny Board are recommended:
- 1) To consider footfall patterns in Coventry City Centre
 - 2) To consider the impact of events to support the increase in footfall
 - 3) To identify any recommendations to the appropriate Cabinet Member

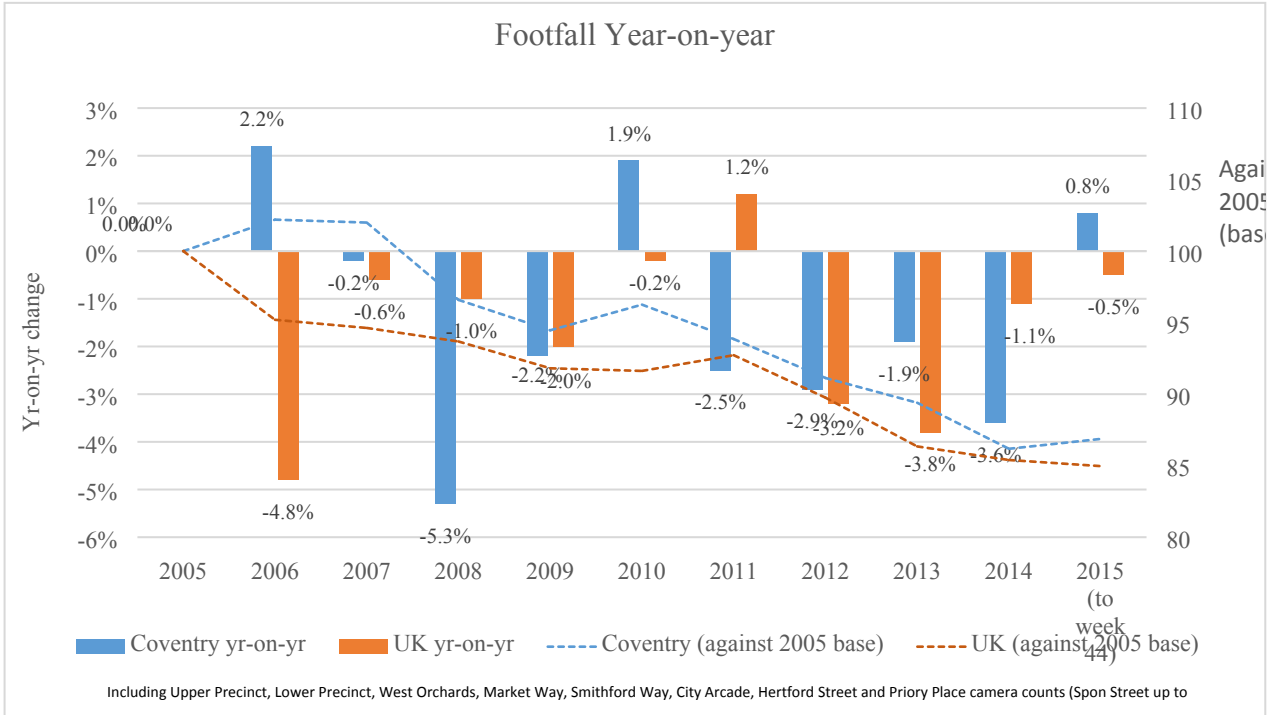
3 Information/Background

3.1 General Information

Coventry City Council manage footfall collecting devices across six locations in the city centre. These are located in Upper Precinct, Hertford Street, City Arcade, Market Way, Smithford Way and Priory Place. In addition to six locations managed by the city council, Lower Precinct and West Orchards figures are added to collate a combined footfall figure for the city centre. Note: footfall measures the number of people passing multiple sites in the city centre i.e. traffic not visitor numbers. Footfall will be impacted by both changes in the number of visitors to the city centre and changes in visitor patterns (i.e. people walking around the city centre more/less).

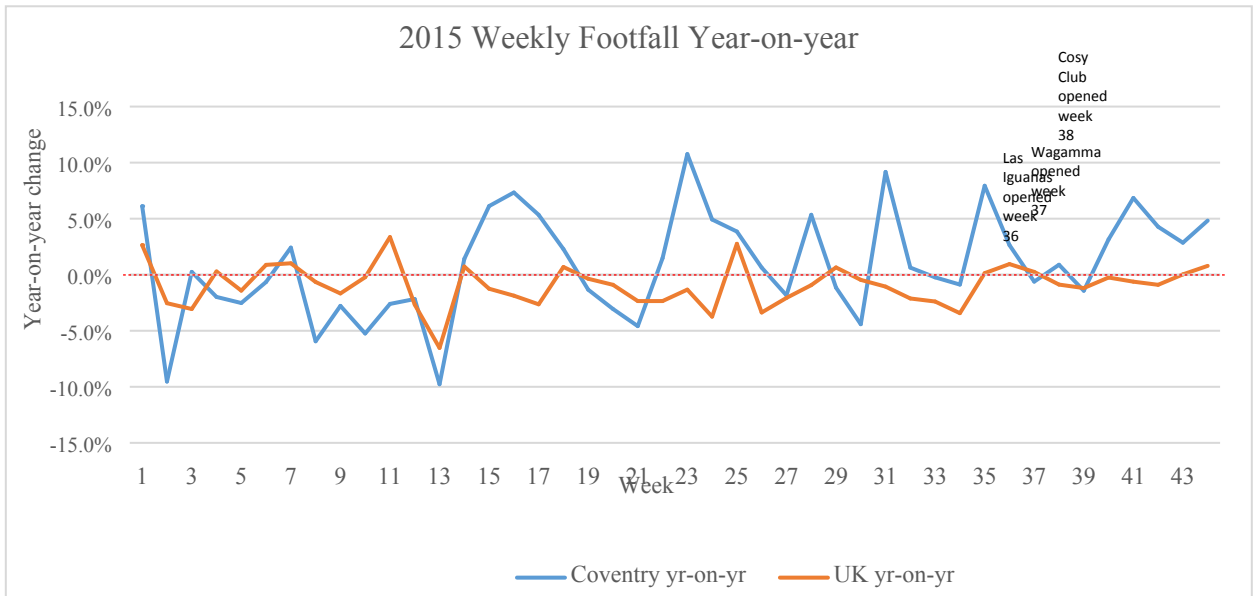
3.2 Year-on-year Footfall

The following chart shows both the individual yearly footfall change against the previous year (bar chart) and the cumulative change in footfall from 2005 (line chart). National footfall figures have been falling since 2006, with only one year (2011) having seen a year-on-year increase in footfall. The picture within Coventry's city centre, although generally similar, saw footfall begin to decline two years later than national figures, seeing a substantial reduction in 2008. The long-term trend shows that Coventry has performed slightly better than national figures with city centre footfall 13% below that of 2005, compared to 15% nationally.



3.3 2015 Weekly Footfall

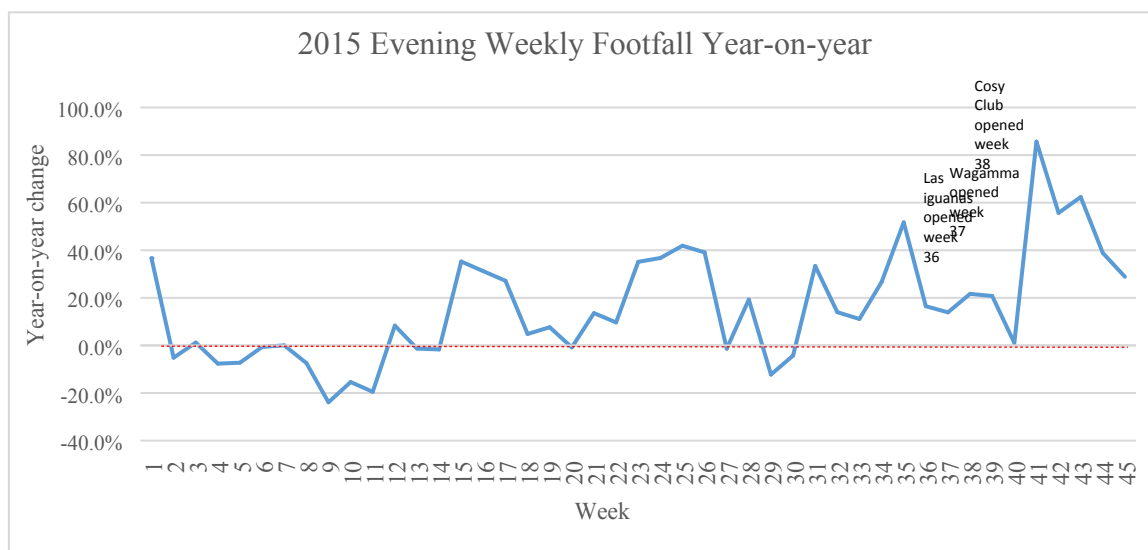
After seeing a disappointing start to 2015, weekly footfall in the city centre has been performing better than national figures, being generally up on the previous year from week 14.



Since week 37 and the opening of a number of restaurants in Cathedral Lanes, footfall in Upper Precinct (the nearest location) has been up 4.2% against the previous year.

3.4 Evening

Evening footfall (7pm-3am) across the city has been up compared to last year since week 14 (early April) this year. It has substantially increased in recent weeks, suggesting the new restaurant developments are impacting footfall. Since week 41 evening footfall is up 55% against the same period last year.



3.5 Event impacts

Although there are a number of factors which influence footfall in the city centre (and footfall being up or down during a period generally cannot be put solely down to an individual event), the following footfall patterns happened during city centre events.

- Footfall during core hours of the 2014 Christmas Lights Switch-on were 21% higher than the previous year's event.
- This year's student shopping night saw footfall increase 71% against the previous week, as its popularity continues to grow with footfall more than double that of the original event in 2013.
- The following table lists footfall during other recent city centre events. These figures suggest that Motofest, Skyride and Oktoberfest have helped to increased footfall in the city centre. The impact of other events is less clear with footfall being down, but footfall may have been down more had the event not taken place.

Event (City centre footfall)	Change against previous year	Change against previous week
Motofest (May)	13%	27%
Skyride (September)	14%	8%
Oktoberfest (August)	-2%	14%
The Beach (August)	-2%	-2%
Giant Games (August)	-4%	-1%
Festival of Imagineers (August)	-3%	-2%

3.6 Student impact on footfall

The impact of students on footfall patterns is clear to see in the city centre, with footfall generally increasing when students return. For example this year's Fresher's week saw footfall across the city centre increase by 8.5% against the previous week, this then increased by a further 5.1% the following week when students returned.

3.7 Retail rankings

Over the last year the city centre has seen a substantial increase in its retail ranking, moving up 13th places to currently 47th place.

	2008	2009	2010	2011	2012	2013	2014	2015
CACI Retail Rankings	49th	57th	49th	47th	51st	58th	60th	47th

RICHARD EVANS / TOM EVANS
INSIGHT
PEOPLE DIRECTORATE
Tel: 02476 834372