

Appendix 1: Footfall Trend Analysis January - November 2020-2024

Introduction

A key measurable outcome of the Grantham Future High Street fund programme is the impact on footfall within the town. The aim of the programme is to support regeneration of the town centre through targeted interventions which increase footfall and make it more consistent.

While a direct correlation between footfall and spend in the town centre can not be drawn, an increased footfall which is more consistent offers great opportunity for businesses to thrive.

Throughout the programme delivery, footfall data has been presented to relevant committees including Finance and Economic OSC, and is regularly reported to Ministry of Housing, Communities and Local Government as part of the grant monitoring and evaluation process.

In this analysis, data from the past four years has been examined for the time window 1st January – 30th November to identify trends in footfall changes throughout the duration of the project.

As data for December 2024 will not become available until January 2025 the month of December has been omitted across all other years for consistency of analysis.

Data Collection

This footfall data is provided by Visitor Insights through their platform ‘Terrain’. The data is sourced from a UK data aggregator who receives the data from devices, predominantly mobile phones.

This includes GPS data collected by mobile phones through a wide range of apps including maps, weather, travel, utilities, news, gaming etc.

To ensure that only pedestrian visits are counted the terrain software eliminates data from any device which is travelling over 4 miles per hour. To mitigate against signals which may be from a phone within a car which is temporarily stopped, such as at a traffic light, the GPS signals are monitored and if the software detects they were travelling faster than 4mph immediately before or after being logged at less than 4mph the signal is omitted from the results.

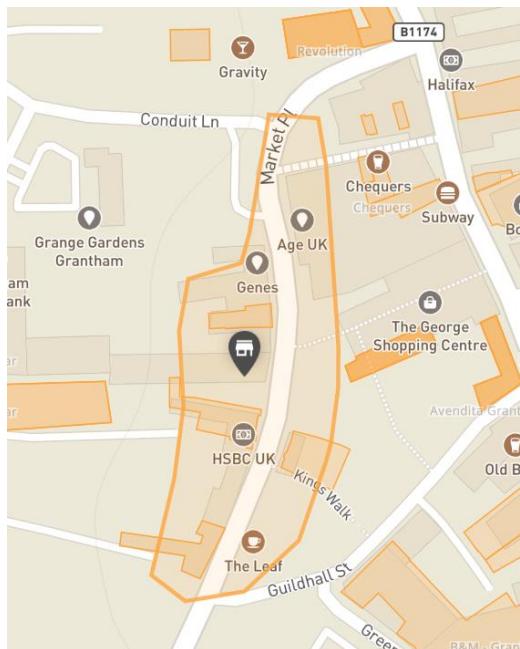
Data is provided for specified geographic areas called ‘geofences’ which can be as small as a 40m length of pavement, with no maximum size.

For a visit to be registered within any given geofence, a signal must be seen to remain in that area for at least five minutes.

Data is not collected where users have their location settings turned off.

For the purposes of this report data from the following three geofences within Grantham town centre was reviewed.

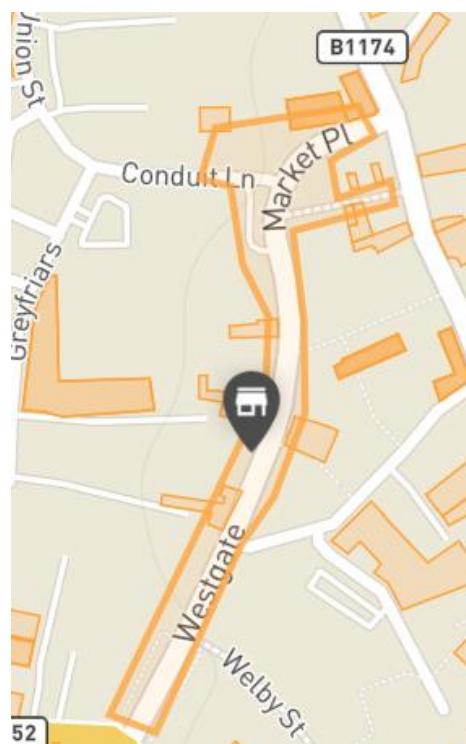
Grantham Market



This geofence (shown within the orange boundary) monitors the area where the usual Saturday Market takes place and was primarily established to monitor footfall to the Market itself.

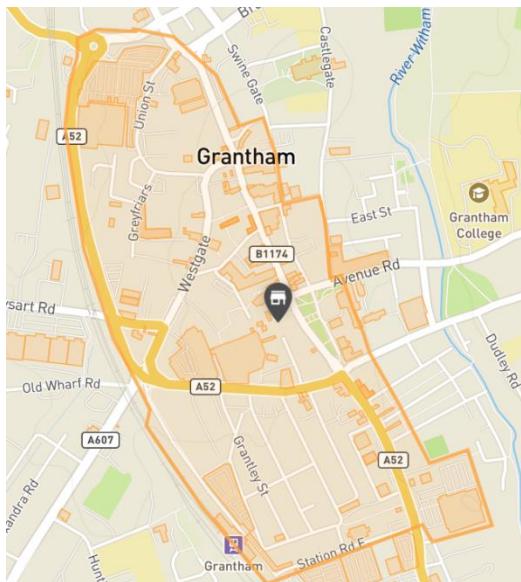
Data from this area has previously been reported to this committee.

Westgate/Market Place



This geofence monitors footfall along the full extent of Westgate and the Market Place, established to monitor the impact of footfall in the area which has seen the greatest focus of activity delivered within both the Future High Street Fund and the Grantham High Street Heritage Action Zone.

Grantham Town Centre



This area represents the full extent of the approved Grantham Future High Street Fund Zone, and includes the High Street itself, where interventions such as Upper Floor Conversion schemes are taking place.

This is including the railway station, as well as major supermarkets (ASDA, Lidl, Morrisons and Sainsburys), and as such is a less accurate measure of footfall within the retail core of the town centre, but a good indication of the number of people visiting the town as a whole.

Analysis

For the purposes of this report total footfall and average (mean) footfall were calculated as well as the distribution of footfall over time. This was to understand if a change in average footfall was as the result of a consistent trend, or a limited number of specific events of either high or low footfall impacting the overall result.

The table below shows the total footfall and average footfall for each of the three geofence areas for the period of 1st January – 30th November each year from 2020 to 2024.

| Year | Town Centre | | Market | | Westgate/ Market Place | |
|------|----------------|---------------|----------------|---------------|------------------------|---------------|
| | Total Footfall | Mean Footfall | Total Footfall | Mean Footfall | Total Footfall | Mean Footfall |
| 2020 | 19049026 | 56862.76 | 975803 | 2912.8 | 1686292 | 5033.71 |
| 2021 | 18992276 | 56863.10 | 1024838 | 3068.4 | 2053680 | 6148.74 |
| 2022 | 18930704 | 56678.75 | 1235338 | 3698.6 | 2464425 | 7378.52 |
| 2023 | 18868724 | 56493.19 | 1119250 | 3351.0 | 2691561 | 8058.57 |
| 2024 | 18816783 | 56169.50 | 1460261 | 4359.0 | 3214139 | 9594.44 |

As can be seen, footfall in the town centre as a whole has remained relatively consistent across between 2020-2024, although a slight downward trend can be seen.

In contrast, both the total footfall, and average footfall on Westgate and in the Market Place has increased every year since 2020, indicating that although similar numbers of people are visiting the town as a whole, an increasing number are choosing to visit Westgate and the Market Place.

Consistency of visits was analysed by calculating how many days in footfall was counted within a set threshold (i.e. less than 1000 people, 1000-1999, 2000-2999 etc.) for each of the geofence areas.

Analysis of this data has shown that within the Westgate/ Market Place and Grantham Market geofence areas the increased footfall has also become more consistent. Fewer outliers are observed representing individual days with very high or very low footfall and overall, there are more days with more visitors in each year from 2020.

For example, the table below shows the number of days that footfall fell with increments of 5000 people within the Westgate/ Market Place Geofence area:

| Footfall | Days | | | | |
|----------------|------|------|------|------|------|
| | 2020 | 2021 | 2022 | 2023 | 2024 |
| Less than 5000 | 172 | 104 | 42 | 37 | 6 |
| 5000-10000 | 152 | 219 | 259 | 228 | 175 |
| 10000+ | 11 | 11 | 33 | 69 | 154 |
| Mean Footfall | 5033 | 6148 | 7379 | 8059 | 9594 |

Although the Future High Street Fund works to the Market Place took place in 2024, this consistent increase in footfall can be seen as a reflection of the positive changes which have taken place in this area as a focus of investment since 2015. This includes Shopfront Regeneration Programmes, High Street Heritage Action Zone and improvements to Grantham Market, and an increase in the number and variety of businesses operating in the area.