

FAVERSHAM FOOTFALL ANALYSIS

Introduction

The data provided covers a range of dates from August to September 2024, focusing on different aspects of Faversham town's activities: weather, market days, car park usage, footfall, and visitor trends in public spaces like the Market Place and Preston Street. Below is a summary and analysis of key insights:

1. Car Park Usage:

- **General Trend:** Car parks are typically between 51% and 83% full across various days, with higher usage on market days and weekends. Non-market days or when events are not taking place see more empty spaces.
 - **Highest Usage:** 83% occupancy on **Saturday, 17th August (Market Day)** and **Friday, 16th August (Charter Market Day)**, indicating high visitor numbers.
 - **Lowest Usage:** 51% on **Sunday, 25th August**, during an antiques market, despite the Bank Holiday weekend activities.

2. Footfall in the Market Place:

- **General Trend:** Footfall is significantly higher on **Market Days** and days with special events. For example, footfall on market days is consistently higher than non-market days.
 - **Highest Footfall:** On **Saturday, 17th August**, with an average of **372 people observed**. A large group of walkers and scouts contributed to this increase.
 - **Lowest Footfall:** On **Thursday, 12th September**, a non-market day, with an average of **148 people observed**.
- **Effect of Market Days:**
 - **Tuesday Markets:** Average footfall is around **208-275 people** per day.
 - **Special Event Days:** On days with events like the **Medieval & Tudor Event (29th September)** or **Bank Holiday events (25th August)**, footfall increases, peaking around **268-323 people**.

3. Visitor Patterns at Preston Street:

- **General Trend:** The number of visitors to Preston Street fluctuates based on market days and special events.

- **Highest Footfall at Preston Street:** On **Saturday, 17th August**, with an average of **262 people** observed, correlating with the Best of Faversham Market.
- **Lowest Footfall at Preston Street:** On **Thursday, 12th September**, with an average of **123 people**, a non-market day.

4. Impact of Weather:

- **Sunny and Dry Days:** Typically attract higher footfall and car park usage. For example, **Saturday, 17th August**, had high footfall due to the market, sunny weather, and special events.
- **Cloudy or Rainy Days:** Footfall is lower on cloudy days, like **Tuesday, 10th September**, with occasional rain, resulting in an average footfall of **208 people**.

5. School Holidays and Public Events:

- **Impact of School Holidays:** During school holidays, such as **August**, there is an increase in visitors, with special groups (e.g., scouts and walkers) noted on several days, particularly on weekends.
- **Public Events:** Events such as the **Medieval & Tudor Event** or **Faversham Society Guided Tours** lead to spikes in town activity and higher car park occupancy.

Summary:

- **Market Days and Special Events** are the biggest drivers of increased footfall and car park usage in Faversham.
- **Non-Market Days** and **Non-Event Days** see a substantial drop in town activity.
- The town remains busy during **school holidays**, especially with visiting groups, even on non-market days.
- **Weather** plays a role, with dry and sunny days encouraging higher footfall, while rainy or cloudy days see a slight decline in visitor numbers.

This analysis suggests that Faversham experiences higher engagement during markets, events, and sunny weather, while non-event days and poor weather conditions we see reduced town activity.

Louise Bareham

Data was analysed using AI

Date	Day Type	Weather	Comments	Car Parks Empty Spaces out of 449 available of all types across 4 Town Centre Car Parks AM + PM	VIC into Market Place Footfall Average Number of People Observed 10am, 11am and at noon.	Preston Street Number of People Clicked 12.20 11.20 12.20
07-08-2024	Wednesday Non-Market Day	Sunny Blue Skies	School Holidays French Group visiting in town.	AM 150 Empty 67% Used PM 122 Empty 73% Used	10am 154 11am 164 12pm 190 Average 170	10.20 131 11.20 147 12.20 122 Average 133
16-08-2024	Friday Charter Market Day	Cloudy but dry after early rain	New yellow lines in Preston Street. Faversham Society Guided Tour in Mkt Place. Busker in Mkt Place	AM 145 Empty 68% Used PM 82 Empty 82% Used	10am 234 11am 327 12pm 378 Average 313	10.20 181 11.20 222 12.20 208 Average 204

17-08-24	Saturday Charter Market and Just 5 Best of Faversham Market in Preston Street	Dry hot and sunny	Faversham Pool and Central Car Park busy. Open Faversham at VIC. The Alex Closed!? 11am Very large group of walkers and party of Scouts visiting in Mkt Place.	AM 133 Empty 70% Used PM 76 Empty 83% Used	10am 273 11am 489 12pm 355 Average 372	10.20 207 11.20 282 12.20 298 Average 262
25-8-24	Sunday Antiques Market and Kent's Magical Market @The Alex	Dry and warm	Bank Holiday Weekend with plenty going on including Open Faversham and Brogdale Cider Festival. One bus passenger arrived believing it was Hop Festival Weekend!	AM 219 Empty Used 51% PM 172 Empty Used 62%	10am 203 11am 359 12pm 407 Average 323	10.20 125 11.20 188 12.20 215 Average 176
27-08-24	Tuesday Market	Dry, Hot and Sunny	Still school summer holidays with a fair Tuesday Market and Busker	AM 156 Empty Used 58% PM 107 Empty Used 76%	10am 196 11am 282 12pm 349 Average 275.6	10.20 129 11.20 220 12.20 203 Average 184

10-09-24	Tuesday Market	Cloudy, cool with occasional spitting rain during last count.	Children back to school – reasonable size Tuesday Market Some exercise classes in The Alex during morning.	AM 171 Empty Used 62% PM 179 Empty Used 60%	10am 160 11am 202 12pm 262 Average 208	10.20 143 11.20 170 12.20 132 Average 148.3
12-09-24	Thursday Non Market Day	Sunny, dry but cool.	Tables still outside cafes and general flow of public. No event or market.	AM 209 Empty Used 53% PM 207 Empty Used 54%	10am 114 11am 149 12pm 181 Average 148	10.20am 95 11.20am 145 12.20pm 129 Average 123
29-09-24	Sunday Medieval & Tudor Event + Market	Cloudy but Dry	Plenty of stalls and entertainment throughout the day in the Market Place and Court Street. Nothing special in Preston Street	AM 268 Empty PM 256 Empty	10am 171 11am 304 12pm 328 Average 268	10.20am 118 11.20 am 176 12.20 pm 181 Average 158
