

## Report to the Community Committee

15<sup>th</sup> July 2024

### Monitoring Footfall in Faversham

#### Background

In 2017 Faversham Town Council commissioned a report by People and Places, which included a business survey and a [Town Benchmarking Report](#). Part of this report included counting footfall and subsequent to that we have continued, although sporadically, to carry out footfall counts using the same methodology. This also includes the counting of empty car parking spaces in all the town centre car parks.

This data has been used by us, and other organisations, in the past as evidence in grant applications. However, we have never carried out footfall counts during events.

#### Proposal

In order to re-start footfall counting it is proposed to ring fence £2,000 from the Tourism EMR (currently £7,470 available) to fund a series of footfall counts over the next 12 months, to include car parking spaces. These should take place on a variety of different days – market, non-market, special market and events. This will include counting the empty spaces in all car parks. In addition, it is proposed that an annual count of empty town centre shops should also be undertaken to compare with the 2017 report.

#### Recommendation

That the sum of £2,000 from the EMR333 is ring fenced to carry out footfall counts in Faversham over the period of 12 months.