



Report for councillors: **Access to a new dashboard courtesy of the High Streets Task Force**

Issued to: **Town Improvements Committee 22nd March**

Purpose of Report

To confirm Springboard, who provides the council's high street footfall data, is a partner of the High Streets Task Force (HSTF). Part of their commitment to supporting the HSTF is to add the footfall data into the newly created advance footfall dashboards. As a Springboard client, the council can receive free access to the advance footfall dashboard and key stakeholders

Background

The Council has received an invitation to receive a High Streets Task Force Footfall Dashboard. The High Streets Task Force, established by government to help local authorities and communities in England to transform their high streets, would like to offer the Council support to understand footfall in our location.

The Task Force has developed a dashboard, accessible online, that displays footfall patterns for a location – what they call a 'signature' – and allows place leaders to review hourly, daily and weekly footfall patterns against other data such as weather and location. This dashboard, provided with interactive maps and data charts, can be used to support decision making and benchmarking of performance.

As our location currently has access to Springboard footfall data, the Task Force would be able to integrate this footfall data into an advanced dashboard. This work is managed by the High Streets Task Force at no cost to our organisation.

Financial implications

None this is free

Policy implications

Corporate pillar 3: Economic Development and Tourism

The Town Council is committed to taking an active role supporting and promoting sustainable development in the towns by engaging with residents, local stakeholder



groups and the local Planning Authority, making reference to the adopted Neighbourhood Plan and Sedgemoor District Council's Local Plan.

Objective Identified potential action

3.1 Support and benefit local business

b. Share information and data with Chambers of Trade and other partners

Options/Recommendations

In order to sign up for this the Council must agree to invite two other organisations from the local area to receive access, by completing the online form. This is to help encourage coordination in your place making efforts and provide data to support the efforts of the government, business and community sectors.

If the Council wishes to sign up they should determine who these two organisations are.

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