
Report for councillors:

Footfall contract expiry

Issued to:

**Finance & Resources Committee
Meeting 5th July 2021**

Purpose of Report to review the footfall contract
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Background

In 2015 some of the Tesco 106 money was used to provide the Council with footfall monitors in Burnham-on-Sea. There is a footfall counter outside of The Railway pub and another outside of the YMCA shop on the high street. This contract was reviewed in 2018 and subsequently renewed with Springboard in April 2019 for 30 months and is due to expire on 30th September 2021.

The cost of the current contract is £1646 per quarter which equates to £6584 per year.

The limitations of this data is that it just counts people movement, there is no way of understanding consumer behaviour other than the count and people can be double counted.

The footfall data has been used proactively when there were discussions about COVID safety measures in the high street.

The weekly footfall data is currently uploaded onto our website on a weekly basis. Please see example of a monthly report attached.

In January 2021 Sedgemoor District Council have paid for a 3-year contract with a company called Proximity Futures, using their Geo-Sense system which uses mobile technology to provide a breath of information and real-time data. GEO-Sense can be used to provide intelligent data helping organisations to monitor high-street footfall, measure the success of events and improve the visitor experience by ensuring areas do not get overcrowded.

The information that the system gathers means that it can differentiate between repeat visitors and new visitors which will provide useful information about how many non-local people come to the town. It also provides numbers of visitors, year on year analysis, dwell time and busy zone information. Please see the report attached.

Financial implications

The cost of the current contract is £1,646 per quarter which equates to £6,584 per year.

Policy implications

Fin Regs 10.3 All members and officers are responsible for obtaining value for money at all times.

Options/Recommendations

At the end of September, the Councils contract with Springboard finishes.

Options

- a) Would the Council like the office to obtain quotes to continue paying for a similar footfall monitoring system?
- b) Would the Council be happy to receive this information from Sedgemoor on a monthly basis and ad hoc when it is required at no cost?

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