

## Cheltenham Footfall

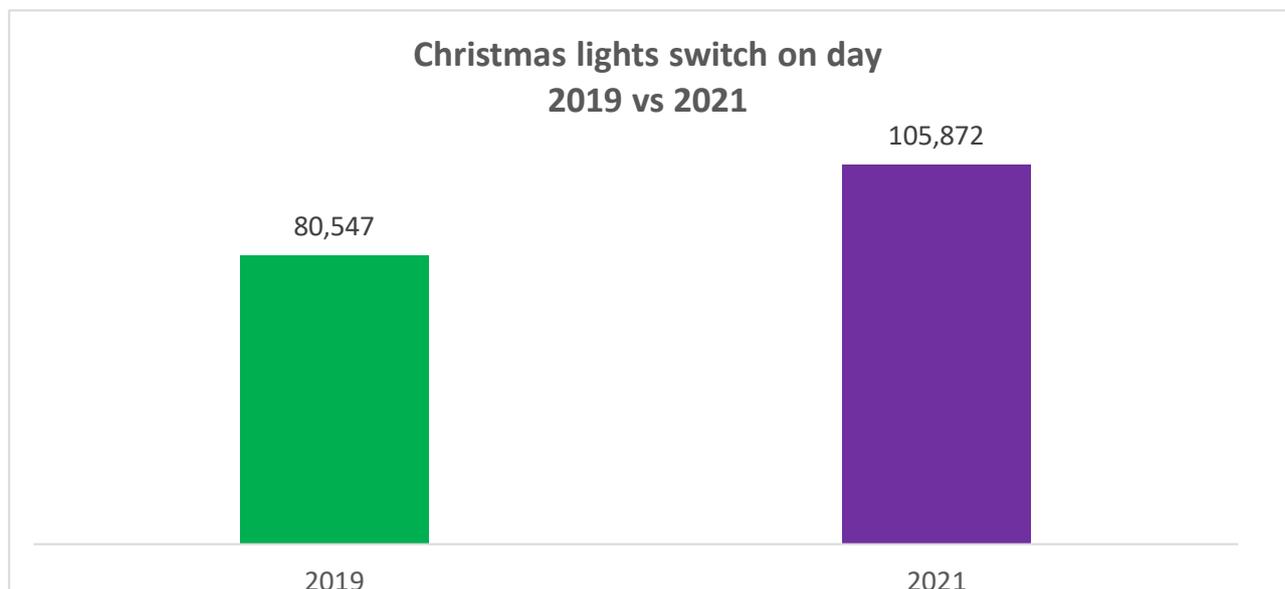
The following data is drawn from cameras at:

- The Promenade outside Hotel Chocolate – people traveling in both directions.
- Regent Arcade – people entering and exiting Regent Arcade to / from High Street
- Regent Arcade – people exiting Regent Arcade to / from Ormond Terrace.
- High Street at The Brewery Quarter – people entering and exiting The Brewery Quarter to / from High Street.
- High Street outside M & S – people travelling in both directions along High Street.

Data from all cameras will be referred to as combined data for the purposes of this report.

There are currently no footfall counters in Montpellier or the Strand end of High Street.

For the purposes of this report, the comparison of data is between 2019 and 2021.



In 2021, Cheltenham town centre saw an increase of 31.44% in footfall on the Christmas lights switch-on day (20/11/21) when compared with the same event in 2019 (23/11/19).

According to Springboard, Towns and cities across the UK saw Christmas light switch on events boost their footfall, although the totals for the week (week 46) were down when compared to 2019.

### Springboard Index - Week 46 2021

2021 vs 2020 = +116.1%

2021 vs 2019 = -21.1%

Week-on-week = +3.3%

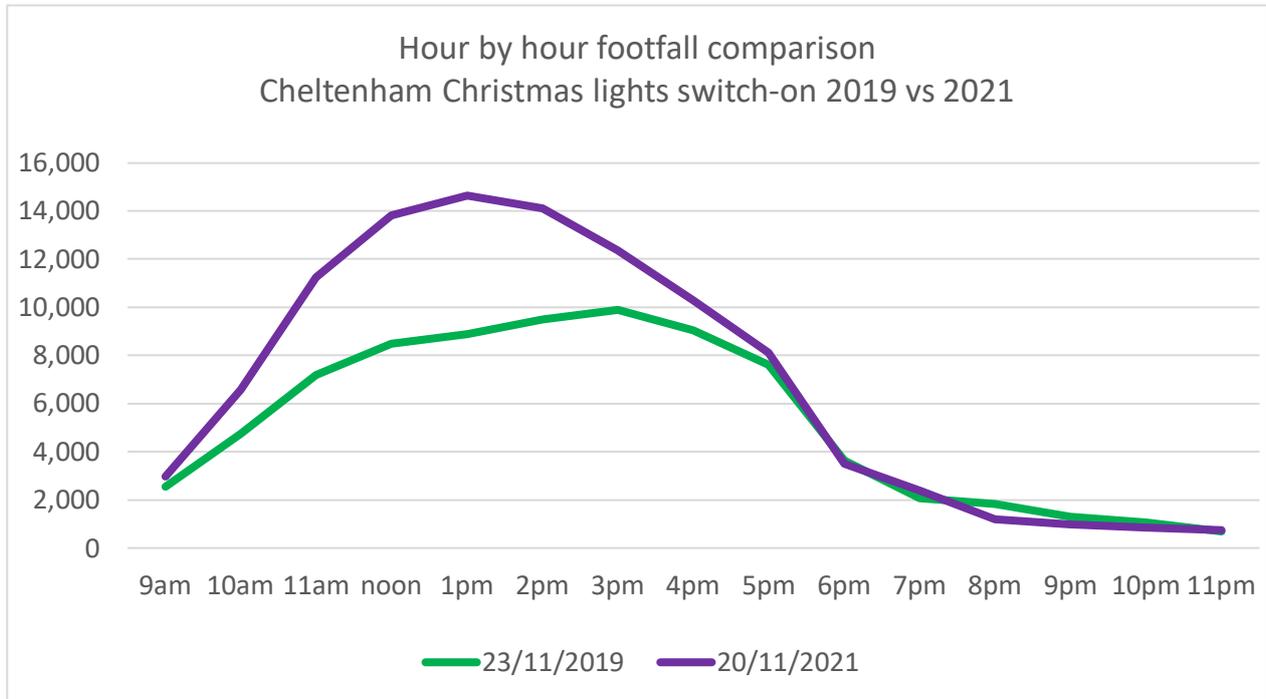
Feedback in the BID's consultation survey indicated that the single point, large scale switch-on event impacted negatively on the pattern of visits to their stores, with shopper numbers trailing off in the afternoon as people gathered near Imperial Gardens for the main event.

This was backed up footfall data, showing that the number of people in the areas where the footfall cameras are present, decreased towards 5pm when the lights would have been switched on.

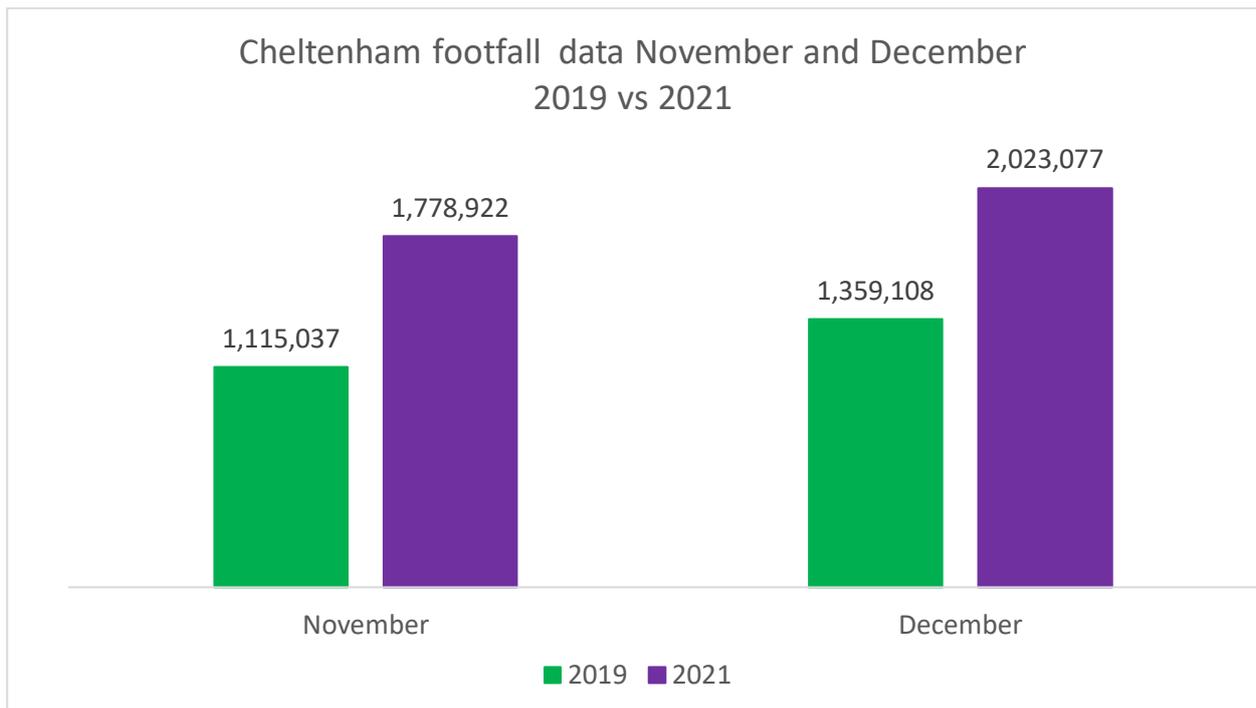
When planning the event for 2021, this feedback and data was taken into consideration.

Combined with the high risk from COVID-19 of the possibility that events attracting large gatherings could be cancelled at short notice, a more spread-out and extended lights switch on event was delivered.

However, when analysing the hour-by-hour data for the switch-on days in 2019 and 2021, we can see that the pattern is not necessarily as a result of the switch-on event and is more likely to be driven by shopper behaviour.



When looking at what has traditionally been the peak Christmas shopping period of November and December, it is evident that more people came into Cheltenham in 2021 than during those months in 2019.



December saw the highest increase in footfall with 2021 being up by 48.85% on 2019. This was despite a slump in visitor numbers in the latter part of the month as transmissions of the Omicron variant rose.

Around the UK, footfall figures fell by 2.6% on the day following the introduction of 'Plan B' by the government. \*

With the lifting of 'Plan B' and people returning to work, footfall in Cheltenham town increased by 2.3% for the week commencing 24 January, compared to the previous week.

\*Source: Springboard