



NORTHAMPTON BOROUGH COUNCIL

OVERVIEW AND SCRUTINY COMMITTEE

9 September 2013

BRIEFING NOTE: PERFORMANCE MEASURE: TC005N

1 INTRODUCTION

- 1.1 At its recent meeting, the Overview and Scrutiny Committee considered the 2012-2013 Out-turn Report and Corporate Performance - All Measures Report. Councillors asked for further information regarding Performance Measure TC005N, which is provided at section 2 of this briefing note.

2 PERFORMANCE MEASURE TC005N – TOWN CENTRE FOOTFALL

To provide details of how footfall is calculated in the town centre.

NBC have 4 footfall counters located in the town centre including Abington Street, Market and The Drapery. The footfall camera's are managed and controlled by an external company called 'Springboard'. Springboard manage and control footfall camera's across the UK and use the latest TST (Target Specific Tracking) software which has a 95% - 98% accuracy rating.

Where are Northampton's footfall counters located

The key footfall cameras are located in Abington Street and Market Square. The Abington street footfall camera was installed in January 2008 and the Market square camera was installed in June 2009. The Drapery cameras were installed in January 2013 to provide footfall data prior to the opening of the new bus interchange, so that changes following its opening can be monitored.

Footfall trend across the country and how they are calculated.

Springboard provide monthly, quarterly and yearly updates on footfall for Northampton, other town and city centres, retail parks and provide comparisons with various regions included the East Midlands. All the footfall cameras across the UK transmit their footfall data to the main Springboard database and all users can access their own town / city's statistics. Springboard work in partnership with the ATCM, NAMBA and other organisations in providing statistical data. Year on Year to the end of July, the East Midlands saw an increase in footfall of around 0.8% with the exception of the North & Yorkshire all other regions (6 in total) showed a decline of between 1.8% – 3.9% in footfall figures.

3 RECOMMENDATION

3.1 That the update is noted.

Brief Author: Derrick Simpson, Town Centre Manager, on behalf of Councillor Tim Hadland, Cabinet Member for Regeneration, Enterprise and Planning

Date: 2 September 2013