



BARGOED TOWN CENTRE MANAGEMENT GROUP – 03/06/15

SUBJECT: FOOTFALL DATA ANALYSIS BARGOED TOWN CENTRE

REPORT BY: CHIEF EXECUTIVE

1. PURPOSE OF REPORT

- 1.1 This report contains details of pedestrian footfall data gathered in Bargoed town centre between 2010 and 2014.

2. SUMMARY

- 2.1 During the course of the Bargoed Regeneration scheme pedestrian footfall in the town centre has been affected and the way that people are using Bargoed has changed. The footfall data, recorded by the Footfall pedestrian counting system, indicates that since the work was started, the footfall figure in the north of Bargoed town centre has fallen, whilst the figure in the south has risen.

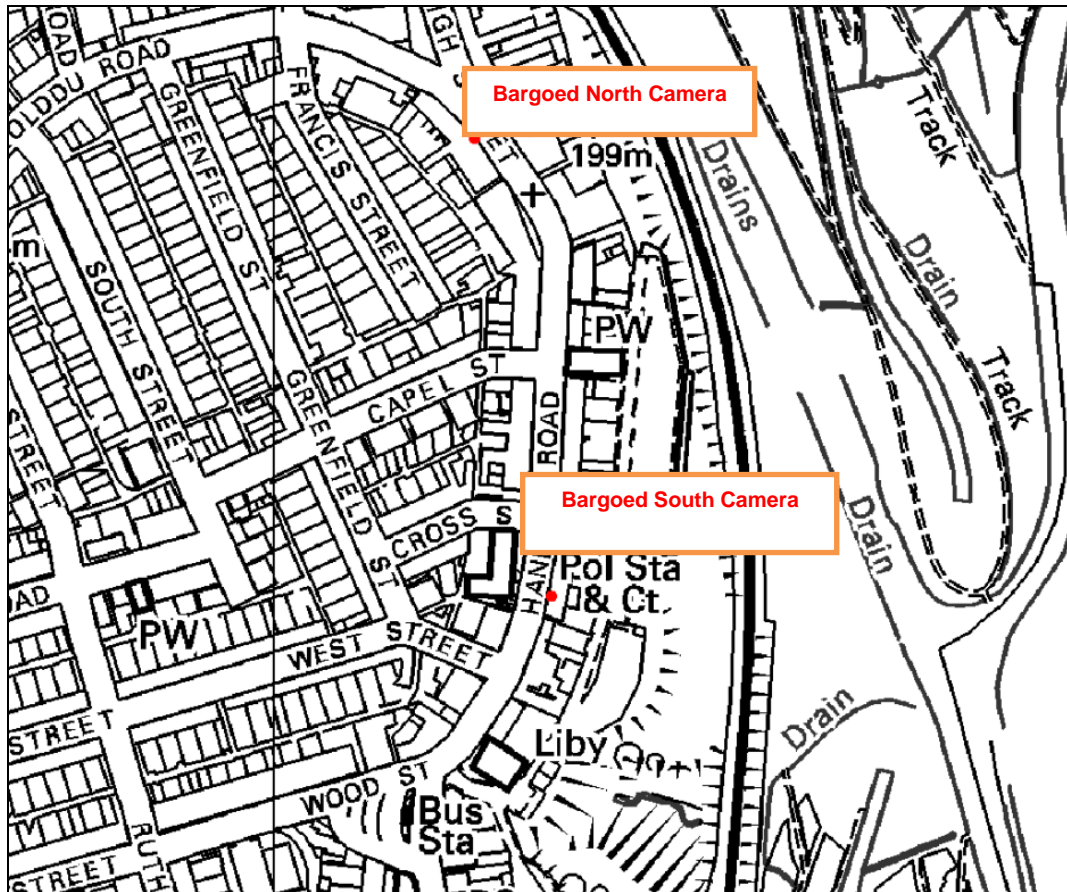
3. LINKS TO STRATEGY

- 3.1 The Council has agreed to a five-year regeneration programme entitled "People, Businesses and Places". The proposals within the strategy are based on a number of regeneration principles, one of which is "Strengthening Town Centres".
- 3.2 "Prosperous Caerphilly" is identified as one of the key outcomes in the Council's "Single Integrated Plan". The Implementation of the *Unique Places* model of Town Centre Management in the County Borough's principal town centres is one of the actions identified to achieve this outcome.

4. THE REPORT

- 4.1 Bargoed town centre has two footfall cameras, one located outside *Peacocks* in High Street the other outside *Bargoed Sight Centre* on Hanbury Road. These are called Bargoed North and Bargoed South respectively. The information is collected by footfall cameras using an electronic pedestrian counting system operated by *Experian FootFall* and leased under agreement by Caerphilly County Borough Council.

Bargoed Town Centre Footfall Camera Locations



Bargoed North Footfall Camera outside Peacocks



Bargoed South Footfall Camera outside Bargoed Sight Centre



4.2 Set out below are a series of tables which show the footfall data provided by each camera over a four year period.

4.2.1 Each table contains three separate figures:

- The highest footfall recorded on each counter
- The lowest footfall recorded on each counter
- The average weekly footfall recorded on each counter

2010

Bargoed North Footfall 2010 Comparison			
	2010	2009	Difference
Highest Number	15,823 (13/12/10)	15,361 (16/03/09)	+ 471
Lowest Number	10,184 (28/12/10)	9,785 (28/12/09)	+ 399
Average Footfall	12,817	12,806	+ 11

Bargoed South Footfall 2010 Comparison			
	2010	2009	Difference
Highest Number	7,105 (13/12/10)	N/A	N/A
Lowest Number	3,707 (28/12/10)	N/A	N/A
Average Footfall	5,952	N/A	N/A

2011

Bargoed North Footfall Comparison			
	2011	2010	Difference
Highest Number	16,377 (04/04/11)	15,823 (13/12/10)	+ 554
Lowest Number	9,011 (26/12/11)	10,184 (28/12/10)	-1173
Average Footfall	12,540	12,817	-277

Bargoed South Footfall Comparison			
	2011	2010	Difference
Highest Number	7,707 (26/09/11)	7,105 (13/12/10)	+602
Lowest Number	3,895 (26/12/11)	3,707 (28/12/10)	+188
Average Footfall	6,255	5,952	+303

2012

Bargoed North Footfall Comparison			
	2012	2011	Difference
Highest Number	13,763 (17/12/12)	16,377 (04/04/11)	-2,614
Lowest Number	5,854 (09/01/12)	9,011 (26/12/11)	-3,157
Average Footfall	10,627	12,540	-1,913

Bargoed South Footfall Comparison			
	2012	2011	Difference
Highest Number			
Lowest Number			
Average Footfall			

***Due to works on the Morrisons development and demolition of the old CCBC Cash Office, the Bargoed South camera data has not been available for a significant part of 2012.**

2013

Bargoed North Footfall Comparison			
	2013	2012	Difference
Highest Number	13,776 (02/12/13)	13,763 (17/12/12)	+13
Lowest Number	6,203 (23/12/13)	5,854 (09/01/12)	+349
Average Footfall	11,093	10,627	+466

Bargoed South Footfall Comparison			
Note: Due to refurbishment works in the host premises, the Bargoed South system was offline for a significant part of 2013. Works on the Morrisons store caused the camera to be offline for most of 2012 as well, so no comparison is available.			

2014

Bargoed North Footfall Comparison			
	2014	2013	Difference
Highest Number	12,412 (22/09/14)	13,776 (02/12/13)	-1,364
Lowest Number	5,856 (26/05/14)	6,203 (23/12/13)	-347
Average Footfall	7,469	11,093	-3,624

Bargoed South Footfall Comparison			
	2014	2013	Difference
Highest Number	16,125 (24/11/14)	N/A	N/A
Lowest Number	7,749 (30/12/13)	N/A	N/A
Average Footfall	9,765	N/A	N/A

Note: Due to refurbishment works in the host premises, the Bargoed South system was offline for a significant part of 2013, so no comparison is available.

4.3 Analysis

- 4.3.1 In 2010, before the majority of the regeneration works started in Bargoed town centre, the average weekly footfall figure recorded by the Bargoed North camera was 12,817 and 5,952 by the Bargoed South camera. The data in the tables shows how in the ensuing years since 2010 there has been a discernible shift in the way people are using the town centre. Over the past four years the northern footfall figure has dropped and the southern figure has steadily risen.
- 4.3.1 Looking at the data in more detail, the weekly footfall figure in the north of the town centre remained relatively consistent up until 2014, then following the opening the new Morrisons store in Christmas 2013, it sharply decreased. During 2014, the weekly average footfall figure in the north fell to 7,469 compared to its 2013 weekly average footfall figure of 11,093. In the south, the weekly footfall figure has slowly risen from 5,952 in 2010 to 9,765 in 2014.

- 4.3.2 In assessing the overall performance of the town it is also useful to consider the combined average weekly footfall figure of the two counters. In 2010, this figure stood at 18,769 and in 2014 it was 17,254. This shows that the number of people visiting Bargoed town centre as a whole has remained fairly constant, what has changed is the way that people are using the town.
- 4.3.3 In conclusion, there can be little doubt that the impact of the implementation of the regeneration scheme to footfall in Bargoed town centre has been significant. The repeated road closures, street works and disruption have tested the resilience of many shoppers and businesses. Now that the physical works are complete and the Morrisons store has traded for over a year, there is evidence of a marked shift in footfall patterns from the north to the south.
- 4.3.4 In the future, the pattern of footfall in the town may change yet again when the new unit shops on Lowry Plaza are occupied by new retailers. The aim of the regeneration scheme was always to improve the retail offer of Bargoed by adding a food store which was integrated into the original linear town centre. Therefore, the success of the scheme should be measured on whether or not the town operates as a single entity, rather than two separate parts of the same place and if the footfall numbers and patterns reflect this. At present, whilst several of the new retail units on Lowry Plaza remain vacant it is not possible to assess this.

5. EQUALITIES IMPLICATIONS

- 5.1 This report is for information purposes, so the council's Eqla process does not need to be applied.

6. FINANCIAL IMPLICATIONS

- 6.1 None

7. PERSONNEL IMPLICATIONS

- 7.1 There are no direct personnel implications.

8. CONSULTATIONS

- 8.1 No there are no consultation responses that have not been reflected in this report.

9. RECOMMENDATIONS

- 9.1 That Members note the contents of the report.

10. REASONS FOR THE RECOMMENDATIONS

- 10.1 This report is for information only.

11. STATUTORY POWER

- 11.1 Local Government Act 2000.

Author: Andrew Highway, Town Centre Development Manager
Consultees: Pauline Elliott, Head of Regeneration and Planning
Cllr. K. James, Cabinet Member for Regeneration, Planning and Sustainable
Development
Allan Dallimore, Urban Renewal Team Leader