

## **PRESS STATEMENT**

21<sup>st</sup> March 2007

### **Stamford Footfall**

Stamford Vision has been carrying out footfall counts in various locations in the town centre since 2003. The counts have been done twice a year in the spring and the summer. The method which is used has been tested by many towns and is the 'industry standard' ie several counts are taken at different points in the morning and an average flow of pedestrians is arrived at.

On Friday 16<sup>th</sup> March a count was undertaken at the western end of the High Street location which is traditionally the busiest spot in Stamford. This showed that on average that morning 2,850 people passed the chosen point each hour. This compares to the previous 4 years in spring where the average was 2,063. Looking over the twelve separate Friday mornings when counts have been undertaken at this point i.e. including the summer counts as well, the average numbers of pedestrians past this point in an hour is 2,563. The most busy Friday ever counted was summer 2003 when there were 3,242 pedestrians an hour and the least busy Friday was spring 2006 when there were only 1,482 pedestrians an hour.

"Whist we are sympathetic to the trader's situation at the moment with the disruption of the Gateway works, it is useful to see that on that particular day, a sunny Friday morning, Stamford's loyal visitors were unfazed and turned out in force. We want to emphasize that Stamford is still very much open for business and that pedestrian access is being maintained to all shops during the building works."

The recent benchmarking project undertaken across 14 market towns in the Welland area showed that the average footfall count at peak time per hour was 574 over all the towns.

#### **Note to editors**

For more press information on the Welland Benchmarking contact Catherine Hammant on (01780) 755522.