

ECONOMIC DEVELOPMENT COMMITTEE

8 SEPTEMBER 2021

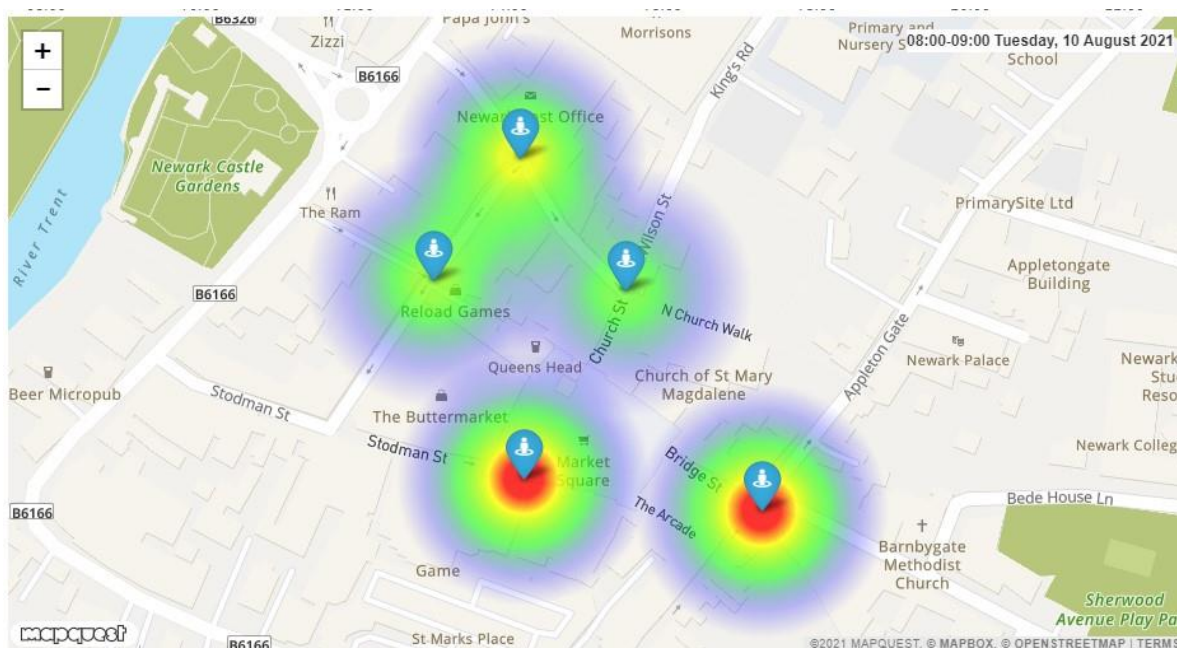
NEWARK HIGH STREET HERITAGE ACTION ZONE UPDATE – FOOTFALL SENSORS

1.0 Purpose of Report

1.1 To update Members on the installation of footfall sensors within the town centre, being a project of the Newark High Street Heritage Action Zone (HSHAZ). A detailed update of the HSHAZ was given at the last Committee in June, but due to Covid restrictions, we were unable to share a presentation by the specialist contractors installing the footfall sensors explaining the technology and insight capabilities of the new footfall sensors during the lifetime of the HSHAZ project.

2.0 Background Information

2.1 Monitoring and evaluation is critical to evidencing the impact of interventions on the vibrancy of the town and the local economy. As reported in the June cycle, a range of options were considered. After a competitive tender process, Proximity Futures was selected to deliver the project and they have now installed 5 sensors across the town centre, being located at 25 Bridge Street ('Boyes'), 47 Market Place ('WH Browns'), 21 Middle Gate ('Vix'), 2 Middle Gate ('Boars Head') and the CCTV mast adjacent to St Mary's on Church Street.



Extract from the 'Dashboard' heatmap showing visitor numbers early in the day on 10 August.

2.2 The installation of the sensors was finally completed on 29 July.

2.3 Proximity Futures are a UK leading provider of data analytics, specialising in urban and high street environments that, through data analysis of key metrics, help decision-makers to make informed choices. Proximity Future's GDPR compliant footfall sensors ('GEO-Sense application') is a people counting footfall system specifically designed for use on the high street and retail environment. The footfall sensors provide anonymous information based on unique visitor numbers requiring no end user interaction.

2.4 Dedicated sensors gather anonymised data providing information on unique visitor counts. Proximity are able to provide enhanced reports with accurate visitor numbers, dwell time, visitor movements and frequency of visits. Newark & Sherwood District Council can access the anonymous data to gather insights on visitor behaviour, identifying areas of high and low footfall providing quantitative insights for future activities.

3.0 Proposals

3.1 For the Committee to note progress on the Newark High Street Heritage Action Zone and the role and function of footfall data collection within the town centre following a presentation by the providers.

4.0 Equalities Implications

4.1 The Programme Design for the HSHAZ will need to ensure that there is equality of opportunity and that no individuals or groups are disadvantaged or discriminated against because of race, sex, disability, religion or belief, sexual orientation, gender reassignment, maternity and pregnancy, marriage or civil partnership, age, or social inequality.

5.0 Digital Implications

5.1 There are no direct implications for ICT. Council officers have been given training on how to access the dashboard which summarises visitor numbers and movement patterns (this is remotely hosted by Proximity Futures).

6.0 Financial Implications FIN21-22-3351

6.1 The HSHAZ Programme covers the period from now until March 2024. The overall project is now £562,000, of which the Council has allocated revenue budget for the agreed contribution of £125,000 over the period (Historic England’s contribution is £287,000, with the remaining £150,000 coming from private sector contributions). The £12k uplift is additional monies form Historic England for the footfall sensor project, with no change to NSDC contributions. £25,148 has been received from HE but only £23,280.49 belongs to the period 2020-21, and some salary income of £1,867.51 had to be carried forward to 2021-22 as Receipts in Advance. A summary of the yearly spend profile is as follows:

	Q4 2020/21	2021/22	2022/23	2023/24	TOTAL
HE Contribution	£23,280.49	£116,158	£99,045	£46,751	£287,000
NSDC Contribution	£6,506.35	£53,658	£42,045	£21,251	£125,000
Private Sector	£0	£80,000	£65,000	£5,000	£150,000
Grand Total	£29,786.94	£249,815	£206,089	£73,001	£562,000

6.2 The schemes within the HAZ Programme are mostly revenue expenditure but any of the schemes that are deemed to be Capital expenditure, will need to be individually reported to Policy and Finance Committee to seek approval for the budget included in the capital Programme. These will be financed by a revenue contribution, HSHAZ funding and external grant, therefore there will be no additional revenue implications in relation to the proposed projects.

7.0 Community Plan – Alignment to Objectives

7.1 The community engagement on the HSHAZ accords with the Objective that seeks to increase participation with the Council and within local communities. It will also align with the Objective to enhance and sustain Town centres whereby heritage is appropriately protected.

8.0 RECOMMENDATION

That the Committee notes the information contained within the report.

Reason for Recommendations

To inform the Committee on progress of the High Street HAZ.

For further information please contact Oliver Scott on Ext 5847.

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