

SUBJECT:	LINCOLN'S GEO-SENSE FOOTFALL DATA
DIRECTORATE:	DIRECTORATE FOR COMMUNITIES AND ENVIRONMENT
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1. Purpose of Report

- 1.1 To provide members of Performance Scrutiny Committee with an insight into the Geo-Sense footfall data available to City of Lincoln Council and partners. This follows a request by Performance Scrutiny Committee members for an insight into the data in late 2021.

2. Background

- 2.1 Previously City of Lincoln Council monitored footfall in Lincoln City Centre using data from CCTV cameras.
- 2.2 Due to the CCTV cameras only having the functionality to detect movement rather than unique visits, visitors were regularly counted multiple times, resulting in inaccurate data being provided. It is important to note that the CCTV cameras were never installed to capture footfall data.
- 2.3 Following City of Lincoln Council securing Reopening the High Street Safely funding in 2020, the council was able to procure a specialist company to install four footfall GEO-Sense footfall counters in Lincoln City Centre. The technology utilised by the GEO-Sense counters ensures individuals cannot be counted multiple times during their visit, providing significantly more reliable data.
- 2.4 During early 2021, funding secured through the Heritage Action Zone project allowed for three additional footfall counters to be installed in Lincoln City Centre further improving coverage. This increased the total number of counters installed in the city centre to seven.

3. How the sensors work and the data available

- 3.1 The presentation provided at Appendix A gives an insight into the technology behind the GEO-Sense footfall sensors, the data provided by the sensors and how the data is being used by the City of Lincoln Council and our partners.

4. Strategic Priorities

4.1 Let's drive inclusive economic growth

The data provided by the GEO-Sense footfall counters provides a clear and accurate view of footfall levels in Lincoln City Centre. This data has been key in monitoring the recovery of the city centre following the impacts of the pandemic. Looking ahead the data will assist the council to accurately monitor the ongoing recovery and future growth of the city centre, together with provide a platform to accurately monitor the success of city centre events.

5. Organisational Impacts

5.1 **Finance** – There are no financial impacts as a result of this report.

5.2 **Legal Implications including Procurement Rules** - There are no legal implications as a result of this report.

5.3 Equality, Diversity and Human Rights

The Public Sector Equality Duty means that the Council must consider all individuals when carrying out their day-to-day work, in shaping policy, delivering services and in relation to their own employees.

It requires that public bodies have due regard to the need to:

- Eliminate discrimination
- Advance equality of opportunity
- Foster good relations between different people when carrying out their activities

6. Risk Implications

6.1 (i) **Options Explored** – N/A

6.2 (ii) **Key risks associated with the preferred approach** – N/A

7. Recommendation

7.1 Performance Scrutiny Committee members are asked to note the contents of this report and the associated presentation provided at Appendix A.

Is this a key decision? No

Do the exempt information categories apply? No

Does Rule 15 of the Scrutiny Procedure Rules (call-in and urgency) apply? No

How many appendices does the report contain? One

List of Background Papers: None

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