

**2020 Footfall Background**

Period	Total
Q1	749981
Q2	327072
Q3	800026
Q4	543992
TOTAL	2421071

Denbighshire saw a sharp decrease between Q1 and Q2 in 2020 which can be attributed to the effect that Covid regulations had on town centres.

Each town centre then bounced back between Q2 and Q3 when restrictions were relaxed. Q4, which included the Firebreak lockdown in October and the restrictions leading up to Christmas, then saw a decrease again from Q3.

Q1	-11.2%
Q2	-62.2%
Q3	-20.7%
Q4	-40.2%

This highlights that Denbighshire town centres were harshly impacted by the restrictions. While Q1 footfall fell by 11.2%, it was the lowest fall out of the quarters and with no restrictions in place can be used as a benchmark of the fall for other months.

However, there are signs for optimism. Despite the restrictions that were in place during Q3, there was only a 20.7% decrease in visitors compared to the previous year. It should also be taken into account that while less restrictions were in place during this period, there was still a large number of consumers who were more careful with their interaction. This further indicates that the Denbighshire town centres will continue their revival once the pandemic is over.

**Footfall per Denbighshire Town Centre in 2020**

Footfall in 2020	Corwen	Denbigh	Llangollen	Prestatyn	Rhuddlan	Rhyl	Ruthin	St. Asaph	Total
Q1	25027	158874	107515	129841	17066	234963	64911	11784	749981
Q2	11506	89902	32403	58111	13004	96935	17093	8118	327072
Q3	27289	128612	210677	148889	17331	203994	53855	9379	800026
Q4	16464	127386	58894	101430	17781	164816	47654	9567	543992
TOTAL	80286	504774	409489	438271	65182	700708	183513	38848	2421071

As shown, all town centres in Denbighshire followed a similar trend of a reduction between Q1 and Q2 2020, a recovery between Q2 and Q3, and another reduction between Q3 and Q4.

In comparison to previous years, Denbigh had the smallest change year on year change which was only 3.8% decrease. In contrast, Ruthin saw a decrease of 45.4% year on year, and Corwen a decrease of 43.5%. Reasons for these town centres being particularly impacted include people working from home and being a hospitality based town centre.

### **Footfall During 2021 so far**

Footfall Number 2021	Corwen	Denbigh	Llangollen	Prestatyn	Rhuddlan	Rhyl	Ruthin	St Asaph	Total
Q1	11299	103892	39268	75751	15878	119864	30394	8812	405158
Q2	23253	130648	166172	152615	19914	195563	50794	10454	749413

Footfall (decrease)/increase in 2021 to 2020	Corwen	Denbigh	Llangollen	Prestatyn	Rhuddlan	Rhyl	Ruthin	St Asaph	Total
Q1	(55%)	(35%)	(63%)	(42%)	(7%)	(49%)	(53%)	(25%)	(46%)
Q2	102%	45%	413%	163%	53%	103%	197%	28%	229%

As 2021 began with more restrictions on retail businesses, the above data shows that in Q1 of 2021, there was a continuation of the trend of less footfall during periods with restrictions on retail and hospitality. Despite this, it has again been shown that once restrictions are lifted, consumers do once again go back to Denbighshire town centres.

The vast increase shown between Q2 in 2020 and Q2 in 2021, despite Q2 in 2021 having minor restrictions on retail and major restrictions on hospitality during this period, demonstrates that there is a clear indication that town centres in Denbighshire will continue to be used at the same level as before the start of the pandemic in the years to come.

There are some town centres within Denbighshire which are performing better now than they were in 2019. Despite the restrictions in place, Rhuddlan had a higher footfall count in Q2 of 2021 than they did in 2019. The highest footfall achieved by Rhuddlan in Q2 during the last 5 years was in 2016, which 2021 was only 10% lower than. It is important to understand which town centres are currently having success and how this is being done so that these results can be replicated in other town centres.

Despite this, in other town centres there has been a decrease over the last 5 years. During Q2 of 2021 there was only 61% of the footfall number of Q2 in 2016 in Rhyl. Being able to understand the difficulties faced by the businesses in the area, along with understanding what consumers in the area want in their town centre will be vital in being able to recover the footfall figures in town centres such as Rhyl.