



My Ref: FOI/ 4973
Your Ref:
Date: 22nd September 2025
Enquiries to: Information Requests
E-Mail: informationrequests@barnsley.gov.uk

Dear Requester,

Re: Request for Information – Freedom of Information Act 2000

I wish to confirm that the council has completed its search for the information which you requested.

The information requested and our findings are as follows: -

I would like to request all relevant information on what statistics Barnsley council use to work out footfall within the town centre, including what area Barnsley council class as the town centre.

Barnsley Council uses software that monitors mobile devices to work out footfall. This software tracks GPS coordinate data and location data from applications across all operating systems to ensure a sample size with a wide range of audiences. Extrapolation factors are applied to this sample using Census-based population counts.

Data is extracted using defined catchments, or geofences, which are polygon boundaries on a map. Visitors are counted within a geofence when they are present for more than five minutes. The algorithm removes counts from people with second devices and those not travelling on foot, such as in a car or bike.

For the purpose of corporate performance monitoring, the geofence that represents the town centre is presented in the attached document.

Please remember to quote the reference number above in any future communications.

If you are unhappy with the way the Directorate has handled your request, you may ask for an internal review. Please clearly mark your correspondence 'Complaint' and address it to:

Barnsley MBC
Information Requests Team
PO Box 634
Barnsley
S70 9GG
email: informationrequests@barnsley.gov.uk

If you are not content with the outcome of the internal review, you have the right to apply directly to the Information Commissioner for a decision. The Information Commissioner can be contacted at: -

Customer Services Team
Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Email: <http://www.ico.org.uk/foicomplaints>

Kind regards,

Information Requests Team, Barnsley MBC

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