BARNSLEY
Metropolitan Borough Council

My Ref: FOI/ 4743
Your Ref:
Date: 29th July 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 am writing to request information under the Freedom of Information Act 2000 regarding the published claim that Barnsley town centre received over 9.18 million visits in the financial year 2024/25. Please provide the following:

A breakdown of how the 9.18 million footfall figure was calculated, including:

The devices or technologies used (e.g. sensors, cameras, mobile data) Number and location of all footfall counters used Whether figures include repeat visits, double-counting, or pass-through traffic Whether vehicle passengers or public transport alightings are included

- Footfall in Barnsley Town Centre is measured using data from mobile devices, such as GPS and app usage. Devices need to be within a catchment for five minutes to be counted. Visitors with several devices on their person are counted once. Vehicular movement are discounted meaning passengers are not counted. Visitors travelling by public transport are included if they alight the vehicle and spend more than five minutes within a catchment. Footfall counts are refreshed daily. This method is more accurate than sensors that count movement. Sensors are not used to count footfall in Barnsley Town Centre.

A monthly footfall breakdown for Barnsley town centre from April 2024 to March 2025.

Please see attached

A separate total of footfall attributed to large-scale events or festivals (e.g. Barnsley Live, Flavours Food Festival, Barnsley 10K, etc.) within that period.

Event	Date	Daily Footfall Figure
Food Festival	16 May 2024	23,430
Food Festival	17 May 2024	26,182
Food Festival	18 May 2024	30,564
Food Festival	19 May 2024	14,208
Barnsley Live	08 June 2024	38,404
Barnsley 10K	30 June 2024	14,162

- This data represents daily footfall from 00:00 – 23:59.
- This data represents the catchment area of 'Barnsley Central.'

Any external contractor reports or data sources (e.g. Springboard, Place Informatics) used to compile or verify these numbers.

- Barnsley Council contracts the service from Fetch Analytics, previously Visitor Insights.

Clarification on whether these visits equate to individual people or total sensor activations (i.e., visit count methodology).

- The visit count methodology is described above.

Confirmation of whether the footfall figure includes people entering/leaving: The Glass Works Barnsley Markets Barnsley Interchange The Alhambra Shopping Centre

- The Glass Works, Barnsley Market, Barnsley Interchange, and the Alhambra Shopping Centre are within the catchment area of 'Barnsley Central.'

Please treat this as a formal FOI request.

I would prefer the data in digital format (PDF or Excel), sent via email. If this request exceeds cost/time limits, please advise how it may be refined.

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:

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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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