

LITTLE VEGAS FOOTFALL SURVEYS SUMMARY REPORT

Following the latest update to the Use Classes order in September 2020, the Government now favours a diversity in town centre locations with Class E encompassing a wider mix of uses and experiences. The effect of the new direction of travel in National Policy is that most adopted development plan guidance on town centre use with regard to the protection of former A1 uses has little to no relevance.

Despite this, there is a common misconception that uses such as Adult Gaming centres are not suitable town centre uses as they do not generate the levels of footfall that traditional retail uses do. In response, Little Vegas has commissioned NEMS Market Research, an independent market research company, to carry out footfall surveys at two of their trading AGCs in England - Reading and Croydon.

NEMS Market Research carried out the survey on Friday 8th September 2022, surveying between 12pm and 6pm. It was decided to survey up until 6pm as this reflected the typical trading hours within the centres, although it should be recognised that AGCs continue to bring footfall into town centres later into the evening, further contributing to the night time economy.

RESULTS

At both Croydon and Reading, one fieldworker was deployed each day, moving between the designated count sites at set intervals. Visitor counts (in both entrance and exit) were made for a period of 5 minutes at each point before moving onto the next. Counts excluded children aged 7 or under, post-persons, traffic wardens, police and delivery men / women.

At each location, the AGC was either the busiest or second busiest in terms of total number of customer movements. It is also important to note the spike in customers at Reading at 5pm. This helps demonstrate how AGCs often continue to bring footfall into town centres later in the day, when other, more traditional retailers, would be closing.

