

Annex 3.2b – Potential Footfall and Income Generation Methodology

NHDC and the Letchworth Heritage Foundation estimate the new location of the Primary Care Hub will increase footfall in the Garden Square by 6000 people per week. This is based on the 5000 patient appointments currently undertaken by the surgery and accruing 20% for people accompanying patients.

This indicates the following outputs:

- Footfall impact – the new Health Hub footfall forecast is approx. 6000 visits per week for Phase One. On the basis of previous footfall counts this would increase Garden Square footfall by approximately 20% each week (av. weekly footfall 29,000 at Iceland). With future population growth this footfall will only increase over time contributing a significant level of activity to the town centre
- Assuming only 30% of these people spent additional dwell in the town centre beyond Garden Square that represents an increase footfall of 2000 per week, an estimated increase of nearly 20% on average daytime weekly footfall (average weekly footfall 11,000).
- On the basis that 20% of footfall spend £20 per visit, this indicates increased spend of £24k in the Garden Square weekly and £4k in the rest of the town.
- Phase two Community Health and Public Health hub relocation to town centre would only increase these further.
- Multiplier effect – increased foot fall delivers more people to dwell and spend.
- Anchor effect – draw more complementary health services to town centre – private and alternative health provision
- Improved access to primary health care services for residents and more sustainable local provision – 7 days per week and bigger scale surgeries are a more attractive and sustainable proposition
- New public health hub integrated with community health services – physio, OT, frailty etc. will support stronger prevention and early intervention model in Letchworth
- Potential sites for residential re-development in former GP surgeries