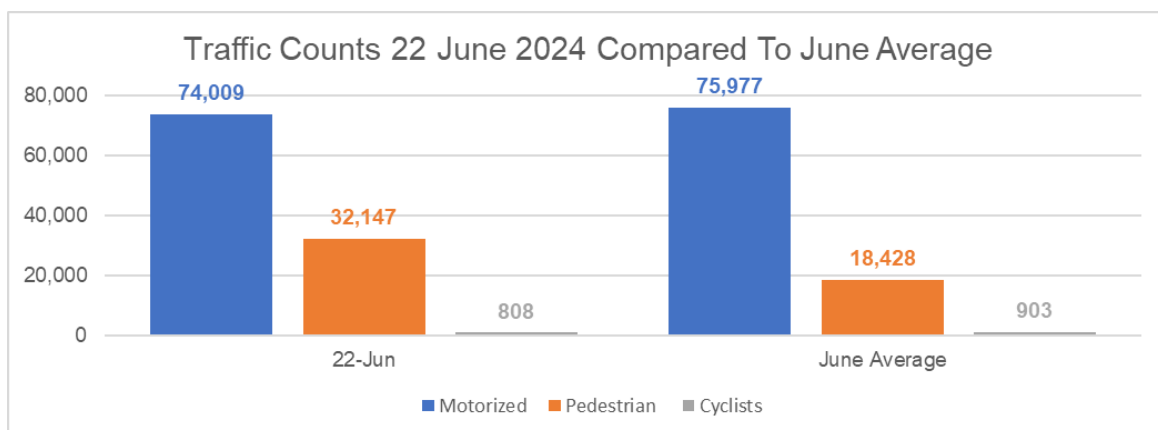
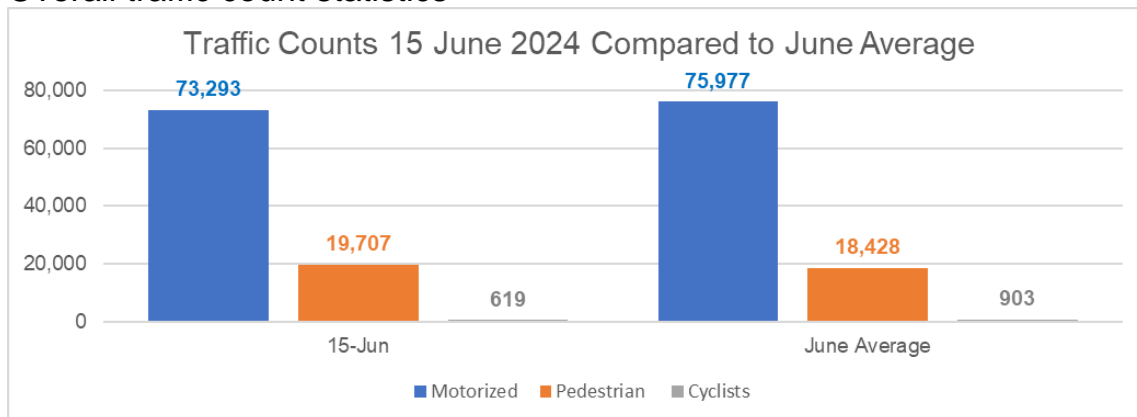


Vivacity Traffic Sensors Headline Report – Kettering Town Centre – Kettfest Event 22 June 2024

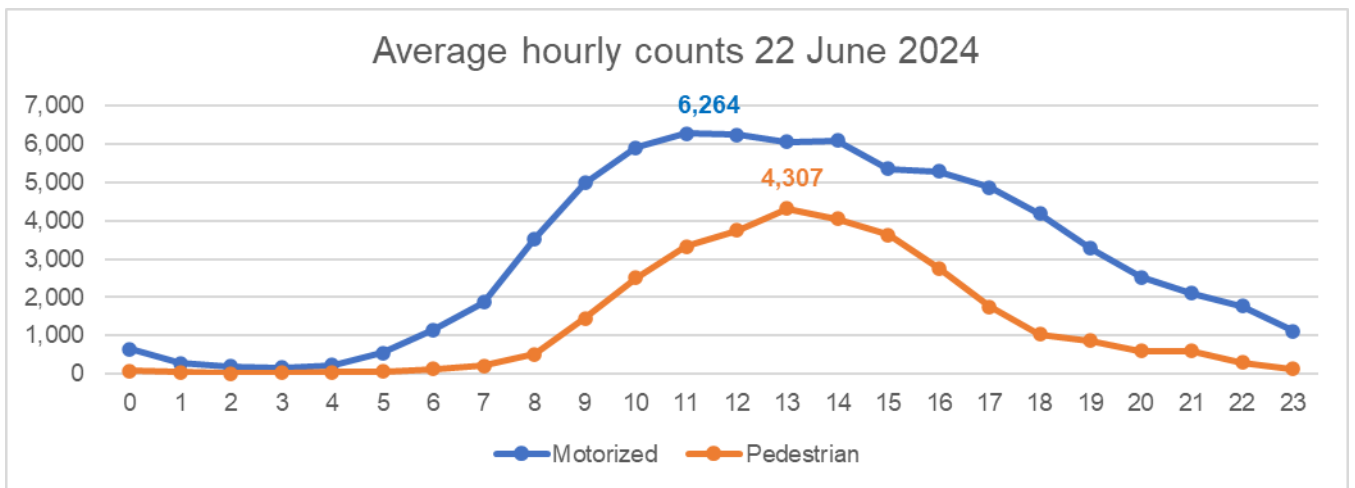
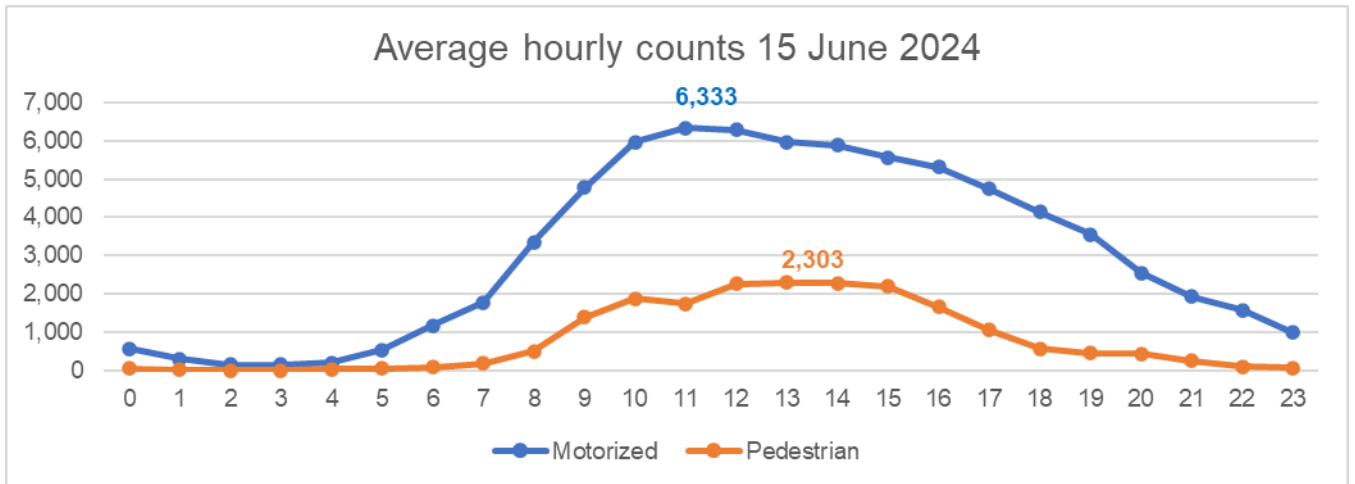
Summary

- On 22 June 2024 Kettering Town Council held the annual [Kettfest music event](#) in the town centre. The event ran from 11am all day at 6 different locations and venues.
- Total visits (all traffic classes)
 - Saturday 15 June: Motorized = **73,293**, pedestrian = **19,707**, cyclist = **619**.
 - Saturday 22 June: Motorized = **74,009**, pedestrian = **32,147**, cyclist = **808**.
 - June 2024 average weekend: Motorized = **75,997**, pedestrian = **18,428**, cyclist = **903**.
- Most popular time of day (motorized and pedestrian)
 - Saturday 15 June: Motorized = between **11:00 and 12:00**, and pedestrian = **between 13:00 and 14:00**.
 - Saturday 22 June: Motorized = between **11:00 and 12:00**, and pedestrian = **between 13:00 and 14:00**.
 - June 2024: Motorized = between **12:00 and 13:00** and pedestrian = **between 13:00 and 14:00**.

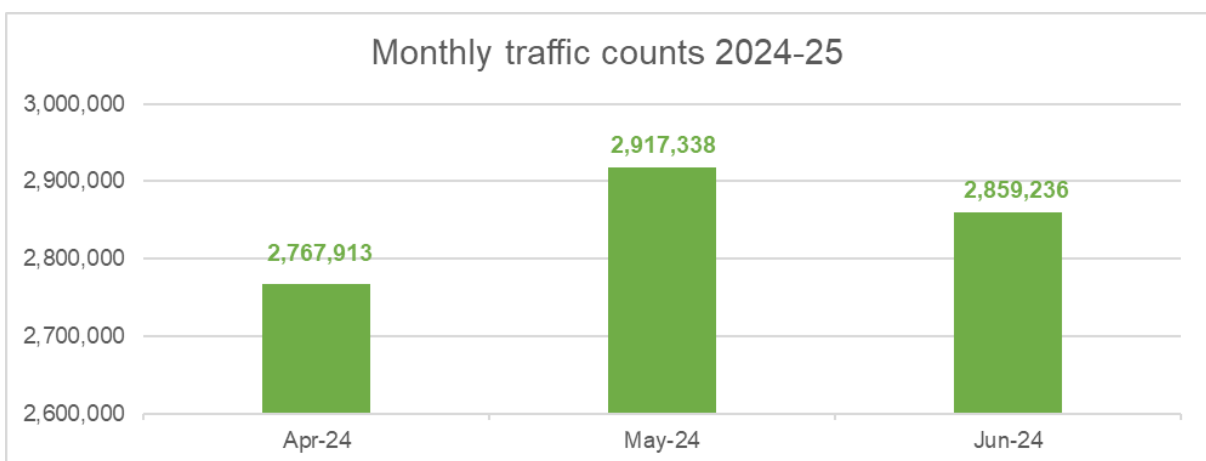
Overall traffic count statistics



Typical Day



Monthly statistics for Kettering



Annual statistics

Traffic counts for the 2023 event were higher despite the event being held in June 2024

rather than July 2023. Motorized, pedestrian and cyclists' counts were all higher suggesting more people visited the town centre on the day of Kettfest.

Headlines

- The total number of traffic counts in June 2024 was **over 2.85m**.
- The number of motorized vehicles recorded on Saturday 22 June **increased by 716** compared to the previous Saturday 15 June.
- The number of pedestrians recorded on Saturday 22 June **increased by 12,440** compared to the previous Saturday 15 June.
- The number of cyclists recorded on Saturday 22 June **increased by 189** compared to the previous Saturday 15 June.
- Traffic counts data indicates more people visited Kettering Town Centre on Saturday 22 June which could be attributed to the Kettfest event.

Busiest times

- On Saturday 15 June the busiest times for motorized vehicles was between 11:00 and 12:00 and pedestrians between 13:00 and 14:00.
- On Saturday 22 June the busiest times for motorized vehicles was between 11:00 and 12:00 and pedestrians between 13:00 and 14:00.
- During June, the busiest times for motorized vehicles was between 12:00 and 13:00 and pedestrian and pedestrians between 13:00 and 14:00.

Notes:

1. Traffic counts data for all sensors was downloaded on 24/06/2024.
2. Dates analysed are 15 June 2024 and 22 June 2024 only. Data for the month of June 2024 is used for comparison.
3. Report prepared by Kirsty Wilcox, Senior Project Officer.