



Bexhill-on-Sea Town Council Monthly Report on Hub data. – April 2025

Introduction:

The role of Customer Services within the Hub is to assist residents with their queries and issues. This may be helping to find telephone numbers, email addresses, website addresses or signposting the resident to the correct authority / location.

At times customer service will also fill in online forms for the relevant authority as a third-party complaint on behalf of the resident, this could be because the resident does not use the internet or online methods – or even if they have tried and had no success.

Customer service also display leaflets and information in the front desk area of the office, at times residents come into the Hub to pick up leaflets / find information on local events.

Each resident that comes into the Hub is logged on a spreadsheet, with data ranging from date and time they came in, mood, the question or enquiry, the authority, contact information is provided. The data is collected, maintained and monitored by Customer Service; this enables us to make sure we are providing the most productive service we can offer.

The Hub opened Monday to Friday from Monday 15th July 2024.

- The Hub opened Monday to Friday on 15th July 2024
- Opening times for the Hub is 10am to 2:30pm

- ❖ *Please note that Friday 4th April – The Hub was **closed** due to staff shortages*
- ❖ *Please note that Thursday 10th April – The Hub was **closed** due to staff shortages.*
- ❖ *Please note that Friday 18th April was a Bank Holiday for Good Friday – The Hub was **closed**.*
- ❖ *Please note that Monday 21st April was a Bank Holiday for Easter Monday – The Hub was **closed**.*



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Stats:

Footfall for April **2025** is as follows:

- ❖ Please note that Friday 4th April – The Hub was **closed** due to staff shortages
- ❖ Please note that Thursday 10th April – The Hub was **closed** due to staff shortages.
- ❖ Please note that Friday 18th April was a Bank Holiday for Good Friday – The Hub was **closed**.
- ❖ Please note that Monday 21st April was a Bank Holiday for Easter Monday – The Hub was **closed**.

| Hub Visitor Numbers | | | | | | | |
|---------------------|-------|-----|------|-----|------|-----|------------|
| 2025 | Month | Mon | Tues | Wed | Thur | Fri | Total |
| | April | 32 | 48 | 41 | 20 | 13 | 154 |

Breakdown:

A breakdown of April **2025** footfall by day is as follows:

| 2025 | Monday | Tuesday | Wednesday | Thursday | Friday | | | | | |
|-------|------------|------------|------------|------------|------------|------------|------------|------------|------------|----|
| April | | 01/04/2025 | 18 | 02/04/2025 | 14 | 03/04/2025 | 10 | 04/04/2025 | 0 | |
| | 07/04/2025 | 17 | 08/04/2025 | 5 | 09/04/2025 | 5 | 10/04/2025 | 0 | 11/04/2025 | 11 |
| | 14/04/2025 | 8 | 15/04/2025 | 8 | 16/04/2025 | 9 | 17/04/2025 | 7 | 18/04/2025 | 0 |
| | 21/04/2025 | 0 | 22/04/2025 | 6 | 23/04/2025 | 3 | 24/04/2025 | 3 | 25/04/2025 | 2 |
| | 28/04/2025 | 7 | 29/04/2025 | 11 | 30/04/2025 | 10 | | | | |

- April 2025 is the ninth month that The Hub has been open full time – Monday to Friday.
- Opening hours are 10am to 2.30pm
- The Hub was open for = **18 Working days**
- Total footfall for April 2025 was = **154 People**



**Bexhill-on-Sea Town Council
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Comparison:

Footfall for April **2024** as a comparison is as follows:

→ Please note that in April 2024 The Hub was only open **Part Time** – Tuesday, Wednesday and Thursday.

→ Opening hours where 10am to 12 midday (Closed for lunch) 12:30pm to 2:30pm

→ The Hub was open for = **13 Working days**

→ Total footfall for April 2024 was = **136 People**

→ Tuesdays in 2024 = **56 People**

→ Wednesdays in 2024 = **37 People**

→ Thursdays in 2024 = **43 People**

→ The busiest day in April 2024 was = **Tuesday 23rd April = 21 People**

- The quietist days in April 2024 were:
- **Tuesday 9th April = 5 People**
 - **Thursday 18th April = 5 People**

| 2024 | Month | Mon | Tues | Wed | Thurs | Fri | Total |
|------|-------|-----|------|-----|-------|-----|-------|
| | April | 0 | 56 | 37 | 43 | 0 | 136 |

| | |
|-------------|------|
| April | 2024 |
| Month Total | 136 |

| 2024 | Month | Monday | Month | Tuesday | Month | Wednesday | Month | Thursday | Month | Friday |
|------|-------|--------|-------|---------|-------|-----------|-------|----------|-------|--------|
| | April | N/A | April | 9 | April | 13 | April | 8 | April | N/A |
| | April | | April | 5 | April | 8 | April | 12 | April | |
| | April | | April | 7 | April | 8 | April | 5 | April | |
| | April | | April | 21 | April | 8 | April | 18 | April | |
| | April | | April | 14 | | | | | | |



**Bexhill-on-Sea Town Council
Monthly Report on Hub data. – April 2025**

Footfall for April 2023 as a comparison is as follows:

- Please note that in April 2023 The Hub was only open **Part Time** – Tuesday, Wednesday and Thursday.
- Opening hours where 10am to 12 midday (Closed for lunch) 12:30pm to 2:30pm
- The Hub was open for = **12 Working days**
- Total footfall for April 2023 was = **165 People**
- Tuesdays in 2023 = **56 People**
- Wednesdays in 2023 = **49 People**
- Thursdays in 2023 = **60 People**
- The busiest day in April 2023 was = **Thursday 27th April = 23 People**
- The quietist day in April 2023 was = **Wednesday 19th April = 7 People**

2023

| Month | Tuesday | Month | Wednesday | Month | Thursday |
|-------|---------|-------|-----------|-------|----------|
| April | 15 | April | 16 | April | 18 |
| April | 15 | April | 12 | April | 9 |
| April | 13 | April | 7 | April | 10 |
| April | 13 | April | 14 | April | 23 |

2023

| Month | Total |
|-------|-------|
| April | 165 |



Bexhill-on-Sea Town Council Monthly Report on Hub data. – April 2025

Question & enquiries Breakdown by authority:

At the Hub we log questions and enquiries by authority type, this enables us to keep track of how many residents have questions and enquiries for particular authorities.

The total number of **187** is the number of questions received in **April 2025**.

For example: If a resident comes in with three questions one for BoSTC, ESCC and RDC – these are logged individually to accurately reflect the number of questions we receive.

| | |
|-------------------|------------|
| April 2025 | |
| Overall Questions | 187 |

Further Breakdown for April 2025:

April is the ninth month that The Hub has been open Full Time.

- The opening days for The Hub are - Monday to Friday.
- The opening times for The Hub are – 10am to 2.30pm
- ❖ Please note that Friday 4th April – The Hub was **closed** due to staff shortages
- ❖ Please note that Thursday 10th April – The Hub was **closed** due to staff shortages.
- ❖ Please note that Friday 18th April was a Bank Holiday for Good Friday – The Hub was **closed**.
- ❖ Please note that Monday 21st April was a Bank Holiday for Easter Monday – The Hub was **closed**.

- ✓ The overall total number of questions asked on a **Monday** is: = **36 questions**.

- ✓ The overall total number of questions asked on a **Friday** is: = **20 questions**.

- ✓ The authority with the **most** questions in April 2025:
→ **Bexhill-on-Sea Town Council = 116 questions**.

- ✓ The authority with the **least** questions in April 2025:
→ **East Sussex County Council = 6 questions**.



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Further breakdown of question & enquiries by authority:

At the Hub we log questions and enquiries by authority type, this enables us to keep track of how many residents have questions and enquiries for particular authorities.

- The yellow highlighted Mondays and Fridays are to show the extended opening days.
- The Hub was closed for two bank holiday days this month – these are marked in green.
- The Hub was closed due to staff shortages for tow days this month – these are marked in blue.

| April 2025 | | BoSTC | ESCC | ESH | RDC | Other |
|------------|---------------|-------------------------------|----------|-----------|-----------|-----------|
| 01/04/2025 | Tuesday | 19 | 1 | | 8 | 2 |
| 02/04/2025 | Wednesday | 10 | | 2 | 3 | 1 |
| 03/04/2025 | Thursday | 7 | | 1 | 4 | |
| 04/04/2025 | Friday | Closed due to staff shortages | | | | |
| 07/04/2025 | Monday | 14 | 1 | 4 | 1 | |
| 08/04/2025 | Tuesday | 4 | | | | 2 |
| 09/04/2025 | Wednesday | 4 | | | 1 | 1 |
| 10/04/2025 | Thursday | Closed due to staff shortages | | | | |
| 11/04/2025 | Friday | 5 | 1 | 2 | 3 | 7 |
| 14/04/2025 | Monday | 6 | | 1 | 1 | |
| 15/04/2025 | Tuesday | 5 | | | 3 | 1 |
| 16/04/2025 | Wednesday | 7 | 1 | 1 | 1 | |
| 17/04/2025 | Thursday | 5 | | 1 | | 1 |
| 18/04/2025 | Friday | Good Friday - Bank Holiday | | | | |
| 21/04/2025 | Monday | Easter Monday - Bank Holiday | | | | |
| 22/04/2025 | Tuesday | 3 | 1 | 1 | 1 | |
| 23/04/2025 | Wednesday | 2 | | | | 1 |
| 24/04/2025 | Thursday | 2 | | | | 1 |
| 25/04/2025 | Friday | 1 | | | 1 | |
| 28/04/2025 | Monday | 5 | 1 | | 1 | 1 |
| 29/04/2025 | Tuesday | 9 | | | 2 | |
| 30/04/2025 | Wednesday | 8 | | 1 | 2 | 1 |
| | Total: | 116 | 6 | 14 | 32 | 19 |

| | |
|--------------------------|------------|
| Overall Questions | 187 |
|--------------------------|------------|



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The moods of the residents are as follows:

- Red = They came in very upset / agitated.
- Amber = They came in slightly upset
- Green = They came in happy

| Apr-25 | Total |
|--------|-------|
| In | 0 |
| In | 11 |
| In | 176 |

| Apr-25 | Total |
|--------|-------|
| Out | 0 |
| Out | 11 |
| Out | 176 |

A further breakdown of ‘Mood’ based by authority:

| | | BTC | | RDC | | ESCC | | ESH | | OTHER | | TOTAL | | | |
|-----|--|-----|-----|-----|-----|------|-----|-----|-----|-------|-----|-------|-----|--|-----|
| | | IN | OUT | IN | OUT | IN | OUT | IN | OUT | IN | OUT | IN | OUT | | |
| APR | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | APR |
| | | 0 | 0 | 6 | 6 | 1 | 1 | 1 | 1 | 3 | 3 | 11 | 11 | | |
| | | 116 | 116 | 26 | 26 | 5 | 5 | 13 | 13 | 16 | 16 | 176 | 176 | | |

Factors:

Some factors that can affect footfall are as follows:

- ✓ **Weather:**
 - a) Very sunny weather tends to mean a lower footfall.
 - b) Very wet and windy weather also tends to mean lower footfall.

- ✓ **Social media influences:**
 - a) Questions circulating online can have an impact on footfall.
 - b) News circulating online can also have an impact on footfall.

- ✓ **Events:** Local and seasonal events have an impact on footfall.
 - a) The Civic Awards took place on Saturday 29th April at St. Peters Community Hall, Old Town, Bexhill-on-Sea.
 - b) The Annual Town Meeting also took place on Saturday 29th April at St. Peters Community Hall, Old Town, Bexhill-on-Sea.

- ✓ **Services:**
 - a) The number of services that Bexhill-on-Sea Town Council have / offer is a factor in footfall.
 - b) Bexhill-on-Sea Town Council recently took on the service of maintenance of Bus Shelters.
 - c) December saw the completion of the first ‘Street Art’ Bus Shelter by W.Ave Arts – The bus shelter is located outside LIDL in Sidley.
 - d) The Town Council recently took on the opening / closing and maintenance of some of the toilets in Bexhill.

- ✓ An increased understanding of what the Hub can offer is a factor to determine footfall.



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Conclusion:

Overall, the breakdown for April 2025 is as follows:

- ❖ Please note that Friday 4th April – The Hub was **closed** due to staff shortages
- ❖ Please note that Thursday 10th April – The Hub was **closed** due to staff shortages.
- ❖ Please note that Friday 18th April was a Bank Holiday for Good Friday – The Hub was **closed**.
- ❖ Please note that Monday 21st April was a Bank Holiday for Easter Monday – The Hub was **closed**.

- ✓ The Hub was **open** = **18 working Days** (Monday – Friday)
- ✓ Total footfall for April as a whole month: = **154 People**
- ✓ Monday overall total footfall: = **32 People**.
- ✓ Friday overall total footfall: = **13 People**.

- ✓ The **busiest** individual day overall in April 2025 was:
→ **Tuesday 1st April 2025 = 18 People**
- ✓ The **quietest** individual day in April 2025 was:
→ **Friday 25th April 2025 = 2 People**
- ✓ Collectively the **busiest** days overall in the whole of April 2025 were:
→ **Tuesdays = 48 People**
- ✓ Collectively the **quietest** day overall in the whole of April 2025 was:
→ **Friday = 13 People**

- ✓ Total amount of questions asked at The Hub in April 2025:
→ = **187 Questions**.

- ✓ The authority with the **most** questions in April 2025:
→ **Bexhill-on-Sea Town Council = 116 questions**.

- ✓ The authority with the **least** questions in April 2025:
→ **East Sussex County Council = 6 questions**.