



## Bexhill-on-Sea Town Council Monthly Report on Hub data. – February 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.

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The Hub opened Monday to Friday from Monday 15<sup>th</sup> July 2024.

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

- ❖ *Please note that February 17<sup>th</sup> to February 21<sup>st</sup> was school holidays. This is worth noting, as it could impact footfall in The Hub.*
- ❖ *It is worth noting that on Wednesday 26<sup>th</sup> February The Hub was closed to the public due to ongoing building works in the front office area - (Installation of security door) The Hub was open to pre booked appointments only on this day.*
- ❖ *It is worth noting that on Friday 28<sup>th</sup> February Cllr Wilson and Cllr Peters held a Drop In Surgery at The Hub. From 10am – 12pm.*



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**Stats:**

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

- ❖ Please note that February 17<sup>th</sup> to February 21<sup>st</sup> was school holidays. This is worth noting, as it could impact footfall in The Hub.
- ❖ It is worth noting that on Wednesday 26<sup>th</sup> February The Hub was closed to the public due to ongoing building works in the front office area - (Installation of security door) The Hub was open to pre booked appointments only on this day.
- ❖ It is worth noting that on Friday 28<sup>th</sup> February Cllr Wilson and Cllr Peters held a Drop In Surgery at The Hub. From 10am – 12pm.

<b>Hub Visitor Numbers</b>							
<b>2025</b>	<b>Month</b>	<b>Mon</b>	<b>Tues</b>	<b>Wed</b>	<b>Thur</b>	<b>Fri</b>	<b>Total</b>
	February	26	28	30	27	38	<b>149</b>

**Breakdown:**

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

<b>2025</b>	<b>Monday</b>		<b>Tuesday</b>		<b>Wednesday</b>		<b>Thursday</b>		<b>Friday</b>	
<b>February</b>	03/02/2025	10	04/02/2025	8	05/02/2025	10	06/02/2025	9	07/02/2025	9
	10/02/2025	3	11/02/2025	5	12/02/2025	9	13/02/2025	4	14/02/2025	9
	17/02/2025	7	18/02/2025	6	19/02/2025	7	20/02/2025	9	21/02/2025	11
	24/02/2025	6	25/02/2025	9	26/02/2025	4	27/02/2025	5	28/02/2025	9

- February 2025 is the seventh month that The Hub has been open full time – Monday to Friday.
- Opening hours are 10am to 2.30pm
- The Hub was open for = **20 Working days**
- Total footfall for February 2025 was = **149 People**
- School holidays this year where Monday 17<sup>th</sup> February 2024 to Friday 21<sup>st</sup> February 2025.  
*It is worth nothing this, as school holidays can have an impact on footfall within The Hub.*



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**Comparison:**

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

→ Please note that in February 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

→ School holidays in the year where Monday 12<sup>th</sup> February 2024 to Friday 16<sup>th</sup> February 2024. It is worth noting this, as school holidays can have an impact on footfall within The Hub.

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

→ Total footfall for February 2024 was = **104 People**

→ Tuesdays in 2024 = **36 People**

→ Wednesdays in 2024 = **27 People**

→ Thursdays in 2024 = **41 People**

	Month	Mon	Tues	Wed	Thur	Fri	Total
<b>2024</b>	February	0	36	27	41	0	<b>104</b>

2024	Monday	Tuesday	Wednesday	Thursday	Friday
<b>February</b>				01/02/2024	02/02/2024
	05/02/2024	06/02/2024	07/02/2024	08/02/2024	09/02/2024
	12/02/2024	13/02/2024	14/02/2024	15/02/2024	16/02/2024
	19/02/2024	20/02/2024	21/02/2024	22/02/2024	23/02/2024
	26/02/2024	27/02/2024	28/02/2024	29/02/2024	



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**Footfall for February 2023 as a comparison is as follows:**

- Please note that in February 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
- In addition, it is worth noting that on 7<sup>th</sup> February 2023 The Hub was opened to the public. Therefore the total working days The Hub was open in February 2023 was = 10 working days.
- School holidays in the year where Monday 13<sup>th</sup> February 2023 to Friday 17<sup>th</sup> February 2023. It is worth noting this, as school holidays can have an impact on footfall within The Hub.
- The Hub was open for = 10 Working days
- Total footfall for February 2023 was = 125 People
- Tuesdays in 2023 = 60 People
- Wednesdays in 2023 = 32 People
- Thursdays in 2023 = 33 People

**2023**

Month	Tuesday	Month	Wednesday	Month	Thursday
Feb	23	Feb	10	Feb	13
Feb	11	Feb	11	Feb	8
Feb	12	Feb	11	Feb	12
Feb	14				
<b>Month Total</b>					<b>125</b>



## Bexhill-on-Sea Town Council Monthly Report on Hub data. – February 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 **191** is the number of questions received in **February 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.

February	
Overall Questions	191

### Further Breakdown:

February is the seventh 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 February 17<sup>th</sup> to February 21<sup>st</sup> was school holidays. This is worth noting, as it could impact footfall in The Hub.*
- ❖ *It is worth noting that on Wednesday 26<sup>th</sup> February The Hub was closed to the public due to ongoing building works in the front office area - (Installation of security door) The Hub was open to pre booked appointments only on this day.*
- ❖ *It is worth noting that on Friday 28<sup>th</sup> February Cllr Wilson and Cllr Peters held a Drop In Surgery at The Hub. From 10am – 12pm.*
- ✓ The overall total number of questions asked on a **Monday** is: = **30 questions**.
- ✓ The overall total number of questions asked on a **Friday** is: = **53 questions**.
- ✓ The authority with the **most** questions in February:  
→ **Bexhill-on-Sea Town Council = 118 questions**.
- ✓ The authority with the **least** questions in February:  
→ **East Sussex Highways = 10 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.

<b>February 2025</b>		<b>BoSTC</b>	<b>ESCC</b>	<b>ESH</b>	<b>RDC</b>	<b>Other</b>
03/02/2025	Monday	10		2	2	
04/02/2025	Tuesday	8	2		2	1
05/02/2025	Wednesday	8			3	
06/02/2025	Thursday	5	2	2		3
07/02/2025	Friday	5	1	1	3	
10/02/2025	Monday	1				2
11/02/2025	Tuesday	6				
12/02/2025	Wednesday	6	1	1	2	4
13/02/2025	Thursday	1			4	1
14/02/2025	Friday	6			2	7
17/02/2025	Monday	5			2	
18/02/2025	Tuesday	8	1			1
19/02/2025	Wednesday	4		1		3
20/02/2025	Thursday	6	2	1	1	
21/02/2025	Friday	12		1	1	1
24/02/2025	Monday	4			2	
25/02/2025	Tuesday	8			1	
26/02/2025	Wednesday	3			1	
27/02/2025	Thursday	5				
28/02/2025	Friday	7	3	1	1	1
	<b>February TOTAL</b>	<b>118</b>	<b>12</b>	<b>10</b>	<b>27</b>	<b>24</b>

<b>Overall Questions</b>	<b>191</b>
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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

Feb-25	Total
In	0
In	8
In	182

Feb-25	Total
Out	0
Out	5
Out	185

**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	
FEB	0	0	0	0	0	0	0	0	0	0	0	0	
	2	2	1	1	2	2	3	3	0	0	8	5	
	115	115	26	26	10	10	7	7	24	24	182	185	FEB

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

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→ It is worth noting that on Wednesday 26<sup>th</sup> February The Hub was closed to the public due to ongoing building works in the front office area - (Installation of security door) The Hub was open to pre booked appointments only on this day.

❖ It is worth noting that on Friday 28<sup>th</sup> February Cllr Wilson and Cllr Peters held a Drop In Surgery at The Hub. From 10am – 12pm.



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### **Conclusion:**

Overall, the breakdown for February is as follows:

- ✓ February 17<sup>th</sup> to February 21<sup>st</sup> was school holidays. This is worth nothing as it could impact footfall within The Hub.
- ✓ *On Friday 28<sup>th</sup> February Cllr Wilson and Cllr Peters held a Drop In Surgery at The Hub. From 10am – 12pm.*
- ✓ The Hub was **open** = **20 working Days** (Monday – Friday)
- ✓ Total footfall for February as a whole month: = **149 People**
- ✓ Monday overall total footfall: = **26 People.**
- ✓ Friday overall total footfall: = **38 People.**
- ✓ The **busiest** individual day overall in February was:  
→ **Friday 21st February = 11 People**
- ✓ The **quietest** individual day in February was:  
→ **Monday 10h February = 3 People**
- ✓ Collectively the **busiest** days overall in the whole of February were:  
→ **Fridays = 38 People Overall.**
- ✓ Collectively the **quietest** day overall in the whole of February was:  
→ **Mondays = 26 People Overall.**
- ✓ Total amount of questions asked at The Hub in February:  
→ = **191 Questions.**
- ✓ The authority with the **most** questions in February:  
→ **Bexhill-on-Sea Town Council = 118 questions.**
- ✓ The authority with the **least** questions in February:  
→ **East Sussex Highways = 10 questions.**