

To receive a report on footfall counters and consider any actions and associated expenditure.

Report to: Library Sub Committee

Date of Report: 10.06.2026

Officer Writing the Report: Community Hub Team Leader

Pursuant to: Library Sub Committee meeting held on 16.02.2026, minute number 53/25/26

Purpose of the report: To outline the various types of footfall counters and their suitability for library use and any associated costs.

Officers Recommendations

Members are asked to:

1. Review the following information on footfall counters that have been researched for use at the library and raise any questions or suggestions that arise.
2. Adopt Company A's system at a cost of £518.00 (plus VAT) using budget code 6921 LI IT & Office Costs - Library to support strategic planning, enhance understanding of library usage, and improve the ability to target programming and resources effectively.
3. Approve the reoccurring annual fee of £79.20 (plus VAT) under budget code 6921 LI IT & Office Costs for the Footfall Cam software license required for use of the footfall camera.
4. Approve the additional cost of £210 (plus VAT) using budget code 6921 LI IT & Office Costs for the installation and set-up of the footfall camera by SOS Consultancy.

Report Summary

Footfall data can be used to record how many people are using the service, not just for book borrowing but also for events and activities. Many Town Councils use footfall counters to monitor usage of the library buildings, providing analytical data for reporting. This information can be used to assess busier days and plan events and activities to maximise engagement with the community. The library management system can report on how many people are currently borrowing books with a library card, however this does not account for people using the library for social purposes, printing and photocopying, or those who are using the services and are not members.

The current footfall counter that was originally installed at the library by Cornwall Council is outdated, with the display barely legible. In a short period of time, it will be completely non-functioning. As it is such an old piece of equipment, replacement parts are no longer available.

The footfall sensor purchased by Saltash Town Council previously is not functioning and is therefore not fit for purpose. When the sensor was functioning, it provided unreliable and inaccurate numbers, counting the opening and closing of the doors as multiple people entering the building.

These rudimentary break-beam sensors and pressure sensor counters provide numbers only, and while basic figures are helpful, they do not provide any information on when the library is being accessed throughout the day or what age groups are using the space. Research shows that lower-cost alternatives tend to produce unreliable data, while web-monitored camera systems offer significantly greater accuracy and insight.

Pressure sensors

Pressure sensors are usually placed in floor mats at entranceways. When a person passes over the mat, a count is taken. This provides basic number counting, at low accuracy offering no additional data. The outdated technology means these are not readily available to buy. Sourcing replacement parts for them has also proven difficult.

Break-beam sensors

Break beam sensors offer basic number counting, at low accuracy offering no additional data. Typically, around £150-£190 to purchase. This is an unreliable option as the beam will not make a distinction between a person and a pram, it will only count one. There have been some inaccuracies where multiple counts have been taken for one person. The set up of the library entrance would also make it unreliable due to the nature of the double doors at the entrance, one being a swing door.

These break beam sensors have proven to be poor value for money and ineffective. Whilst a low-cost option may seem attractive, the low quality and inaccuracy would make it a poor investment. Allocating slightly more budget to a highly accurate, fully monitored system will deliver significantly greater long-term value and ensure a far more reliable return on investment.

As mentioned, the pressure sensors and break-beam sensors do not hold any capacity for distinguishing individuals, therefore it is not possible to record visit duration or demographic. Whilst number counting gives an overview of a day's attendance, it does not provide any insight into popular activities or peak times. Event attendees are recorded manually by staff where possible, however the library assistants are unable to capture the total library visitor numbers manually throughout the day and would be an impossible task due to the nature of the public space. Some library users visit for only a few minutes, while others can stay for hours.

Camera counter

A camera counter is typically mounted above an entrance and uses software to count visitors. Depending on the system, it can also provide wider analytics to support service planning.

Data on occupancy, demographics, visit duration and visitor times would help tailor events to user needs. It could identify quieter periods for activities requiring less noise and support scheduling to increase use at off-peak times.

This data would also show which events were well attended and which groups use the library, helping target activities toward underrepresented age groups. It would provide a fuller picture of library use beyond book borrowing, including events and community hub activity.

Company A. 3D Pro 2 camera

This product is a camera counter, highly accurate and has data analytics on a web-based platform. It offers a substantially lower cost than similar products, coupled with numerous advantages that enhance overall value. Please see **Appendix A.** for a detailed product specification of the 3D Pro 2 Camera.

- Highly accurate using 3D camera technology. 97-99.4% accuracy.
- Visitor analytics including in & out counting, occupancy monitoring, children and adult classification, on-site traffic analysis, visit duration, returning visitor analysis.
- Access to analytics dashboard- data can be exported into spreadsheets and daily, weekly, monthly data can be analysed and compared.
- Remote online support.
- AI powered re-identification to ensure people aren't counted twice, including staff.

The cost of the camera is £518 (plus VAT), this is a one-off cost. The software is an annual fee of £79 (plus VAT), enabling access to the data metrics. The software is detailed and provides excellent insights that can be used to identify trends, demographics and occupancy time. Remote online support and monitoring ensures that the product functions correctly and any issues are reported, with automatic updates and bug fixes as standard.

This is the most competitive price for product and value for money from the products researched. The camera comes with standard 1 year warranty.

Installation of this product is self-installation which can be carried out by an electrician, or capable IT engineer. Online support and installation guidance with the supplier can be booked free of charge to ensure installation is correct and offer any troubleshooting. SOS consultancy have provided a quote for the installation of the mounting and fitting of the footfall camera. Having an in-depth knowledge of the cabling requirements and Saltash Library networks (and set up with CC networks) would ensure that the correct procedure was followed when connecting the camera. Assigning SOS consultancy to fit the camera is the most practical and effective approach to take. Please see **Appendix B.** for quoted works.

The annual software fee of £79.30 plus £15.84 VAT provides access the analytics platform and automatic software updates. The software is user-friendly with a clear, functional interface providing in depth and accurate metrics. The software fee is a fraction of the cost compared to similar charges from companies as listed in the quotes table below.

Company B. Xovis PC2SE 3D Camera

The Xovis 3D camera is a highly accurate camera counter, however it does not boast any other analytic features. This product does give reliable visitor numbers, however, cannot inform on stay duration, demographics or staff identification. Company B host the software analytics platform at a cost of £30.50 per month (plus VAT) however, in comparison to the interface supplied by Company A, it is not as detailed or sophisticated.

There is an installation fee at a cost of £1,900 plus VAT and the contract is a 5 year lease, there is no purchase cost.

Company C. - Xovis 3D Camera

The same camera offered as Company B, at a similar price range. These cameras are 98% accurate, however, do not offer any other data apart from visitor numbers.

The upfront cost of the camera is £1,568 plus VAT. This company charge an installation fee of £375 plus VAT per day, plus travel expenses. An extension unit can be leased to recognise staff members at a £66 plus VAT per year. This addition still would not bring the camera capabilities up to that of Company A.

Company D. Basic Time/Flight Camera

The basic camera provided by this company is one of the cheaper options, however, only counts in and out numbers. An additional unit can be purchased for the fee of £595 plus VAT to identify dwell time of library users. There is also an additional cost of £1.50 per day for the data subscription on top of the data charge for the main camera unit. Unlike the other companies listed, company D offers 'pre-loved' units that have been refurbished at a discounted rate. The cost of these units are £595 plus VAT, and would require the additional unit for any other features other than counting in and out.

An additional installation fee may be charged, subject to the availability of used products. The used products come with the same warranty as new products.

Overall, Company A offers an advanced system with excellent analytical features at a lower cost. Installation of the camera by SOS consultancy would significantly reduce costs and remote support during installation provides peace of mind, ensuring the set up is correct and the kit is fully functioning.

Through data analysis, we will be able to measure community engagement within the building. Following the completion of the refurbishment, this seems important to ensure that the space is being used after significant investment into the library. With a more sophisticated people counting solution such as Company A's, impact can be measured following events, informing the overarching communication strategy such as social media and marketing.

How Does This Meet the Business Plan?

The installation of a footfall camera with data analysis features would help to monitor and improve the impact the library service has on the community by providing visitor numbers and dependant upon the type, can help to feedback how long visitors are staying. As the library aims to improve the leisure and cultural offerings within Saltash, reporting can help to identify trends, time spent within the library and user demographics. Measuring the usage of the library will aid in reporting and demonstrate the need for the library hub within the community.

If members have any questions or would like any additional information, please do not hesitate to ask. Any suggestions are welcome.

Quotes Provided

Supplier	Camera type	Camera cost	Installation cost	Cost for software	Total cost for one year
Company A.	3D Pro2	£518.00 plus £103.60 VAT)	SOS have provided a quote to install the camera following the installation guidelines. This would be £210 Plus VAT	Annual fee £79.20 plus £15.84 VAT)	£807.20 plus VAT in total for camera and installation
Company B.	Xovis PC2SE (3D camera)	NA- 5 year term (on lease)	£2,280 (£1,900 plus £380 VAT)	Monthly £36.60 (£30.50 plus £6.10 VAT)	£2,719.20 (£2,266 plus £453.20 VAT)
Company C.	Xovis 3D	£1,568 plus VAT	£375 plus VAT plus travel expenses.	£250 plus VAT per year. Optional support £249 plus VAT per year	£2,631.60 (£2,193 plus £438.60 VAT)
Company D.	(Basic time/flight sensor)	£1,295 Plus VAT ----- £595 plus VAT for a second-hand camera		£1.50 per day x 365 = £547.50 per year.	£1,842.50 Plus VAT ----- £1,142.50 plus VAT for second-hand product

Budgets

Budget Availability: £1,869

Budget Codes: 6921 LI IT & Office Costs – Library

Total expenditure for year 1= £807.20 (plus VAT) with a further £79.20 (plus VAT) each following year for software access.

Signature of Officer:

Community Hub Team Leader