

# MAIDENHEAD TOWN FORUM

THURSDAY, 11TH NOVEMBER, 2021

At 6.30 pm

by

VIRTUAL MEETING - ONLINE ACCESS AND ON [RBWM YOUTUBE](#)

## SUPPLEMENTARY AGENDA

### PART I

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**Report to Maidenhead Town Forum 11 November 2021  
Produced by Steph James, Service Lead for Economic Growth**

This update includes information on footfall, vacancy rates, shop openings and closings, national facts and figures, regeneration news and all the local events taking place this month in Maidenhead.

**High Street Footfall**

Footfall in the town centre continues to recover as the UK unlocks however footfall is still down compared to pre-pandemic levels. Maidenhead’s weekday footfall was heavily reliant on lunchtime office workers which will account for some of the decline as the majority of offices in the town centre are not back to full occupation levels with many companies still encouraging home/ flexible working policies. It is estimated that around 40% of office workers are still working fully or partly remotely.

The October monthly footfall report showed that footfall is up 36.5% compared to October last year.

Springboard have provided analysis of October 2021 figures to October 2019 figures to allow for a direct comparison with pre pandemic figures. The table below shows Maidenhead in context with the South East and the UK. This shows that footfall is still nearly 22.3% down year to date compared to pre-pandemic levels. The South East is -31.6% and the UK performance is -34.6%.

**2019 comparison for Maidenhead**

The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2021 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your current performance in 2021 against the similar time period in 2019

**Headlines**

	Year to date % 2021 Vs 2019	Year on year % 2021 Vs 2019
Maidenhead	<b>-22.3 %</b>	<b>1.8 %</b>
South East	<b>-31.6 %</b>	<b>-8.3 %</b>
High Street Index - BDSU(BDSU - Multifunctional)	<b>-37.3 %</b>	<b>-17.1 %</b>
UK	<b>-34.6 %</b>	<b>-15.1 %</b>

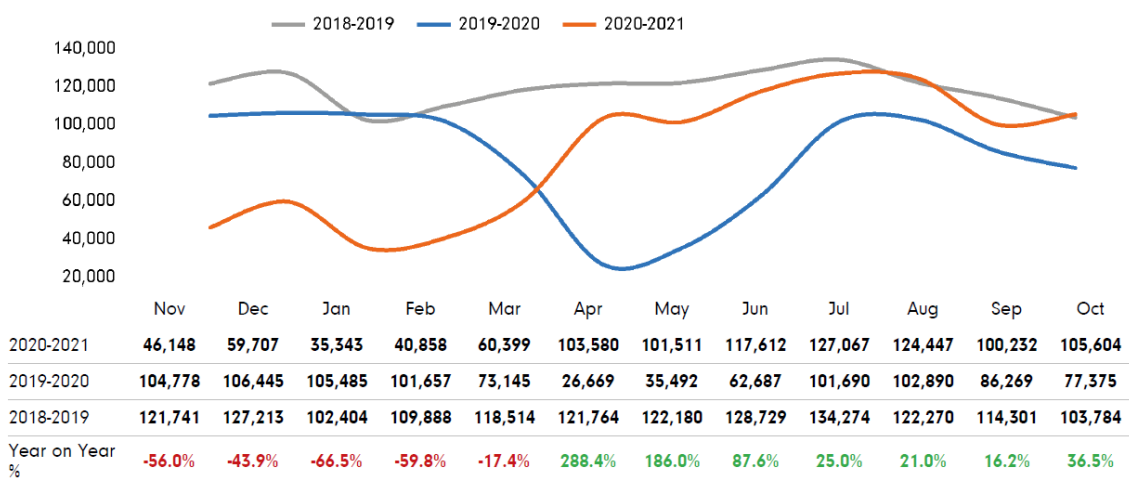
Maidenhead is compared to the high street index.



## Footfall – rolling 12 months is shown below:

### Footfall - rolling 12 months

The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2020-2021 period with the 2019-2020 period i.e the figure for October compares October 2021 to October 2020

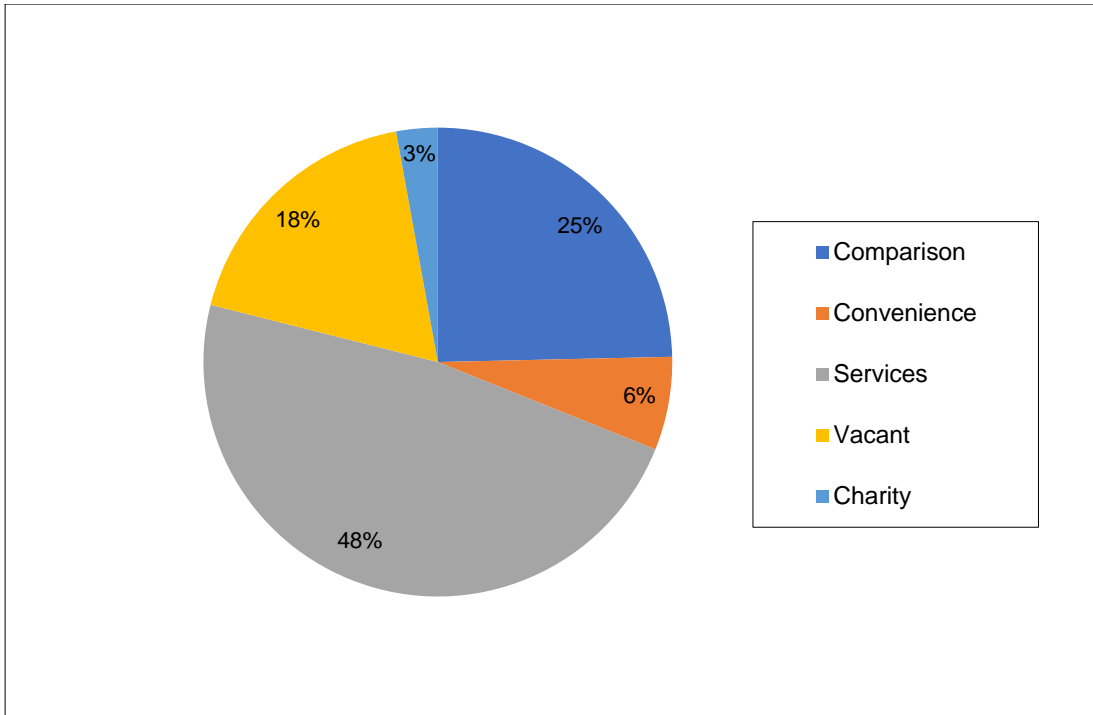
## Town Centre Vacancy Rate

Retail vacancy rates in Maidenhead are currently at 18% which is 51 empty units. This is a decrease of 2 units since the September update. Beech Lodge School are occupying an empty unit on the High Street with a “Apprenticeshop” and Mojito’s Bar has re-opened on Grenfell Island. The below gives further explanation regarding vacant premises.

- 9 units on the pedestrianised High Street are currently being redeveloped to have retail on the ground floor and residential above.
- 1 unit on the non-pedestrianised High Street (former Poundstretcher) is also currently under development for retail on the ground floor and flats above.
- 5 units on King Street that are currently vacant are due to be demolished with the redevelopment of the shopping centre and are not currently available to let.
- 2 units in the Nicholsons Shopping Centre (Dorothy Perkins and Topshop) are part of the Arcadia Group which went into administration with all stores closing nationally.
- It should also be noted that some leases that have come to an end in the Nicholsons Centre will not be renewed and tenants have left due to the planned redevelopment of the centre approved earlier this year.



The chart below shows the breakdown of retail in Maidenhead:



**New businesses opened in Maidenhead:**

- Beech Lodge Apprenticeshop on the High Street
- Mojitos on Grenfell Island has reopened.
- F45 Gym opened in Chapel Arches
- Bardo Lounge to be opening soon on Chapel Arches
- Anytime Fitness to be opening in the new Countryside development

**Regeneration update:**

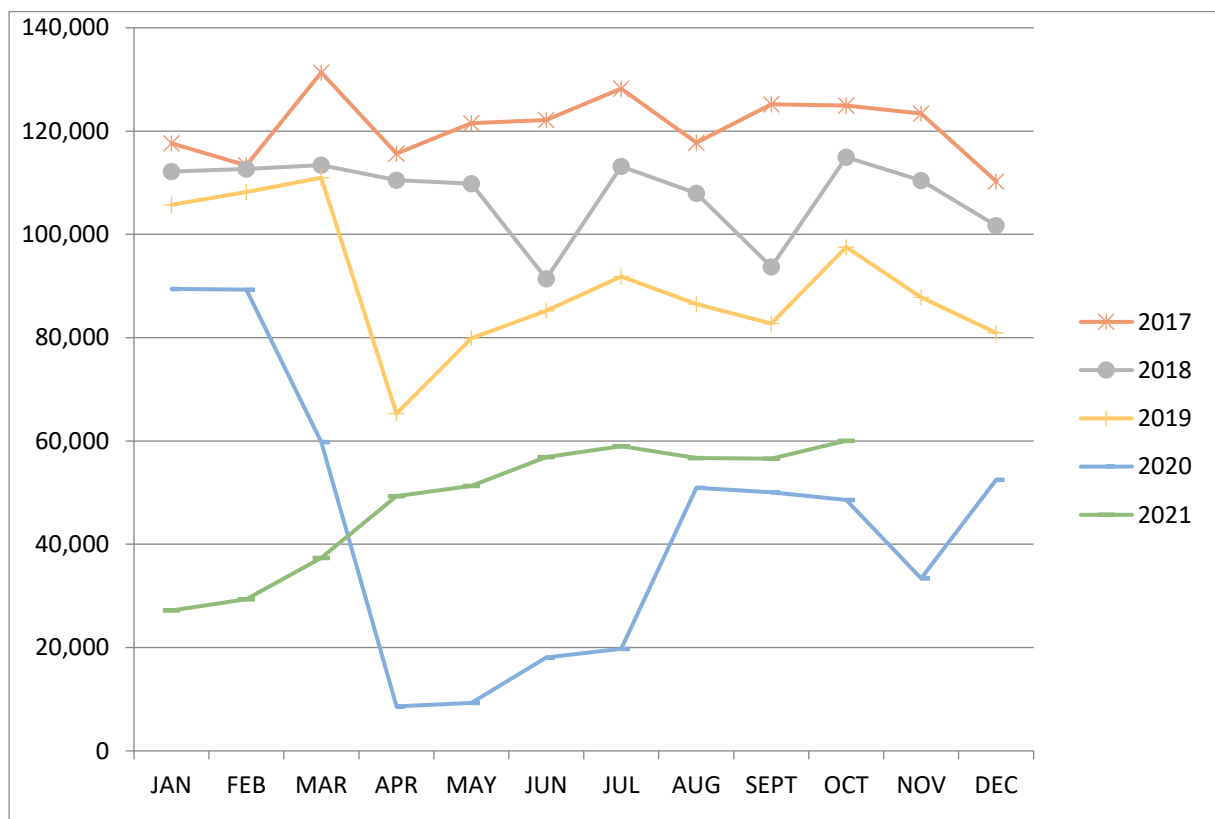
- Work continues on the Shanlys Chapel Arches development with hoarding coming down on phase 3 shortly and tenants starting to move into new units.
- The Countryside York Road development continues and landscaping has taken place outside the front of the Town Hall as part of the development.
- Developers, Hub are now on site on the Landing.
- The planning application for the Countryside St Cloud site (former Magnet Leisure Centre) has been submitted and will be determined later this year.



### Car Park Usage in Maidenhead

Car park usage in Maidenhead is increasing however is still significantly down on pre pandemic levels. This can partly be attributed to the lack of office workers in the town centre as the majority of weekday demand was from office workers and commuters.

The Landing car park is now closed as it forms part of the Landing site which has now commenced.



### Enjoy Maidenhead social media usage:

There has been a **5.6% increase** in the number of followers on Twitter. The total number of followers is now 5945.

There has been a **27.4% increase** in 'likes' on the Enjoy Maidenhead Facebook Page and a **5.76% increase** in members of the Enjoy Maidenhead Group on Facebook. The total number of likes is 5945 and total group members is 5500.



### **Make Maidenhead social media usage:**

Make Maidenhead was introduced to replace Enjoy Maidenhead however due to the pandemic and the need to share messages with as wider audience as possible both channels were kept live.

There has been a **27% increase** in the number of followers on Twitter. The total number of followers is now 905.

There has been a **28% increase** in 'likes' on the Make Maidenhead Facebook Page. The total number of likes is 1220.

Make Maidenhead Instagram followers has **increased by 42%** since October 2020 with 1249 followers.

### **Upcoming events: (November, December):**

With restrictions lifted and the successful vaccination the local events calendar is starting up again. Here are some of the upcoming events over the next few months in Maidenhead.

- **Maidenhead Christmas Lights Switch on** 27 November
- **Norden Farm Festive Market** 27 November
- **The Great Maidenhead Reindeer Chase** – throughout December
- **Christmas Gift Wrapping** in the Nicholsons shopping centre
- **St Lukes Church Christmas Tree Festival** Friday 3- Sunday 5 December
- **The Real Maidenhead Pantomime** – Treasure Island at Holyport Memorial Hall Thursday 9 – Sunday 12 December
- **Kipper's Snowy Day** – Norden Farm 30 November – 30 December
- **Aladdin** – Baylis Theatre, Braywick Leisure Centre Saturday 18 – Friday 24 December.

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