

MAIDENHEAD TOWN FORUM

TUESDAY, 11TH JANUARY, 2022

At 6.30 pm

by

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

SUPPLEMENTARY AGENDA

PART I

<u>ITEM</u>	<u>SUBJECT</u>	<u>PAGE NO</u>
	<u>MAIDENHEAD TOWN MANAGER UPDATE</u> Report for information, from the Maidenhead Town Manager.	3 - 8

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Report to Maidenhead Town Forum
Monday 10 January 2022

Produced by Robyn Bunyan
Maidenhead Town Manager

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 in Maidenhead.

This report covers November and December 2021.

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 **November** monthly footfall report showed that footfall is up based to November last year.

Springboard have provided analysis of November 2021 figures to November 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 -20% down year to date compared to pre-pandemic levels. The South East is -29.8% and the UK performance is -32.9%.

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	-20.0 %	6.7 %
South East	-29.8 %	-10.7 %
High Street Index - BDSU(BDSU - Multifunctional)	-35.5 %	-18.9 %
UK	-32.9 %	-18.6 %

Maidenhead is compared to the high street index.

During **December** monthly footfall report showed that footfall is up 78.2% compared to December last year.

Springboard have provided analysis of these 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 -18.3% down year to date compared to pre-pandemic levels. The South East is -28.1% and the UK performance is -31.5%.

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2021	2020	2021	2020	2021	2020
Maidenhead	19.0%	-34.0%	36.5%	-25.4%	5.4%	-10.3%
South East	17.2%	-40.1%	31.9%	-29.8%	5.7%	-2.6%
High Street Index - BDSU(BDSU - Multifunctional)	8.3%	-43.0%	37.9%	-40.7%	6.0%	-9.1%
UK	11.0%	-43.5%	41.3%	-39.8%	2.3%	-10.6%

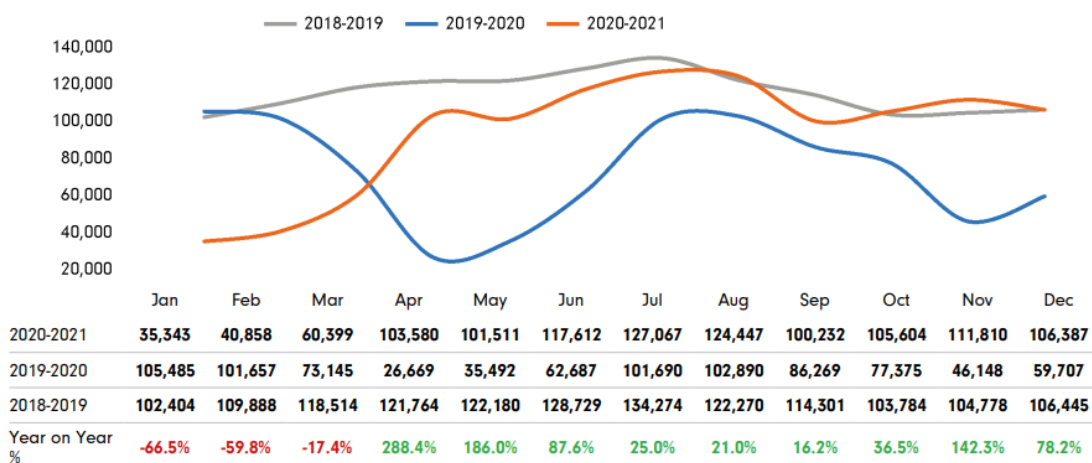
Benchmark calculations (Year on Year and Month on Month) have been calculated using like for like data sets (only those counters available in both comparison periods) to ensure statistical accuracy

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 comparison is provided on the final pages of this report.

Looking at 2021 as a whole, you can see that footfall has increased positively throughout the year.

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 December compares December 2021 to December 2020

2021 saw a total of 4,924,043 visitors which is up 29.6% on the previous year but also shows a -0.1% decrease against 2019 – our last normal trading year.

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Headlines

	Year to date % 2021 Vs 2019	Year on year % 2021 Vs 2019
Maidenhead	-18.3 %	-0.1 %
South East	-28.1 %	-13.3 %
High Street Index - BDSU(BDSU - Multifunctional)	-34.2 %	-21.9 %
UK	-31.5 %	-22.2 %

Maidenhead is compared to the high street index.

Town Centre Vacancy Rate

Retail vacancy rates in Maidenhead are currently at 18% which is 51 empty units. This is the same as previously reported.

New businesses opened in Maidenhead

No new businesses this month

Regeneration update

Work continues on the Shanly 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

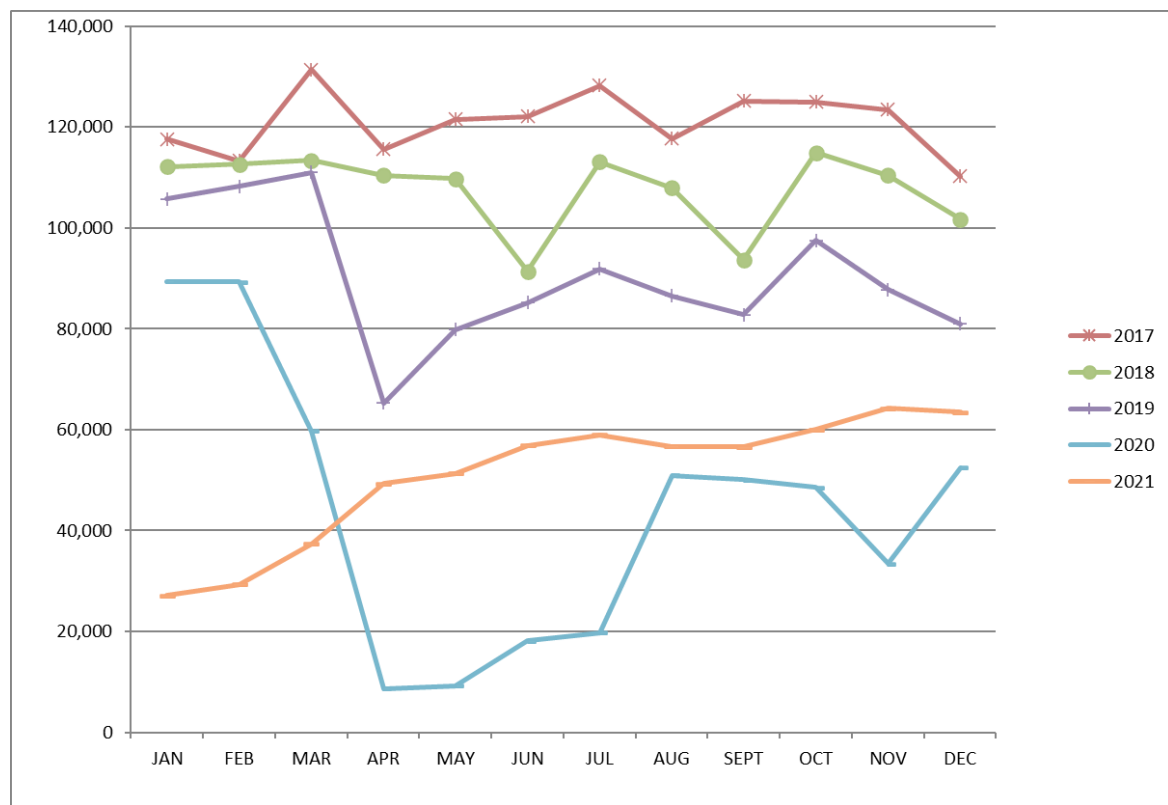
The planning application for the Countryside St Cloud site (former Magnet Leisure Centre) has been submitted and will be determined later this year.

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.



2021 saw a total of 611,499 users across the car parks which shows a -21.5% decrease against 2019 – our last normal trading year.

Social Media engagement: Enjoy Maidenhead

- Twitter: 3163 followers
- Facebook page: 5928 followers
- Facebook group: 5700 members

Across November and December, the Enjoy Maidenhead Facebook page reached 15,810 people.

Social Media engagement: Make Maidenhead

- Social Media engagement: Make Maidenhead
- Twitter: 662 followers
- Facebook page: 1279 followers
- Instagram: 1304 followers

Across November and December, the Enjoy Maidenhead Facebook page reached 13,679 people.

November 2021 Highlights

- Christmas Light Switch On and Festive Market
Saturday 27 November

[In pictures: Maidenhead Christmas lights switch-on - Photo 1 of 12 - Maidenhead Advertiser \(maidenhead-advertiser.co.uk\)](#)

- Free town centre events and activities
 - Norden Farm Storytelling
 - Sing4U choir performance
 - Salvation Army performance
- Free Saturday parking

December 2021 Highlights

- St Luke's Christmas Tree Festival
- Christmas pantos and performances by Braywick Leisure Centre, Maidenhead Drama Guild and Norden Farm
- Small Business Saturday
- Alexander Devine Children's Hospice Christmas wrapping
- Free town centre events and activities
 - NF storytelling
 - Explore Learning craft
 - Great Reindeer Chase
 - Salvation Army performance
 - Traylen's Fun Fair
- Free Saturday parking

Upcoming events

- Maidenhead Vegan Fiesta promotional stall – Saturday 15 January
- Lunar New Year Celebrations and Lion Dance – Saturday 5 February
- Norden Farm Market - Saturday 5 February
- Maidenhead Big Read – Tuesday 1 – Thursday 10 March
- Maidenhead Vegan Fiesta Spring Event – Sunday 20 March

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