

# MAIDENHEAD TOWN FORUM

MONDAY, 11TH JULY, 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>
5.	<u>MAIDENHEAD TOWN MANAGER UPDATE</u> To receive an update from the Maidenhead Town Manager.	3 - 6

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Report to Maidenhead Town Forum  
Friday 1 July 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 May and June 2022.

## 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.

During **May** monthly footfall report showed that the total number of visitors to Maidenhead was 475,290.

The busiest day of the month was Saturday 14 May with 26,335 visitors.

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 -4.5% down year to date compared to pre-pandemic levels. The South East is -15.9% and the UK performance is -20.4%

### 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 2022 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 2022 against the similar time period in 2019

#### Headlines

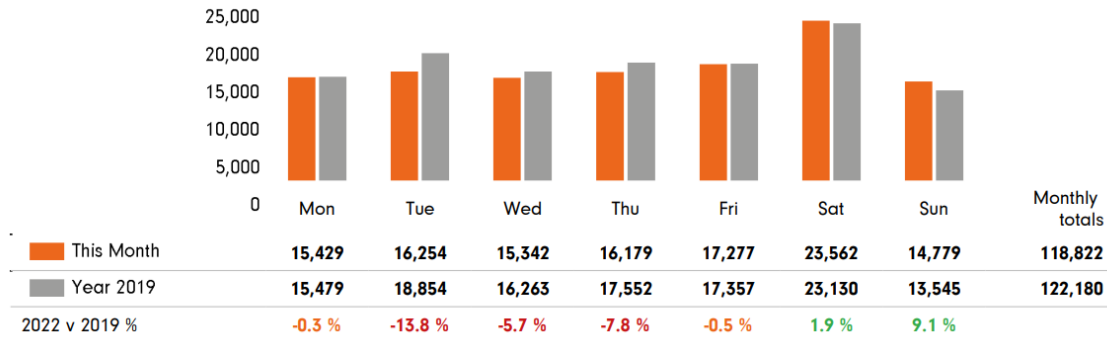
	Year to date %	Year on year %
	2022 Vs 2019	2022 Vs 2019
Maidenhead	<b>-4.5 %</b>	<b>-2.7 %</b>
South East	<b>-15.9 %</b>	<b>-14.4 %</b>
High Street Index - BDSU(BDSU - Multifunctional)	<b>-20.2 %</b>	<b>-14.7 %</b>
UK	<b>-20.4 %</b>	<b>-16.2 %</b>

Maidenhead is compared to the high street index.

When looking at day to day usage of the high street throughout May, we are seeing positive movement when comparing to 2019.

### Footfall by day

The figures shown below are calculated using weekly averages.



Analysis of footfall for June 2022 will follow in an addendum following receipt of data from Springboard.

### Town Centre Vacancy Rate

Retail vacancy rates in Maidenhead are currently at 18%.

### New businesses opened in Maidenhead

In May and June, we welcomed Grilled Grub, A Hoppy Place, Storia and Wenzel's to Maidenhead.

[A Hoppy Place on 'final stretch' as it prepares for Maidenhead opening - Photo 1 of 1 - Maidenhead Advertiser \(maidenhead-advertiser.co.uk\)](#)

[New bakery throws open doors in Maidenhead town centre - Maidenhead Advertiser \(maidenhead-advertiser.co.uk\)](#)

[Maidenhead grilled food store 'excited' to open in town this week - Photo 1 of 1 - Maidenhead Advertiser \(maidenhead-advertiser.co.uk\)](#)

[Look inside Maidenhead's newest Italian restaurant, Storia - Photo 1 of 8 - Maidenhead Advertiser \(maidenhead-advertiser.co.uk\)](#)

### 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

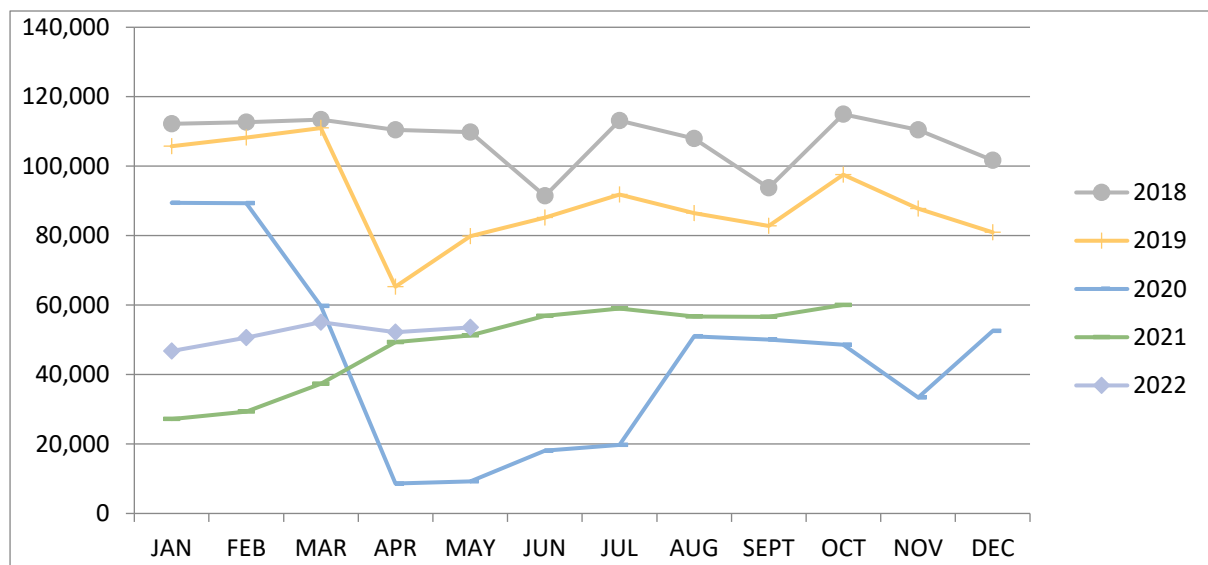
The planning application for the Countryside St Cloud site (former Magnet Leisure Centre) is set to start this summer.

### 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.

Total car parking for May 2022 was 53,598 as shown in the graph below.



Car parking data looking at June 2022 will follow in an addendum following receipt of data.

### Social Media engagement

Make Maidenhead is now the primary social media platform following the merge between Enjoy Maidenhead and Make Maidenhead which took place in January.

- Twitter: 949 followers

(Enjoy Maidenhead twitter – 5925 followers. Please note, this page will merge with Make Maidenhead)

- Facebook page: 6472 followers
- Facebook page: 5535 likes

