

# Public Document Pack

## Meeting Supplement

### Windsor Forum

Councillors Alison Carpenter (Chair), Amy Tisi (Vice-Chair), Neil Knowles, Wisdom Da Costa and Mark Wilson

**Tuesday 12 March 2024 6.30 pm**

**Grey Room - York House - Windsor & on [RBWM YouTube](#)**

www.rbwm.gov.uk



*The following papers have been added to the meeting's agenda as they were not available for publication when the notice of meeting was issued.*

### Supplement

Item	Description	Page
8	<b>Town Manager Update</b> To receive an update from Paul Roach, Windsor and Eton Town Centre Manager.	3 - 16

By attending this meeting, participants are consenting to the audio & visual recording being permitted and acknowledge that this shall remain accessible in the public domain permanently.

Please contact Laurence Ellis, [Laurence.Ellis@RBWM.gov.uk](mailto:Laurence.Ellis@RBWM.gov.uk), with any special requests that you may have when attending this meeting.



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# Windsor Town Manager Update

Windsor Town Forum March 2024

## Monthly Footfall Counts

	Year to date %		Year on year %		Month on month %	
	2024	2023	2024	2023	2024	2023
Windsor Town Centre External	<b>-5.5%</b>	<b>9.7%</b>	<b>-8.7%</b>	<b>14.7%</b>	<b>8.4%</b>	<b>16.5%</b>
South East	<b>-7.9%</b>	<b>7.3%</b>	<b>-8.8%</b>	<b>7.5%</b>	<b>8.4%</b>	<b>8.5%</b>
High Street Index - BDSU (BDSU - Comparison)	<b>-3.4%</b>	<b>23.3%</b>	<b>-4.1%</b>	<b>22.1%</b>	<b>11.6%</b>	<b>12.8%</b>
UK	<b>-3.1%</b>	<b>15.7%</b>	<b>-3.7%</b>	<b>15.7%</b>	<b>11.4%</b>	<b>12.7%</b>

↳ 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

## Headlines

The total number of visitors for the year to date is 891,402 which is 5.5% down on the previous year.

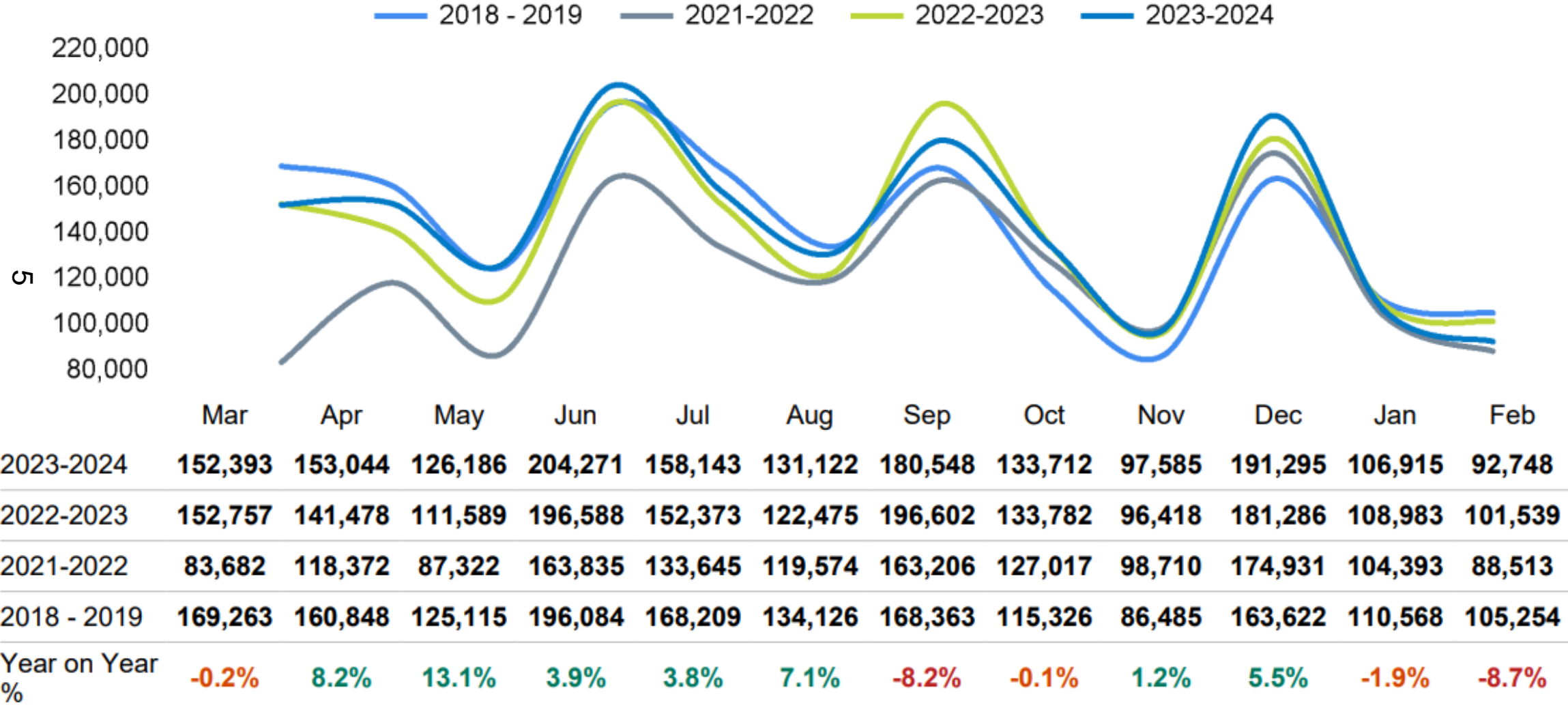
The total number of visitors to Windsor Town Centre External in month commencing 29 January 2024 was 463,741.

The busiest day in month commencing 29 January 2024 was Saturday 17 February with 27,107 visitors.

The peak hour of the month was 14:00 on Sunday 18 February 2024 with footfall of 3,940.

# Footfall Counts - rolling 12 months

The figures shown below are calculated using weekly averages.

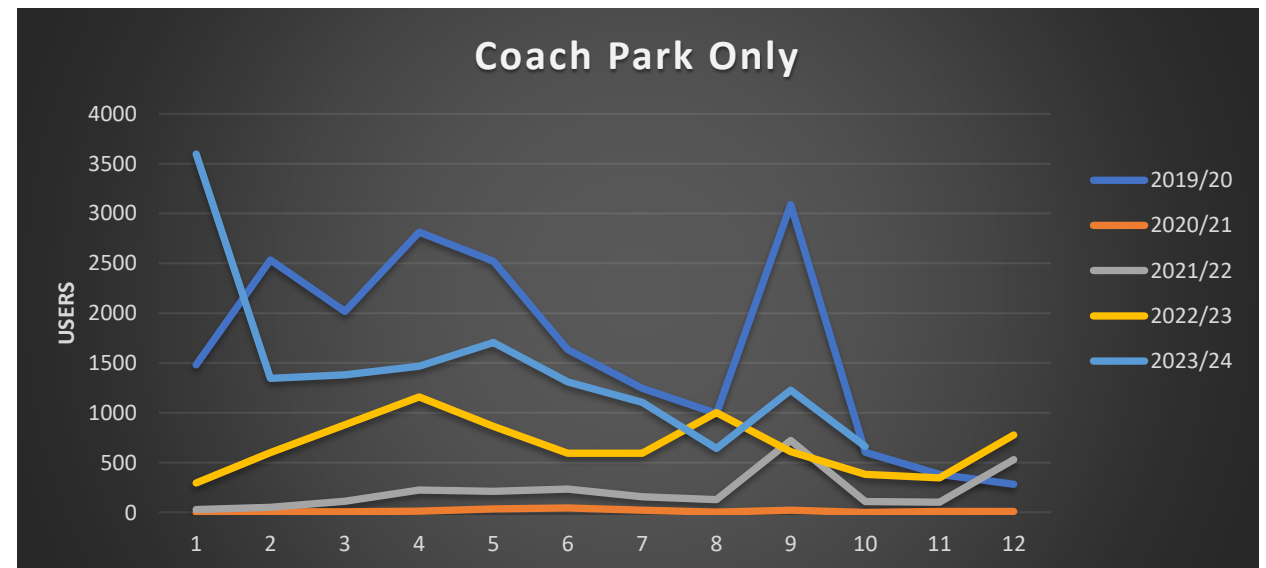
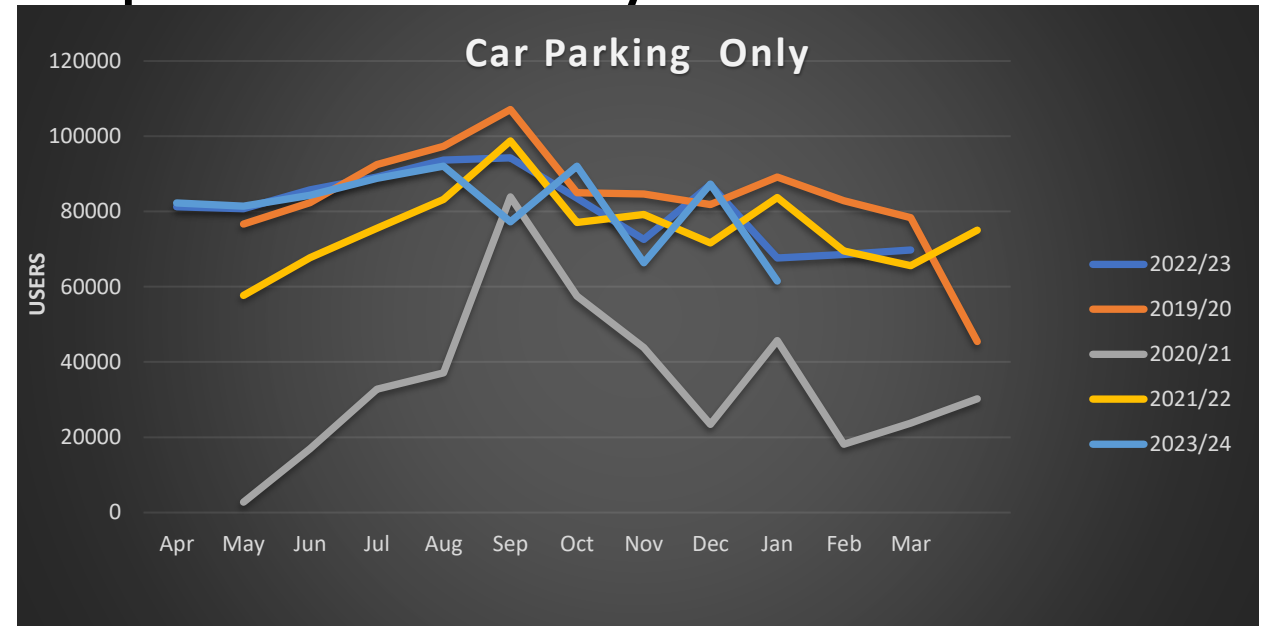


Year on year % is calculated by comparing the 2023-2024 period with the 2022-2023 period i.e the figure for February compares February 2024 to February 2023

# Car & Coach Parking – Upto January 2024

At the end of January car parking usage showed a decrease year on year of 9% from 67675 users down to 61525.

Coach parking usage over the same period has continued to increase with user number for January reaching 622 users, a 74% increase on 2023. Usage of the coach park has generally been very positive throughout the year .



# Retail Vacancy Rates – February 2024

7

Windsor Town centre down to  
9.4%  
National Rate 14.0%  
(source LDC Nov 2023)

Recently vacated units last  
month .

- Leo Mancini,

Stores opened in the last month

- Mango

Under development/offer

- Trail finders , Build a bear,  
Halifax Unit, Karen Millen Unit,

# Visitor Insight

∞



# Windsor (3392)

Large Town Centre

Based on 176 locations · 154,000 sqm

Following

Summary Consumers Catchment Demographics

## Stats

Date Range

2024-02-01 ~ 2024-02-29

EXCEL

CSV

Feb 2024

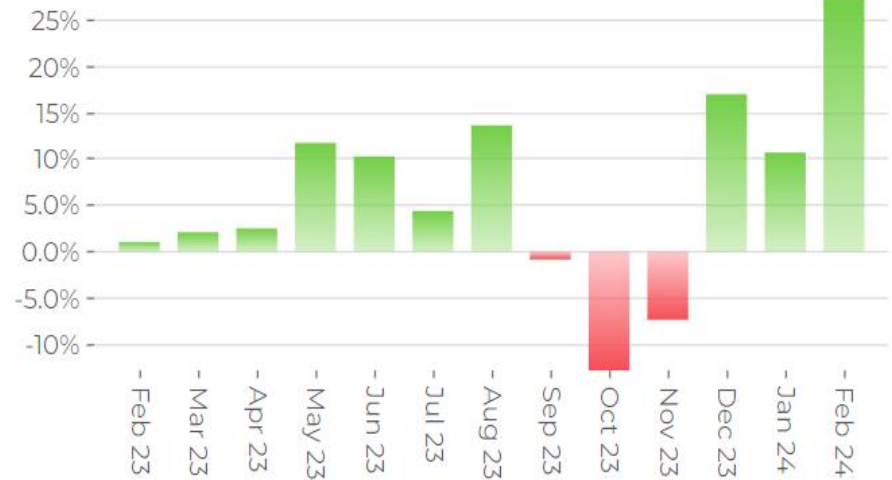
**1,390,000** visits **↑27.5%** YOY

**47,800** visits per day **↑27.5%** YOY

## Footfall Change

Date Range

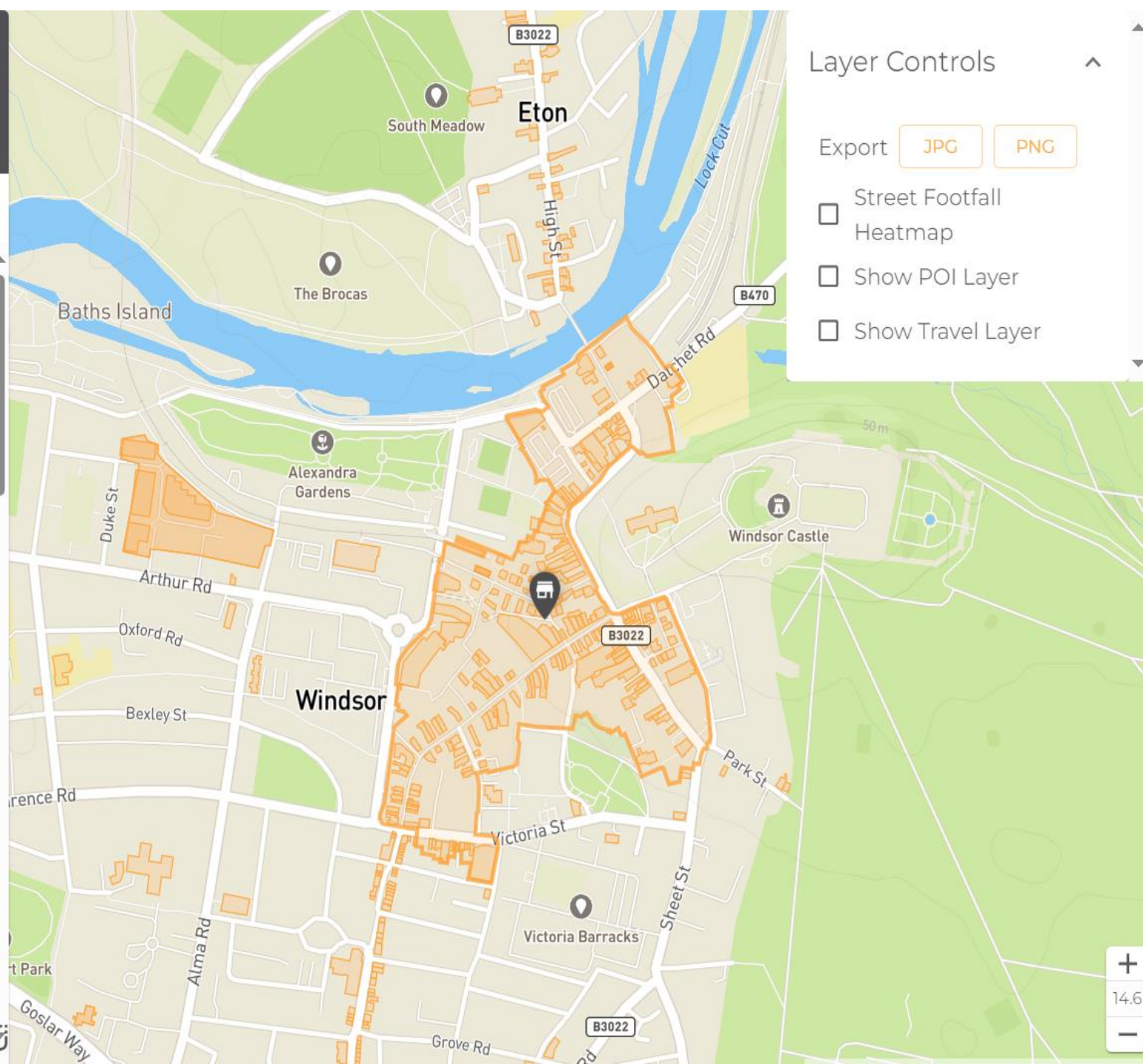
2023-02-01 ~ 2024-02-29



YOY MOM YO2Y

EXCEL

CSV



## Layer Controls

Export

JPG

PNG

- Street Footfall
- Heatmap
- Show POI Layer
- Show Travel Layer

# Windsor (3392)

Large Town Centre  
Based on 176 locations · 154,000 sqm

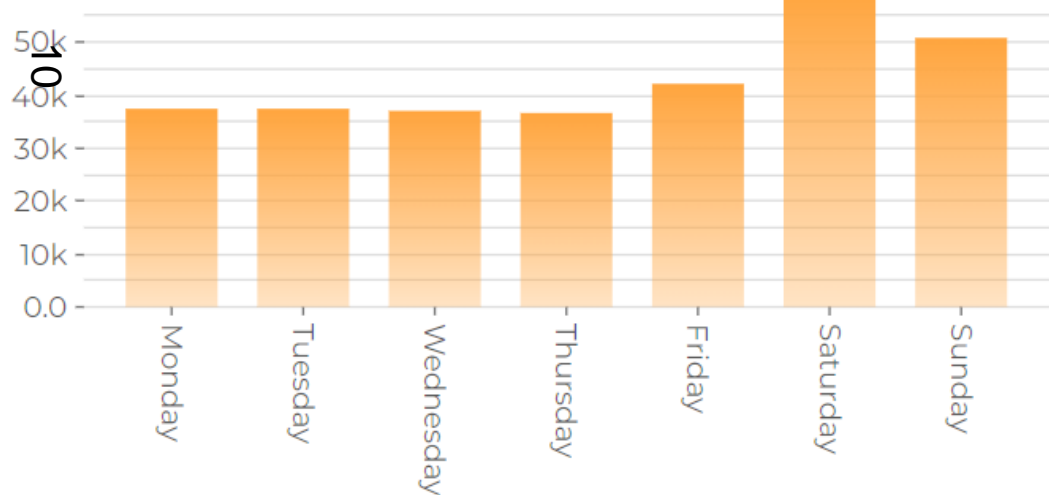
Following

Summary Consumers Catchment Demographics

MTH WK DAY ALL WKDAY WKEND ALL AM PM EVE NGT EXCEL CSV

## Visit Profile By Day

Date Range  
2023-02-01 ~ 2024-02-29



ALL MORNING AFTERNOON EVENING NIGHT EXCEL CSV

# Windsor (3392)

Large Town Centre  
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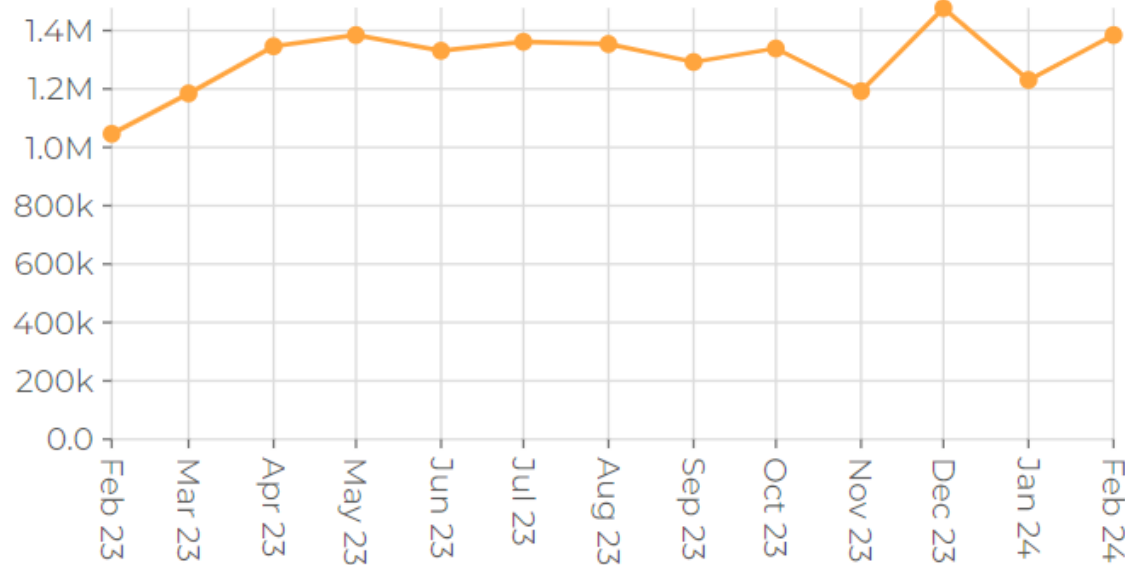
Following

Summary Consumers Catchment Demographics

MTH WK DAY ALL WKDAY WKEND ALL AM PM EVE NGT EXCEL CSV

## Footfall

Date Range  
2023-02-01 ~ 2024-02-29



MTH WK DAY ALL WKDAY WKEND ALL AM PM EVE NGT EXCEL CSV



# Windsor (3392)

Large Town Centre  
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Following

Summary Consumers Catchment Demographics

## Catchment

Date Range  
2024-02-01 ~ 2024-02-29

HOME WORK

ALL WEEKDAYS WEEKENDS

ALL MORNING AFTERNOON EVENING NIGHT

Exclude Local Workers

Adjust the slider to set the visits percentile cutoff value - percentile value is a number that represents the percentage position of an LSOA by number of visits

EXCEL CSV

## Demographic Profiling

Demographic

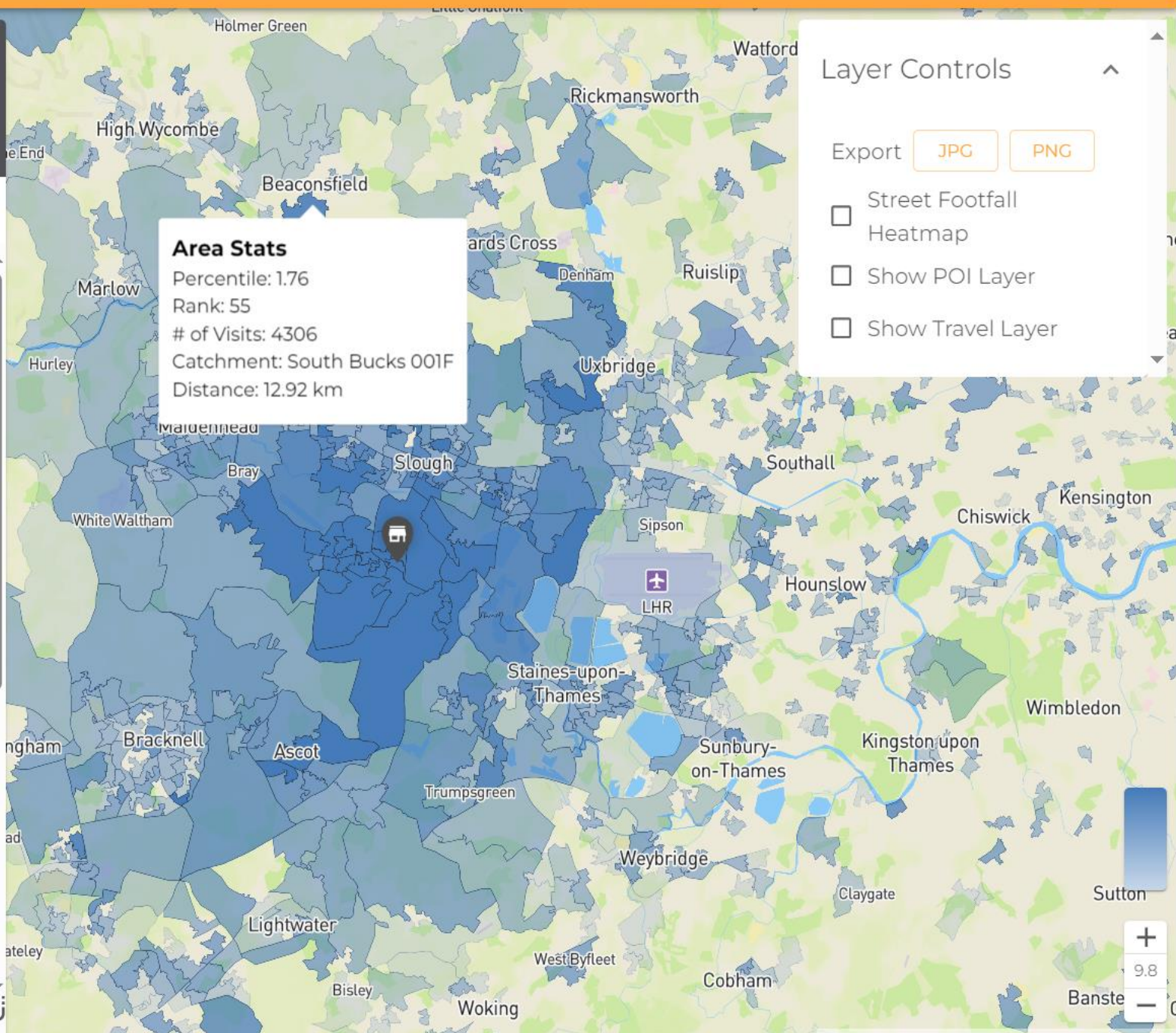
**Area Stats**

- Percentile: 1.76
- Rank: 55
- # of Visits: 4306
- Catchment: South Bucks 001F
- Distance: 12.92 km

**Layer Controls**

Export

- Street Footfall Heatmap
- Show POI Layer
- Show Travel Layer



Map navigation controls including a zoom in (+) and zoom out (-) button, and a zoom level indicator showing 9.8.

# Overview

- Monitors GPS enabled devices, providing a more rounded view of footfall across the whole of the town centre.
- Monitors 24/7
- Look back upto 5 years
- Provides Catchment Information on where people are coming from
- Provide Weekday vs Weekend splits and Evening only data.
- Provide dwell time information
- Average number of stores visited in the town centre.
- Drill down into specific store visits.

# Recent activities





Luna New Year celebrations





# Pancake Race 2024



# Events/Activities for 2024

- 10 Feb - Luna New Year celebrations
- 13 Feb - Pancake Races
- 1 Apr - Easter events
- 21 April - S t George Day Fair - Dedworth
- 26/27 Apr - Windsor Garden Market
- 1/4 May - Windsor Horse Show
- 11 May - Vegan Market
- 6 June - 80<sup>th</sup> Anniv. D Day Celebration
- 8 June - Royal Horticultural Society Flower Show
- 9 June - Windsor Triathlon
- 17 June - Garter Day
- 18/23 June - Royal Ascot
- 29 June – Armed Forces Day Parade
- 29 June – Summer Show & Duck Race
- 29 June - Garden Market
- 7 July - Parallel Games – Great Park
- 6/7 Archday Weekend – TBC
- 20 July En Plein Air - Windsor Castle
- 17 September – Battle of Britain Civic Service and Parade - Windsor
- 2 Nov - Pumpkin Party
- 10 Nov - Remembrance Sunday Civic Service and Parade
- 14 Nov - 21 Gun Salute HM The Kings Birthday
- 14 Nov- Eton Christmas Lights
- 15 Nov – Windsor On Ice
- 16 Nov - Windsor Christmas Lights
- 23 Nov - Dedworth Christmas lights
- 30 Nov – Vegan Christmas Market
- 1 Dec - Living Advent Calendar.
- 7/8 Dec– Windsor Yards Festive Weekend.
- 13 Dec - Carols on the Hill
- 24 Dec - Windsor Living Advent Calendar Finale