

Windsor Town Centre update report for Windsor Town Forum – January 2022

As the town centres moved into Christmas period, footfall remained strong and above the national average. The restart of the Christmas live event programme saw up to 20% increase on attendance from 2019 figures given a clear indication that demand was very strong, and the public wanted to get out to events in 2021. Due to the working at home announcement in December 2021, this did see a reduction in reported sales across a number of sectors including retail, food and beverage but business' were able to continue to trade throughout the season.

Marketing and communications

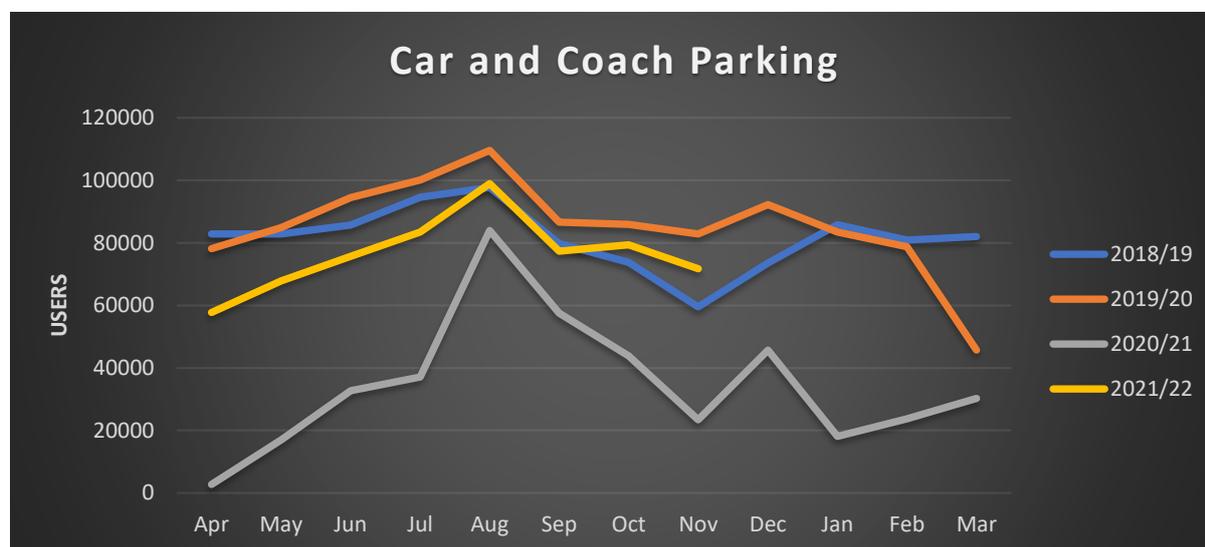
In addition to the online copy of the Christmas programme an additional 5000 copies were handed out to businesses in the town centre and at majority of the events that took place over November and December. Initial feedback has been very positive on the programme as it contained significantly more information due to the return of live events. The programme was funded through the Reopening High Street Fund. More detail about these result of the key events in the Christmas programme will be presented at the Forum meeting.

Hello lamppost – Windsor

As of the end of December 2021 there have been 7,700 interactions, 2,300 conversations with 1,400 users. The overall engagement score is very strong as an Net Engagement score over 10 is considered. In addition to the HLP project we produce a special "Christmas Trail" where visitors and shoppers could visit five Christmas objects in the town centre starting from Nativity Scene on the guildhall.

Town centre health check

Car Parking



Car parking in October and November continued show an improvement on 2019, reflecting the positive increase in footfall. Coach parking as predicted has remain extremely low and is likely to remain low into the 2022.

Footfall

Windsor Town Centre Managers Report for the Town Forum January 2022

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2021	2020	2021	2020	2021	2020
Windsor Town Centre External	29.5%	-37.9%	129.5%	-52.2%	8.0%	8.5%
South East	25.7%	-41.7%	153.9%	-65.4%	-8.3%	-24.2%
High Street Index - BDSU(BDSU - Comparison)	19.9%	-49.6%	128.4%	-69.8%	-6.8%	-27.6%
UK	20.1%	-45.4%	110.5%	-65.2%	-4.7%	-22.6%

Please note that monthly report had not been received at the time this report was written so the table above show the most recent weekly report on footfall for Windsor Town Centre.

Headlines

The total number of visitors to Windsor Town Centre External for the last 52 weeks is 5,784,667 which is 29.5% up on the previous year.

The total number of visitors for the year to date is 5,784,667 which is 29.5% up on the previous year.

The total number of visitors to Windsor Town Centre External in week commencing 27 December 2021 was 152,329.

The busiest day in week commencing 27 December 2021 was Thursday with 25,715 visitors.

The peak hour of the week was 15:00 on Tuesday 28 December 2021 with footfall of 3,877.

Vacancy Rates

	Sep	Nov	Dec
Current vacancy	9.95%	10.12%	10.48%
*Expected Vacancy	10.40%	10.75%	13.07
**National Average	14.5%	14.5%	**

*this includes businesses that have indicated they are in danger of closing permanently.

** Data provided by British Retail Consortium/Local Data Company has yet to be published for December 2021

While footfall and car parking rates are recovering, the vacancy rate remains high for the town. This is despite the number of new stores that have opened in the last few months. Windsor, Eton and Ascot rates are still below the national average and we are expecting a number of new stores to open in the coming months.

Recently opened Businesses

Love Brownies Windsor
Mooboo
Gregory and Taping
Leo Mancini

Units Under development

Five Guys
Bovingdons Est Agent
Estetica

Recently Closed

Revital Health Food Store
Royal House of Windsor
War Hammer

Paul Roach

Windsor, Eton and Ascot Town Manager