



Report to Maidenhead Town Forum
Tuesday 7 March 2022

Produced by Robyn Bunyan
Maidenhead Town Manager

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

This report covers February 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 **February** monthly footfall report showed that the total number of visitors to Maidenhead was 388,596.

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 -11.7% down year to date compared to pre-pandemic levels. The South East is -18.7% and the UK performance is -25.7%.

	Year to date % 2022 Vs 2019	Year on year % 2022 Vs 2019
Maidenhead	-11.7 %	-11.6 %
South East	-18.7 %	-19.3 %
High Street Index - BDSU(BDSU - Multifunctional)	-25.7 %	-26.0 %
UK	-25.7 %	-25.7 %

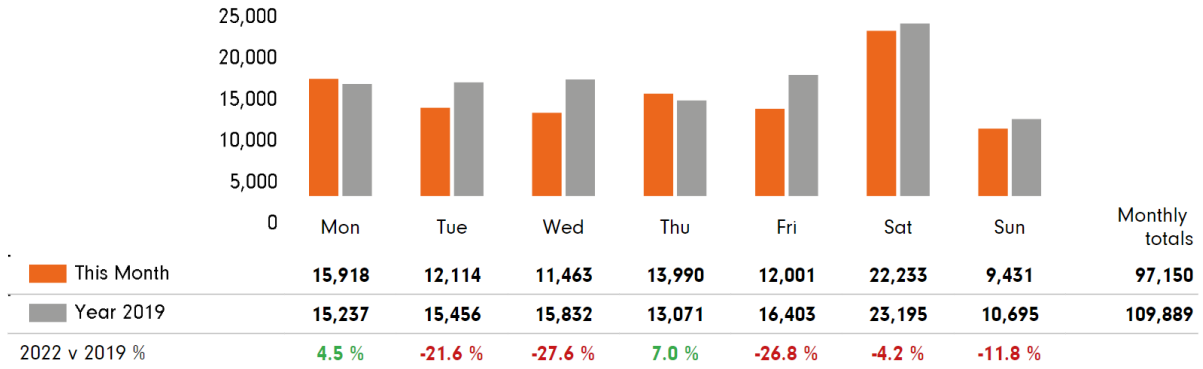
Maidenhead is compared to the high street index.

Looking at pre-pandemic average footfall by day (2019) against average footfall by day for February 2022, it is positive to see Monday and Thursdays are showing a positive increase, with Saturdays closely tracking.



Footfall by day

The figures shown below are calculated using weekly averages.



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.

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 – current tenants include F45 Gym and Bardo Lounge.

The Countryside York Road development continues, and landscaping has taken place outside the front of the Town Hall. Tenants including A Hoppy Place and Anytime Fitness are gearing up to open

[Award-winning craft beer venue to open in Maidenhead - Photo 1 of 1 - Maidenhead Advertiser \(maidenhead-advertiser.co.uk\)](#)

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 has now been approved.

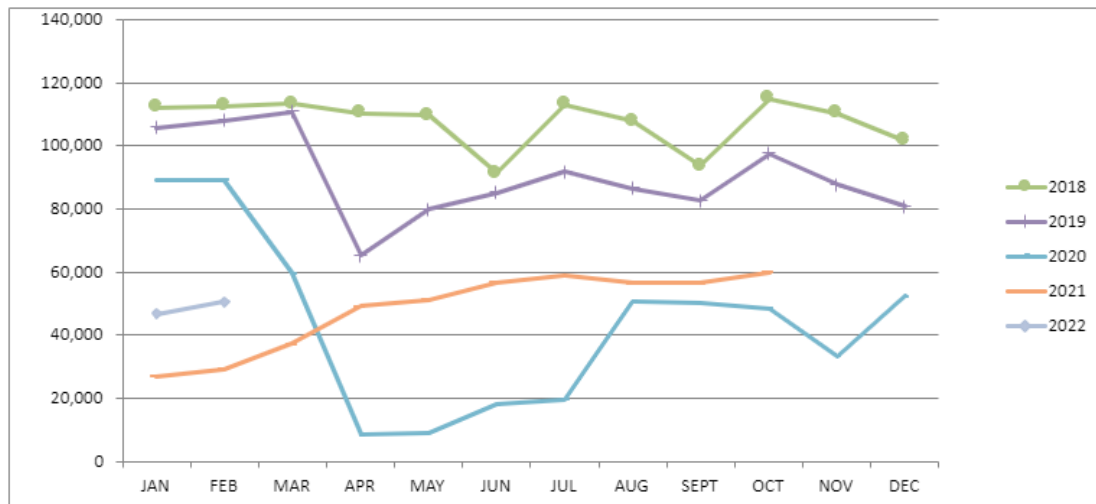
Car Park Usage in Maidenhead

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.



In January total carpark usage was 50,603, an 8% increase on last month.



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: 923 followers

(Enjoy Maidenhead twitter – 5929 followers. Please note, this page will merge with Make Maidenhead in the coming weeks)

- Facebook page: 6412 followers
- Facebook page: 5501 likes
- Instagram: 1390 followers

In February, the Make Maidenhead Facebook page reached 5585.

February 2022 Highlights

- Anytime Fitness – continuation of free weekend bootcamp sessions taking place in the Amphitheatre
- Confirmation of the installation of Spring hanging baskets in Maidenhead Town Centre to be installed in March 2022. Planting will be installed and maintained by Window Flowers and made available via European Regional Development (ERDF) 'Welcome Back' Funding.
- Highstreet dressed for Lunar New Year with illuminated red hanging lanterns. Lanterns installed by Lamps and Tubes and made available via European Regional Development (ERDF) 'Welcome Back' Funding.



- Confirmation of a Maidenhead Town Centre deep clean to take place in March. This additional street clean has been made available via European Regional Development (ERDF) 'Welcome Back' Funding.
- The Lunar New Year celebrations on the high street presented by Eagle Claw Kung Fu School. The event was attended by approximately 1500 people.

['Good vibes' in Maidenhead for Chinese New Year celebrations - Maidenhead Advertiser \(maidenhead-advertiser.co.uk\)](http://maidenhead-advertiser.co.uk)

- Lunar New Year craft activity hosted by Explore Learning at the Nicholsons Centre received good press coverage:

Getting crafty with Chinese dragons

Town Centre: New year celebrations continue with puppet workshop

By Shay Botmanley
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Children on half term used their time off to create arts and crafts in the Nicholsons Centre on Thursday.

Inspired by Chinese New Year, children were free to attend and create colourful Chinese dragon puppets.

Using pens, pencils and rulers, the children used their imagination to conjure creative designs for the head and the tail of the dragon.

Once the designs had been completed, the head and tail were attached to a folding long piece of paper which could be stretched out.

Using a handle on each side, the dragon could be extended and presented proudly by their creators.

The event was organised by Make Maidenhead, and was run by Explore Learning Maidenhead alongside the Nicholsons Centre itself from 11am until 3pm.

For more information on upcoming events in and around the town centre, search for #MakeMaidenhead on Instagram or MakeMaidenhead on Facebook to stay in touch.

Simran Griffiths, seven, shows off her creation. Ref:134247-5

Eva Kisby, seven. Ref:134247-2

Youngsters get creative. Ref:134247-1

Upcoming events

- Make Maidenhead Charity Pancake Race – Thursday 1 March
- Maidenhead Big Read – Tuesday 1 – Thursday 10 March
- Maidenhead Vegan Fiesta Spring Event – Sunday 20 March
- Maidenhead Drama Guild – Stags and Hens – Wednesday 30 March onwards
- Maidenhead Bridge Rotary Easter Fun Day – Saturday 16 April
- Craft Coop High Street Craft Markets – monthly from April



The Queen's Platinum Jubilee update

Headline of events including civic, and community led can be found here:

[Upcoming Events – Windsor Platinum Jubilee 2022](#)

Events include the Jubilee Beacon Lighting and Fireworks, Picnic in the Park (the Long Walk) and Windsor's Big Lunch.

Many of the large scale 'flagship' events are taking place in and around Windsor across the Jubilee weekend.

The following events are planned to take place in Maidenhead:

- Borough wide Jubilee bunting
 - made available via European Regional Development (ERDF) 'Welcome Back' Funding
- Themed hanging baskets
 - Requires funding and a sponsorship campaign will follow in the coming weeks
- Jubilee trail
 - A business engagement project where visitors to the town are encouraged to find all of the jubilee related items hiding in shop windows
- Craft activities for children and young people
 - Following our successful craft workshops in the Nicholsons Shopping Centre we will run a free activity for families to enjoy
- Business shop window competition
 - To encourage local businesses to get into the spirit of the event, Make Maidenhead will run a window dressing competition
 - We would like to find a sponsor for a prize for the best window voted via our social media channels
- People encouraged to apply for street parties
 - The online application portal is now open: [The Queen's Platinum Jubilee | Royal Borough of Windsor and Maidenhead \(rbwm.gov.uk\)](https://www.rbwm.gov.uk)

