



Report to Maidenhead Town Forum
Monday 9 May 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 April 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 **April** monthly footfall report showed that the total number of visitors to Maidenhead was 481,660.

The busiest day of the month was Saturday 30 April with 25,697 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 -4.9% down year to date compared to pre-pandemic levels. The South East is -16.2% and the UK performance is -21.5%.

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 % 2022 Vs 2019	Year on year % 2022 Vs 2019
Maidenhead	-4.9 %	-1.1 %
South East	-16.2 %	-12.8 %
High Street Index - BDSU(BDSU - Multifunctional)	-21.4 %	-17.7 %
UK	-21.5 %	-18.6 %

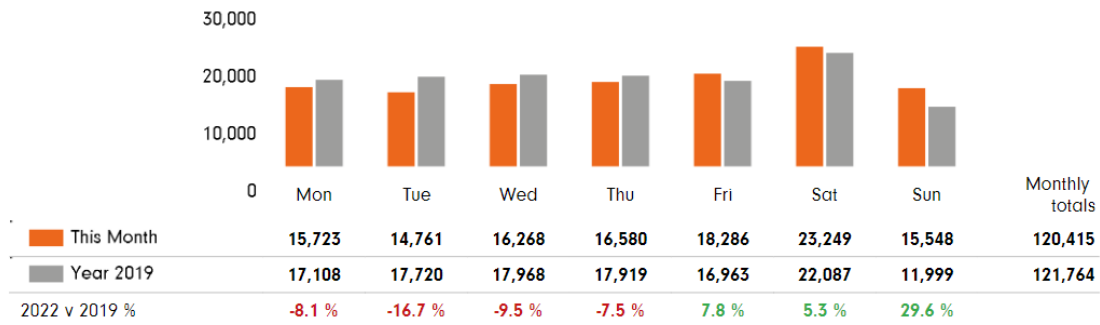
Maidenhead is compared to the high street index.



Looking at pre-pandemic average footfall by day (2019) against average footfall by day for April 2022, it is positive to see the comparative figures moving month by month.

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, Sauce&Flour and Bardo Lounge.

In March Chapel Arches welcomed Sauce&Flour.

Work continues ahead of the opening of El Cerdo, a new Spanish Tapas bar.

[New tapas bar in Maidenhead town centre set to open in May - Photo 1 of 1 - Maidenhead](#)

[Advertiser \(maidenhead-advertiser.co.uk\)](http://maidenhead-advertiser.co.uk)

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

Library Square (the new community space at the Watermark development) is nearing completion and will be launched in May.

Developers, Hub are now on site on the Landing with the current phase progressing well.

The planning application for the Countryside St Cloud site (former Magnet Leisure Centre) has been submitted and has now been approved.

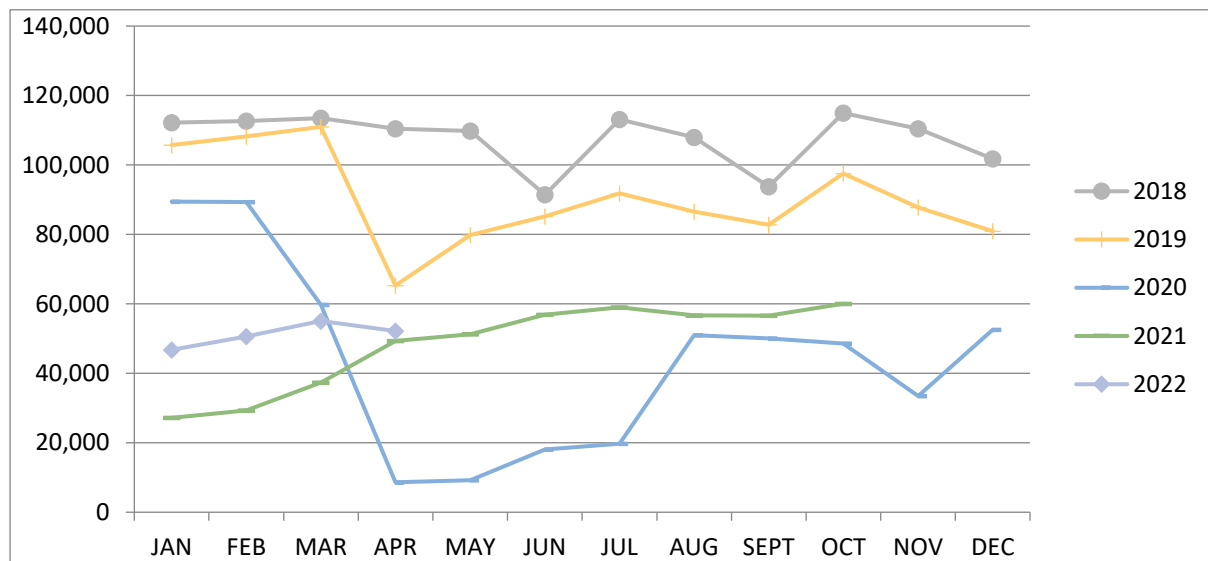


Car Park Usage in Maidenhead

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.

In April total carpark usage was 52,148.

In Maidenhead there were 811 car parking stays which benefitted from the Resident Parking Scheme which runs in Grove Road and West Street Car Parks.



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: 935 followers

(Enjoy Maidenhead twitter – 5928 followers. Please note, this page will merge with Make Maidenhead)

- Facebook page: 6426 followers
- Facebook page: 5507 likes
- Instagram: 1451 followers

In April, the Make Maidenhead Facebook page reached 6563 people.

April 2022 Highlights



- Anytime Fitness – continuation of free weekend bootcamp sessions taking place in the Amphitheatre
- The Craft Coop Craft Fair transferred onto the High Street in April. The monthly events will run throughout the summer from April.
- In April we rolled out Graffiti Removal Kits to Cllrs, members of the community and community groups. The easy to use kits will help clean up the community.
- The monthly Farmers Market took place in Grove Road.
- In partnership with the Braywick Leisure Centre and the Nicholsons Shopping Centre, Make Maidenhead hosted a free family easter egg hunt around the town centre during the school holiday. The event was well engaged.
- In partnership with Explore Learning and the Nicholsons Shopping Centre, Make Maidenhead hosted a free family craft event during the school holiday.
- Norden Farm's Quest Family Fest returned this Easter with a jam packed programme of events

[SPONSORED: Quest Family Fest returns this school holiday - Maidenhead Advertiser \(maidenhead-advertiser.co.uk\)](https://www.maidenhead-advertiser.co.uk)

- Maidenhead Bridge Rotary Club Easter Fun Day also returned for 2022, taking place in Grenfell Park.

[Easter Fun Day 'bigger than ever' after two-year break - Photo 1 of 1 - Maidenhead Advertiser \(maidenhead-advertiser.co.uk\)](https://www.maidenhead-advertiser.co.uk)

Upcoming events

- Craft Coop High Street Craft Markets – monthly from April
- Jubilee Shop Window Competition
- Jubilee Craft event
- Maidenhead Beer and Cider Festival – Friday 8 and Saturday 9 July
- Summer Vegan Fiesta – Sunday 17 July
- Maidenhead Festival – Saturday 23 and Sunday 24 July

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 closed

