



Report to Maidenhead Town Forum
Wednesday 24 August 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 July 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 **July** monthly footfall report showed that the total number of visitors to Maidenhead was 582,579

The busiest day of the month was Saturday 16 July with 26,574

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 only down -1.7% down year to date compared to pre-pandemic levels. The South East is -14.8% and the UK performance is -19%

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	-1.7 %	8.5 %
South East	-14.8 %	-13.7 %
High Street Index - BDSU(BDSU - Multifunctional)	-18.7 %	-16.6 %
UK	-19.0 %	-16.8 %

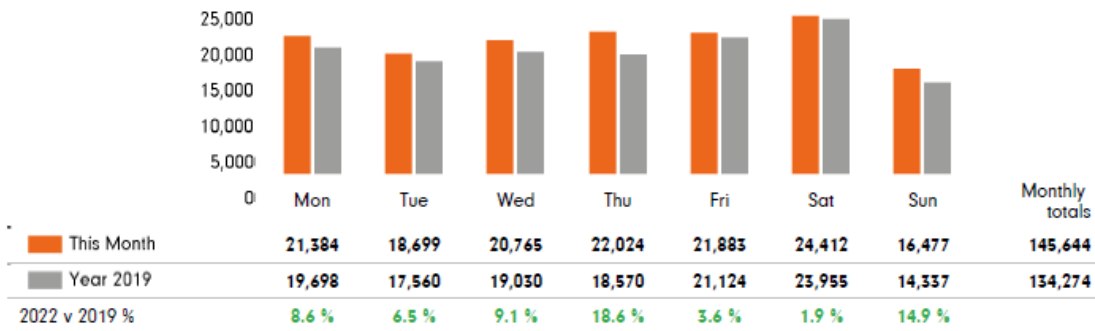
Maidenhead is compared to the high street index.



When looking at day to day usage of the high street throughout July, we are seeing positive movement when comparing to 2019, with all days now passing pre-pandemic levels.

Footfall by day

The figures shown below are calculated using weekly averages.



Town Centre Vacancy Rate

An updated percentage of town central vacancies will be available with the August update.

New businesses opened in Maidenhead

In July, we welcomed Chai Cocoa, Pianoz, Coopers Estate Agents to Maidenhead.

Regeneration update

Work continues on the Shanly Chapel Arches development with hoarding coming down on phase 3 shortly and tenants continuing to move into new units

The Countryside York Road development continues, with Library Square opening and being enjoyed by residents daily – especially in the warm weather.

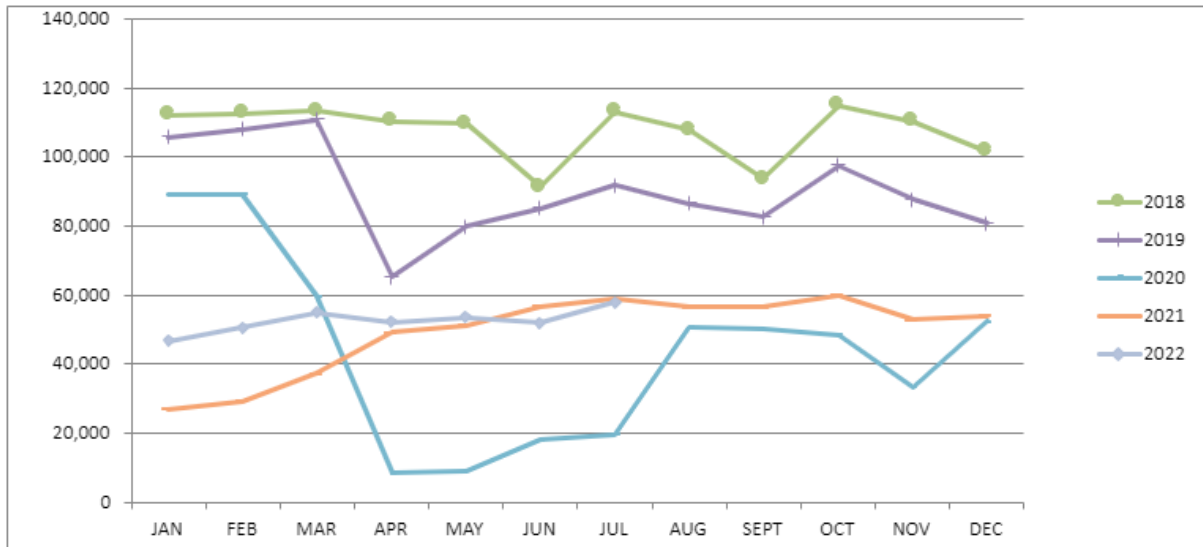
Developers, Hub are on site on the Landing with work progressing as scheduled.

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.

Total car parking for July 2022 was 58,010 as shown in the graph below.





Current car park % usage in Maidenhead is as follows (data supplied July 2022, Neil Walters)

- Grove Road - 85%
- Hines Meadow - 35%
- Nicholsons - 35%
- Stafferton Way - 15%
- West Street - 90%

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.

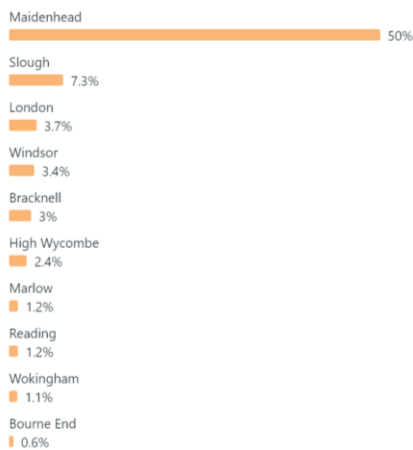
- Twitter: 953 followers
(Enjoy Maidenhead twitter – 5914 followers. Please note, this page will merge with Make Maidenhead)
- Facebook page: 6472 followers
- Facebook page: 5610 likes
- Instagram: 1494 followers

In July, the Make Maidenhead Facebook page reached 4259 people.

The graph below shows the Make Maidenhead Facebook audience engagement locations (supplied by Meta Business Suite)



Top towns/cities



July 2022 Highlights

- Braywick Nature Festival
- Maidenhead Festival

<https://www.maidenhead-advertiser.co.uk/gallery/maidenhead/178932/amazing-maidenhead-festival-returns-to-kidwells-park.html>

- Fi. Fest
- Summer Vegan Fiesta

Upcoming events

- Norden Farm Kite Festival
- Maidenhead Town Show
- Waterways Fun Day
- Gin and Run on the Farm
- Craft Coop Craft Market
- Gravity Grand Prix

