



Report to Maidenhead Town Forum
Tuesday 1 November 2022

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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 September 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 **September** monthly footfall report showed that the total number of visitors to Maidenhead was 528,954

The busiest day of the month was Saturday 10 September with 23,090

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 -1.4% down year to date compared to pre-pandemic levels. The South East is -13.9% and the UK performance is -18.4%

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	-1.4 %	-7.4 %
South East	-13.9 %	-10.4 %
High Street Index - BDSU(BDSU - Multifunctional)	-18.2 %	-15.2 %
UK	-18.4 %	-14.5 %

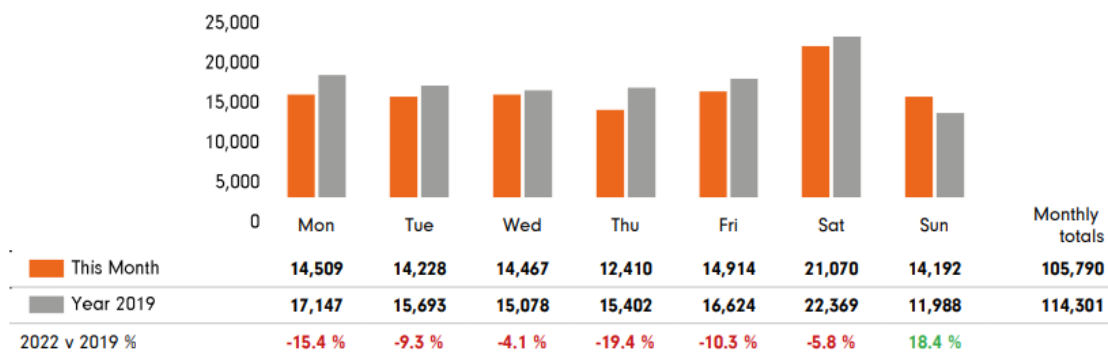
Maidenhead is compared to the high street index.



When looking at day to day usage of the high street throughout September, we are seeing positive movement when comparing to 2019.

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 October update.

Regeneration update

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.

Work is due to begin on the site of the Magnet Leisure Centre.

Car Park Usage in Maidenhead

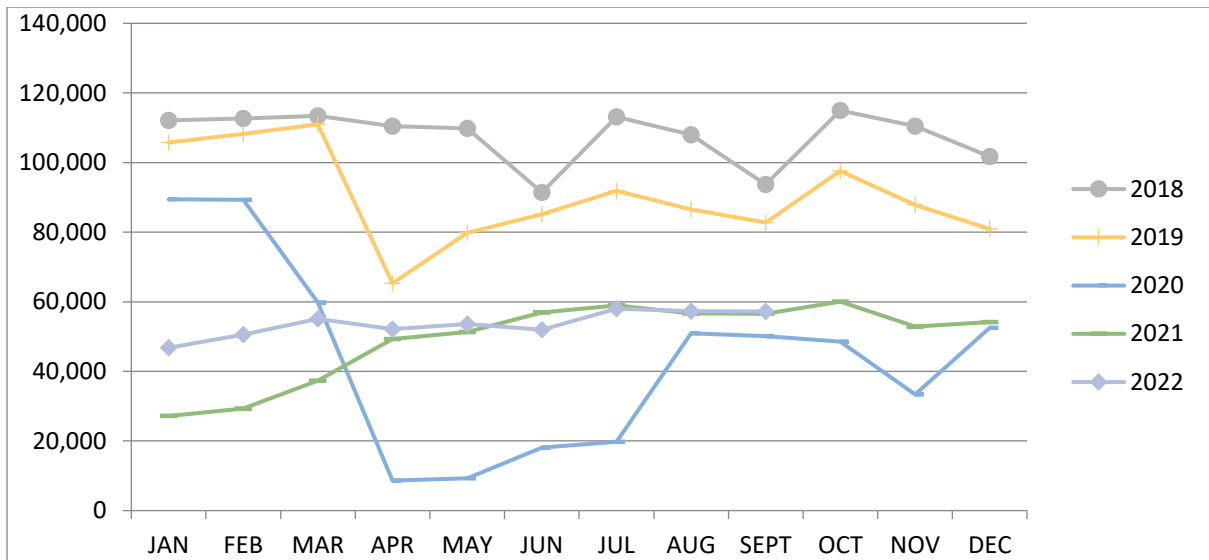
Car park usage in Maidenhead is increasing however is still significantly down on pre pandemic levels.

Total car parking for September 2022 was 57,229 as shown in the graph below.

The below graph shows that parking is now tracking the 2021 data.

In response to consistent ASB taking place in the Nicholson's Car Park, and for the safety of the wider community 400 spaces were blocked from use in September.





In September, the residents discount (Ringo) was used a total of 1654 times, broken down as below:

Maidenhead - Discount	SEP
1 HOUR	1373
2 HOURS	227
3 HOURS	54
TOTAL	1654

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: 962 followers

(Enjoy Maidenhead twitter – 5904 followers. Please note, this page will merge with Make Maidenhead)

- Facebook page: 6502 followers
- Instagram: 1552 followers

In September, the Make Maidenhead Facebook page reached 7759 people.

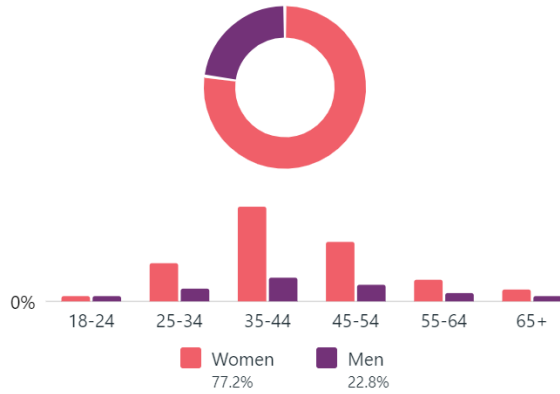
When looking at the audience demographic of those engaging with the Make Maidenhead social brand, it can be broken down as below



Facebook Page followers ⓘ

6,502

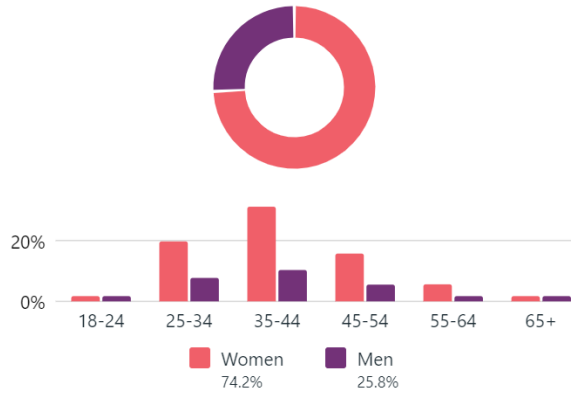
Age & gender ⓘ



Instagram followers ⓘ

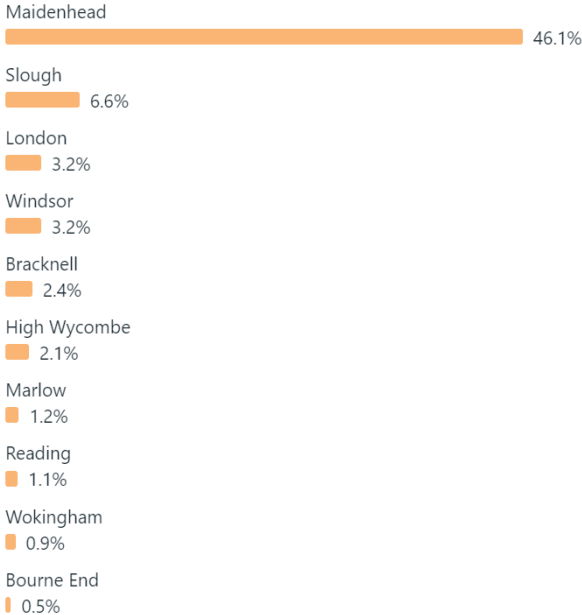
1,552

Age & gender ⓘ



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

Top towns/cities



Top towns/cities



September 2022 Highlights

September saw a number of event cancellations, rescheduled dates and amendments due to the passing of HM The Queen.

As such, events took place in Windsor and were attended by around 100,000 people on the Long Walk.



Other September events included:

- Cookham Gravity Grand Prix
- Norden Farm's Community Kite Festival

Upcoming events

- Maidenhead Town Show (Rescheduled from September 2022)
- Pumpkin Carving in the Nicholson Centre
- Winter Vegan Fiesta
- Maidenhead Christmas Lights Switch On & Festive Market
- Cookham Christmas Market

