



Report to Maidenhead Town Forum  
Tuesday 3 January 2023

Produced by Robyn Bunyan  
Maidenhead Town Manager

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

This report covers October and November 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.

During **October** monthly footfall report showed that the total number of visitors to Maidenhead was 426,702.

The busiest day of the month was Saturday 29 October with 23,356.

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 -1.1% down year to date compared to pre-pandemic levels. The South East is -13.2% and the UK performance is -17.5%.

### 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	-1.1 %	2.8 %
South East	-13.2 %	-6.2 %
High Street Index - BDSU(BDSU - Multifunctional)	-17.5 %	-10.5 %
UK	-17.7 %	-10.5 %

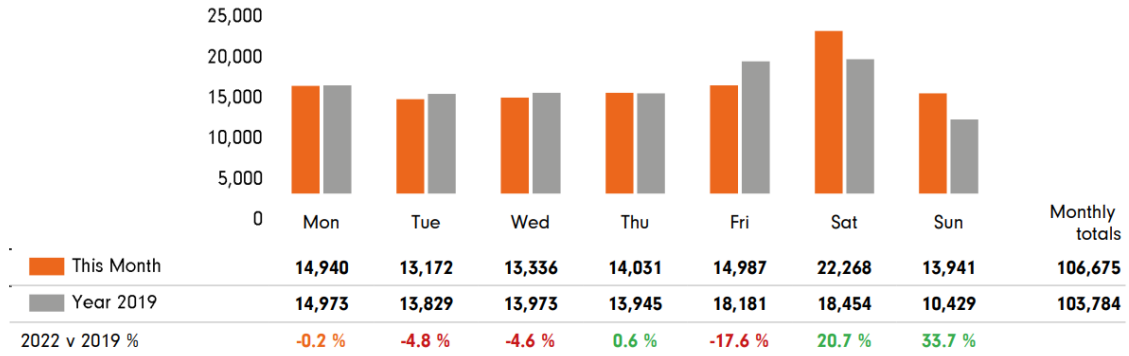
Maidenhead is compared to the high street index.



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

### Footfall by day

The figures shown below are calculated using weekly averages.



During **November** monthly footfall report showed that the total number of visitors to Maidenhead was 446,149.

The busiest day of the month was Saturday 26 November with 27,251 visitors – this day was the Maidenhead Christmas Light Switch On and Festive Market event.

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 -0.5% down year to date compared to pre-pandemic levels. The South East is -12.9% and the UK performance is -17%.

### 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 %	Year on year %
	2022 Vs 2019	2022 Vs 2019
Maidenhead	<b>-0.5 %</b>	<b>6.4 %</b>
South East	<b>-12.9 %</b>	<b>-8.7 %</b>
High Street Index - BDSU(BDSU - Multifunctional)	<b>-17.0 %</b>	<b>-12.5 %</b>
UK	<b>-17.2 %</b>	<b>-12.6 %</b>

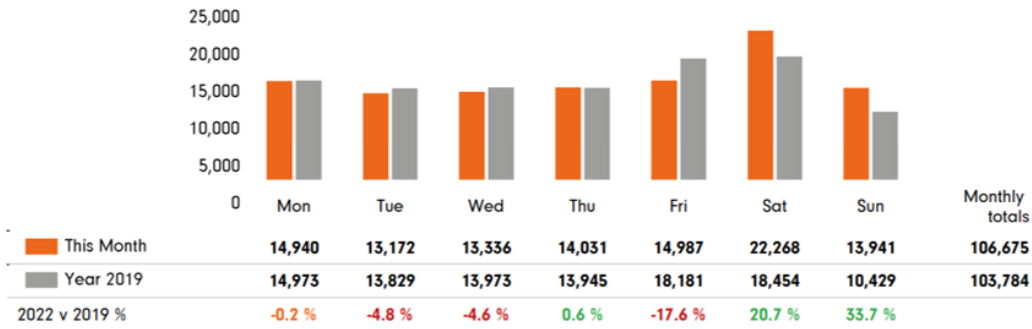
Maidenhead is compared to the high street index.

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



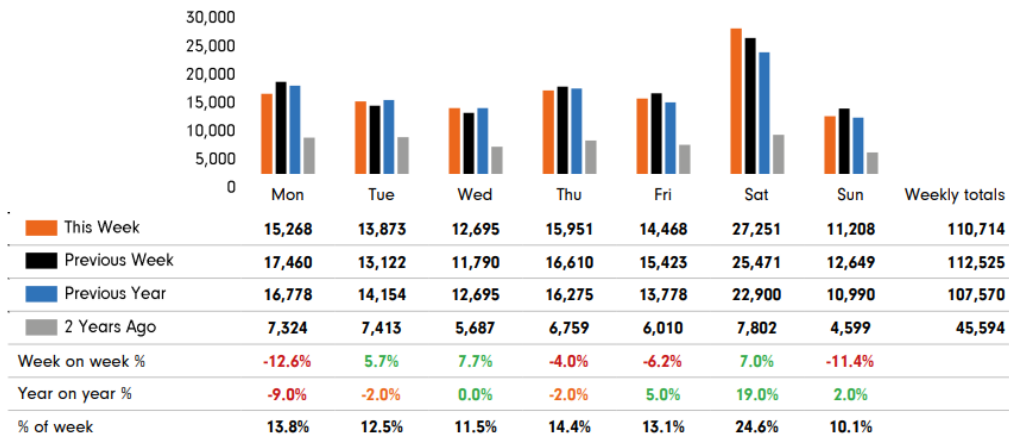
### Footfall by day

The figures shown below are calculated using weekly averages.



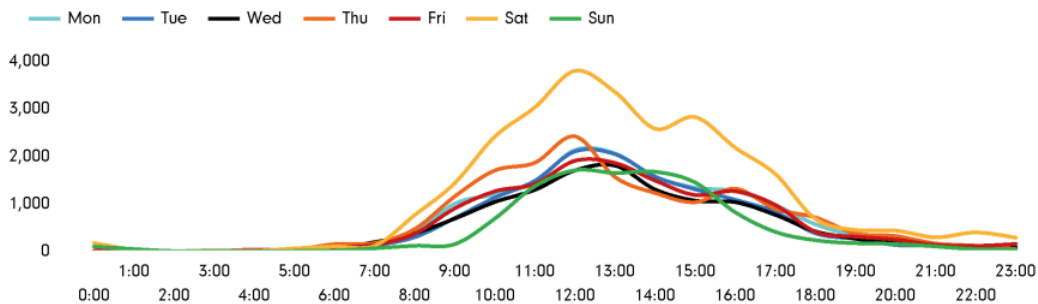
Focusing on Saturday 26 November 2022, busiest day of the month we can see that the day accounted for 24.6% of the weekly footfall and showed a 7% increase on the previous weeks footfall.

### Footfall by day



The graph below shows the peak hour of the week was 12:00 on Saturday 26 November 2022 with footfall of 3,803.

### Footfall by hour



## Regeneration update

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

Work has now begun on the site of the Magnet Leisure Centre.

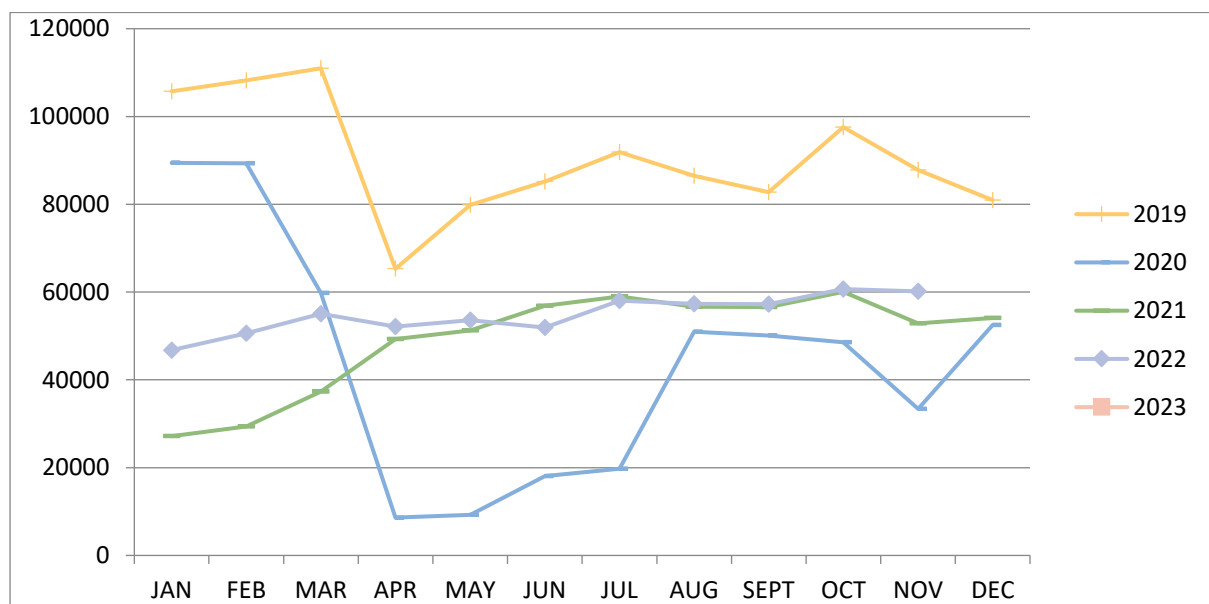
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## Car Park Usage in Maidenhead

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

Total car parking for **October 2022** was 60,681 as shown in the graph below.

The below graph shows that parking is now above the 2021 data (green line).



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.

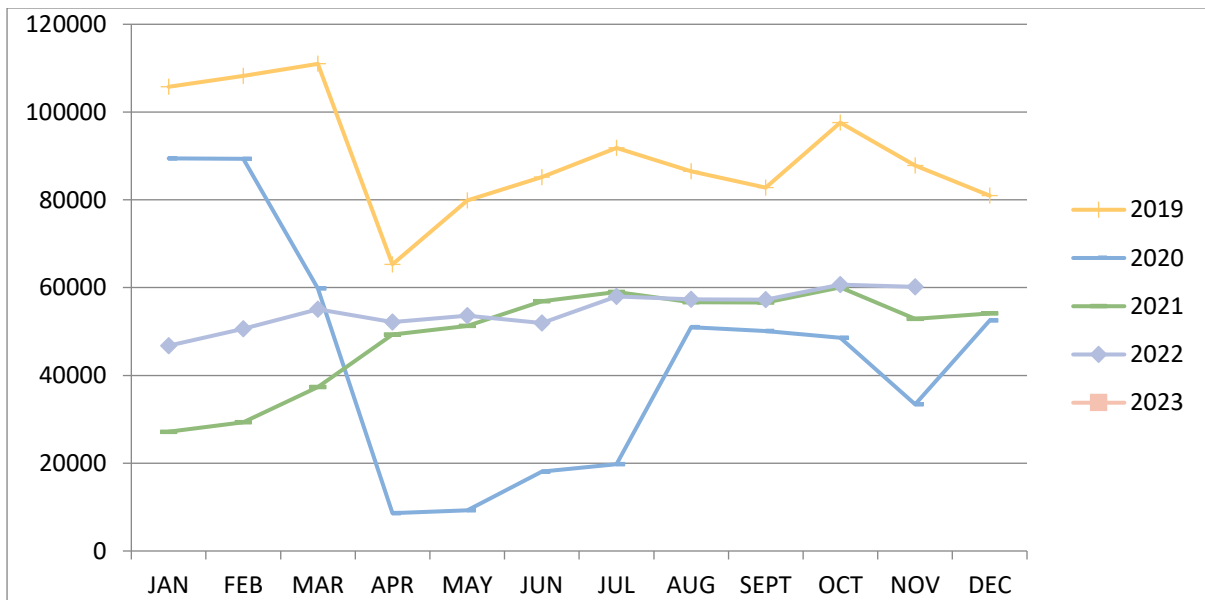
In October, the residents discount (Ringo) was used a total of 1794 times, broken down as below:



Maidenhead - Discount	OCT
1 HOUR	1487
2 HOURS	255
3 HOURS	52
TOTAL	1794

Total car parking for **November 2022** was 60,160 as shown in the graph below.

The below graph shows that parking is now above the 2021 data (green line).



In November, the residents discount (Ringo) was used a total of 1811 times, broken down as below:

Maidenhead - Discount	NOV
1 HOUR	1514
2 HOURS	242
3 HOURS	55
TOTAL	1811

### RBWM Free Christmas Bus Travel



Colleagues from the RBWM Transport and Infrastructure team this year delivered free bus travel across the borough on select Saturdays in the lead up the Christmas.

- Saturday 19 November (Windsor Christmas Light Switch On)
- Saturday 26 November (Maidenhead Christmas Light Switch On)
- Saturday 3 December
- Saturday 10 December

The project aimed to promote bus travel across the Borough as a sustainable alternative to driving and encourage more of the local community to engage with the available services.

Data below from transport providers compares passenger numbers on Saturdays in October to the programme delivery dates.

## 2022 Christmas Free Bus Performance

Week	19 Nov	8 Oct	26 Nov	15 Oct	3 Dec	22 Oct	10 Dec	29 Oct
Thames Valley Buses	469 (+16%)	404	626 (+66%)	376	396 (+5%)	377	506 (+41%)	360
White Bus	205 (+215%)	65	193 (+82%)	106	180 (+41%)	128	166 (+57%)	106

*Comparing passenger numbers from Saturdays in October*

Across both bus providers the increase of passenger usage is as show:

Saturday 19 November: + 44%

Saturday 26 November: + 70%

## Social Media engagement

### October 2022

- Twitter: 971 followers

(Enjoy Maidenhead twitter – 5878 followers. Please note, this page will merge with Make Maidenhead)

- Facebook page: 6542 followers



- Instagram: 1640 followers

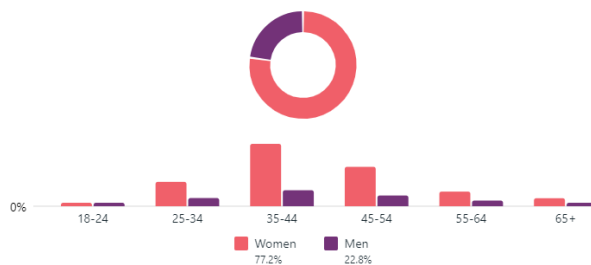
In October, the Make Maidenhead Facebook page reached 4357 people.

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 ⓘ

6,542

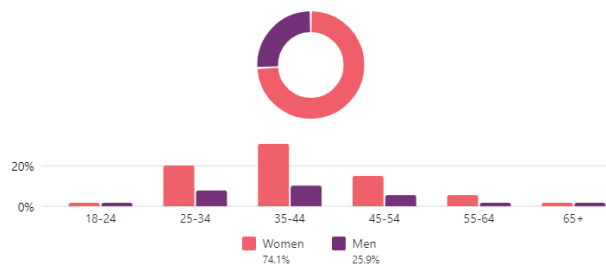
Age & gender ⓘ



Instagram followers ⓘ

1,640

Age & gender ⓘ



## November 2022

- Twitter: 971 followers

(Enjoy Maidenhead twitter – 5878 followers. Please note, this page will merge with Make Maidenhead)

- Facebook page: 6542 followers
- Instagram: 1640 followers

In November, the Make Maidenhead Facebook page reached 19,377 people. (8436 via paid reach)

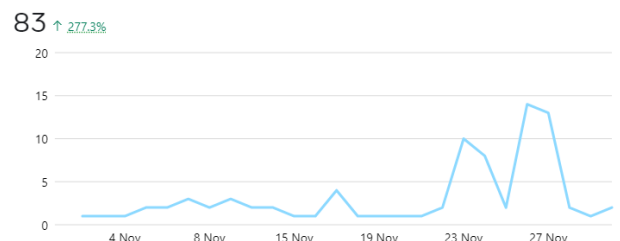
The graph below shows the spikes in social likes and follows with correlate with large scale events (Christmas Light Switch On events) within Windsor and Maidenhead.

New likes and follows

Facebook Page new likes ⓘ



New Instagram followers ⓘ



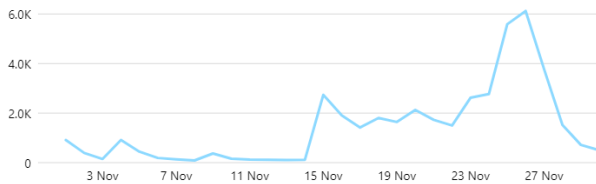
Following the successful marketing campaign surrounding the Borough Christmas events the Make Maidenhead social reach saw an impressive uplift.



## Reach

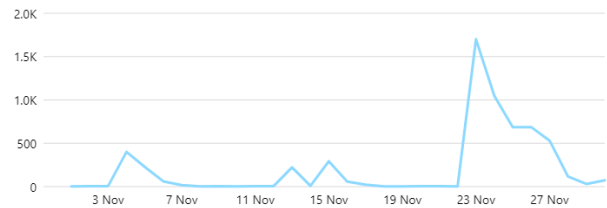
Facebook Page reach ⓘ

19,377 ↑ 344.7%



Instagram reach ⓘ

3,108 ↑ 459%



Export ▼

## October 2022 Highlights

The Maidenhead Town Show took place in October – organised by Craft Coop.

[In pictures: Triumphant return for Maidenhead Town Show - Photo 1 of 15 - Maidenhead Advertiser \(maidenhead-advertiser.co.uk\)](#)

Other October events included:

- Half Term activities including:
  - Pumpkin Carving hosted by Craft Coop with Pumpkins donated by Maidenhead Fruits.
  - [Youngsters carve spooky pumpkins for Halloween - Photo 1 of 7 - Maidenhead Advertiser \(maidenhead-advertiser.co.uk\)](#)
- The Halloween Swap Shop
  - Organised by Maidenhead Library and the Royal Borough's sustainability officer Freya Nash to help people save money amid the cost-of-living crisis
  - [Families join Halloween festivities at Maidenhead costume swap shop - Photo 1 of 2 - Maidenhead Advertiser \(maidenhead-advertiser.co.uk\)](#)

## November 2022 Highlights

Maidenhead's Christmas Light Switch On and Festive Market took place on Saturday 26 November – the event saw high footfall (the busiest day of the month) and was supported by the offer of free bus travel.

Throughout the day live music and market stalls filled the Waterside area, and Fun Fair rides were open and enjoyed by the community in St Ives Road.

The event also included live music and entertainment on stage outside the Town Hall with local choirs and dance groups performing. The event culminated in a firework display from the roof of the Town Hall.

The Maidenhead Christmas Light Switch On event is fully fundraised for by the Christmas Lights Committee, a group made up of local volunteers.





The 2022 event was supported by Shanly Foundation, The Louis Baylis (Maidenhead Advertiser) Charitable Trust, Countryside, JJ Rhatigan, The Maidenhead Civic Society, RBWM and Wenzel's the Bakers.

[IN PICTURES: Christmas lights switched on in Maidenhead - Photo 1 of 41 - Maidenhead Advertiser \(maidenhead-advertiser.co.uk\)](https://www.maidenhead-advertiser.co.uk)

Other November events included:

Braywick Nature Centre Wreath Making Workshops

Norden Farm's Lantern Making Workshops

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### Upcoming events

- Winter Vegan Fiesta
- Maidenhead Library Crafts
- Norden Farm's Lantern Parade
- St Luke's Christmas Tree Festival

