



Report to Maidenhead Town Forum
Monday 6 March 2023

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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 December 2022 and January 2023

High Street Footfall

Footfall in the town centre continues to recover post pandemic. Historically, 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 supporting home/ flexible working policies.

During **December 2022** monthly footfall report showed that the total number of visitors to Maidenhead was 545,547.

The busiest day of the month was Saturday 3 December with 26,628.

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 -0.3% down year to date compared to pre-pandemic levels. The South East is -12.7% and the UK performance is -16.8%.

Headlines

	Year to date % 2022 Vs 2019	Year on year % 2022 Vs 2019
Maidenhead	-0.3 %	2.5 %
South East	-12.7 %	-10.7 %
High Street Index - BDSU(BDSU - Multifunctional)	-16.7 %	-14.1 %
UK	-16.8 %	-13.2 %

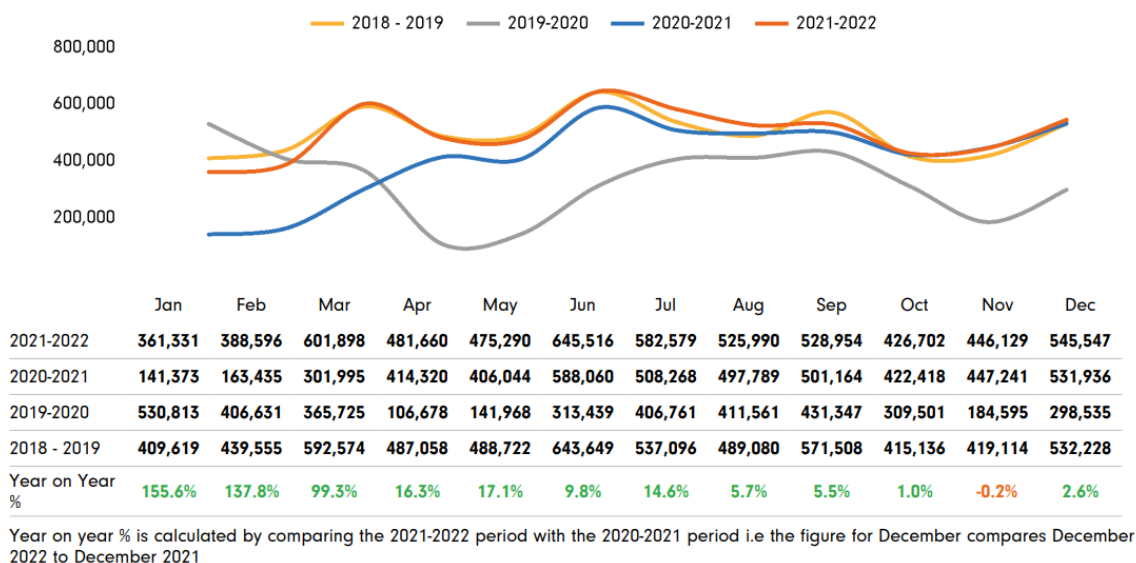
Maidenhead is compared to the high street index.

Below you can see the rolling 12 month footfall from 2022 created using weekly averages. The graph shows that we end the calendar year having made significant improvement in footfall –showing at in December we ended +2.6% year on year when comparing to 2021.



Footfall - rolling 12 months

The figures shown below are calculated using weekly averages.



During **January 2023** monthly footfall report showed that the total number of visitors to Maidenhead was 385,978.

The busiest day of the month was Saturday 28 January with 23,941 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 currently down -5.8% down year to date compared to pre-pandemic levels. The South East is -12.1% and the UK performance is -16.5%.

It is important to note that a number of factors will have had a direct affect on footfall in January - which is historically a hard trading month. These include the cost of living crisis and the closure of the Broadway Car Park for health and safety reasons.

Headlines

	Year to date % 2023 Vs 2019	Year on year % 2023 Vs 2019
Maidenhead	-5.8 %	-5.8 %
South East	-12.1 %	-12.1 %
High Street Index - BDSU(BDSU - Multifunctional)	-16.5 %	-16.5 %
UK	-15.9 %	-15.6 %

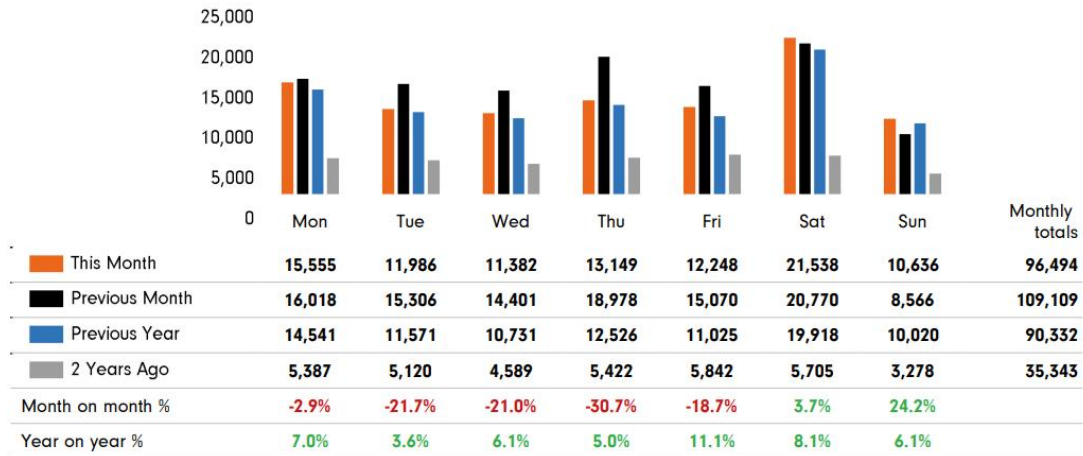
Maidenhead is compared to the high street index.



When looking at average day to day usage of the high street throughout January, footfall has remained steady when looking year on year.

Footfall by day

The figures shown below are calculated using weekly averages.



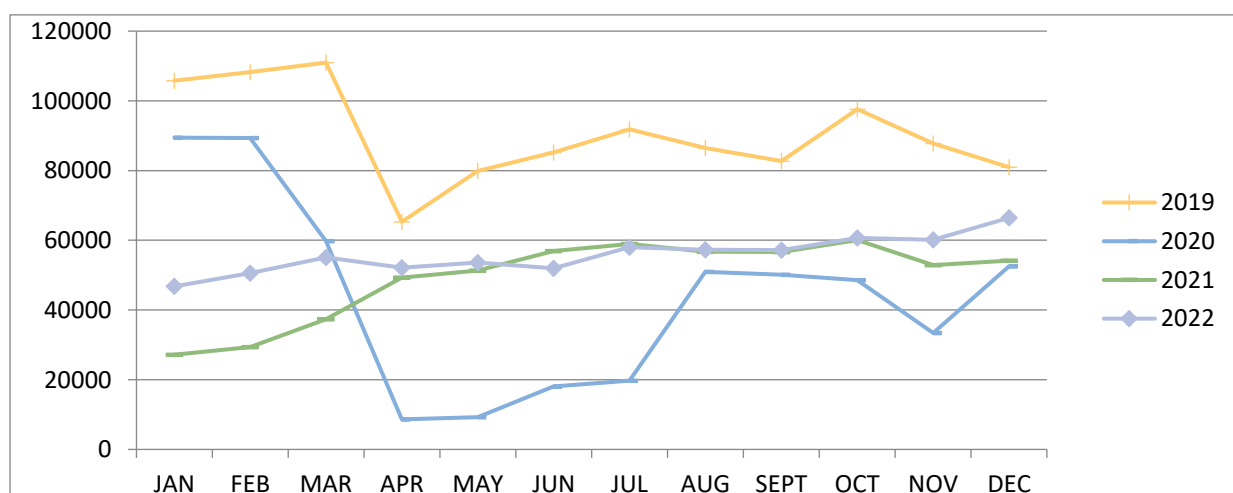
Regeneration update

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.

Car Park Usage in Maidenhead

Total car parking for **December 2022** was 66,429 as shown in the graph below.



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

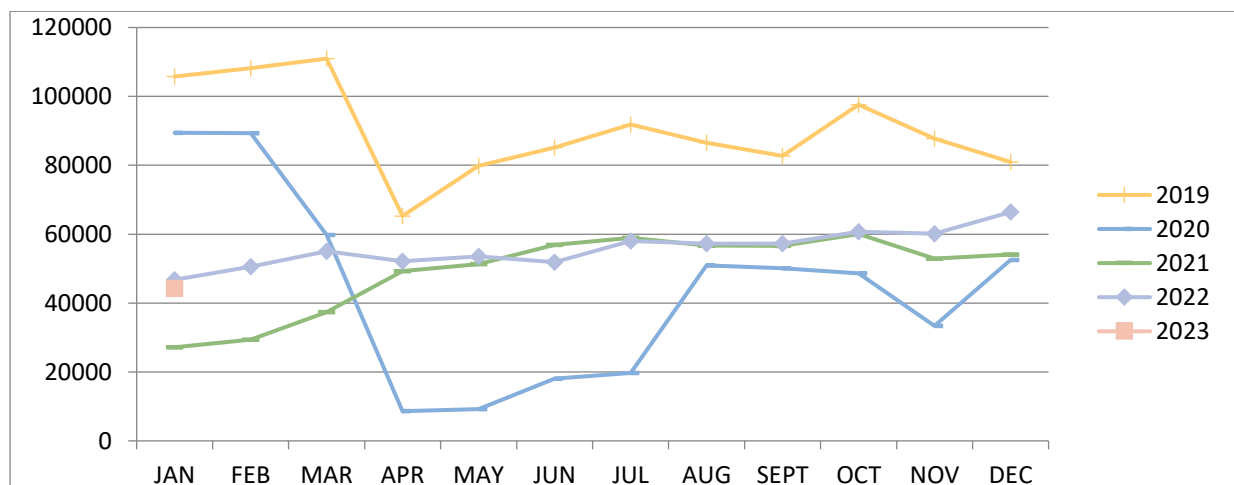
Following serious health and safety concerns the Broadway Car Park was closed on Saturday 31 December.



In October, the residents discount (Ringo) was used a total of 1939 times, broken down as below:

Maidenhead - Discount	DEC
1 HOUR	1617
2 HOURS	278
3 HOURS	44
TOTAL	1939

Total car parking for **January 2023** was 44,271 as shown in the graph below.



The year-on-year percentage change of usage in Maidenhead car parks is currently only down 6% - a positive note when taking into account the closure of the Broadway Car Park.

With that, we also see that in January, usage of Hines Meadow car park is up 61% year on year (comparing to the previous January).

With Hines Meadow making up 55% of all parking usage in January.

In January, the residents discount (Ringo) was used a total of 1669 times, broken down as below:

Maidenhead - Discount	JAN



1 HOUR	1375
2 HOURS	237
3 HOURS	57
TOTAL	1669

Social Media engagement

December 2022

- Twitter: 966 followers

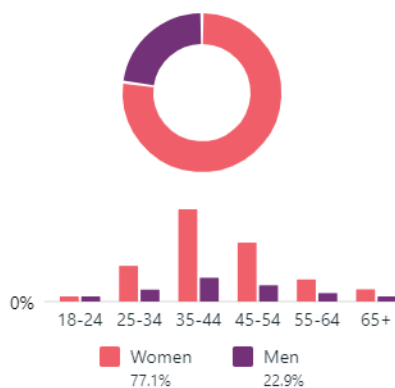
(Enjoy Maidenhead twitter – 5848 followers. Please note, this page will merge with Make Maidenhead)

- Facebook page: 6626 followers
- Instagram: 1705 followers

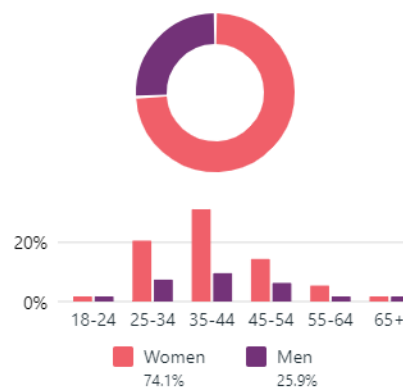
In December, the Make Maidenhead Facebook page reached 9133 people.

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

Age & gender ⓘ



Age & gender ⓘ



January 2023

- Facebook page: 6626 followers
- Instagram: 1705 followers

In November, the Make Maidenhead Facebook page reached 12,601 people.



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.

Where Can I Park? Campaign

In January launched its Where Can I Park? Social campaign, to support residents in easily accessing the town centre and our parking provision while the Broadway parking is closed.



The post has had a positive interaction from the community.



December 2022 Highlights

- The Vegan Fiesta returned to the High Street in December – the plant based event featured 20+ stalls
- A Hoppy Place hosted a ‘tap takeover’ with an opportunity to meet the brewer with Ben, owner of Stardust Brewery in White Waltham.
- Norden Farm’s Lantern Parade returned to illuminate the town centre!
 - [In Pictures: Norden Farm's Lantern Parade returns - Photo 1 of 31 - Maidenhead Advertiser \(maidenhead-advertiser.co.uk\)](https://maidenhead-advertiser.co.uk)



- Braywick Nature Centre hosted a Ranger Led Guided Winter Walk

January 2023 Highlights

- The Lunar New Year Lion Dance Parade returned to the High Street in January – the much loved and well attended event is organised by Eagle Claw Kung Fu School.
 - <https://www.maidenhead-advertiser.co.uk/gallery/maidenhead/183381/thousands-enjoy-maidenhead-chinese-new-year-parade.html>
 - Make Maidenhead also hosted craft workshops with Craft Coop and Explore Learning in the Nicholsons Shopping Centre to mark the Lunar New Year.

Upcoming events

- The Maidenhead Pancake Race
- Maidenhead Big Read
- Maidenhead Vegan Fiesta
- Maidenhead United Women and Girls week
- The Waterways Fun Day

