



Report to Maidenhead Town Forum
Monday 22 May 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 April 2023

High Street Footfall

During **April 2023** monthly footfall report showed that the total number of visitors to Maidenhead was 464,266.

The busiest day of the month was Saturday 22 April with 24,821.

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 -2.4% down year to date compared to pre-pandemic levels. The South East is -11.9% and the UK performance is -16.2%.

	Year to date %	Year on year %
	2023 Vs 2019	2023 Vs 2019
Maidenhead	-2.4 %	-4.7 %
South East	-11.9 %	-10.6 %
High Street Index - BDSU(BDSU - Multifunctional)	-17.1 %	-15.9 %
UK	-16.2 %	-15.4 %

Maidenhead is compared to the high street index.

The graph below shows our footfall by day and hour – highlighting the spikes in our footfall throughout the weekend.

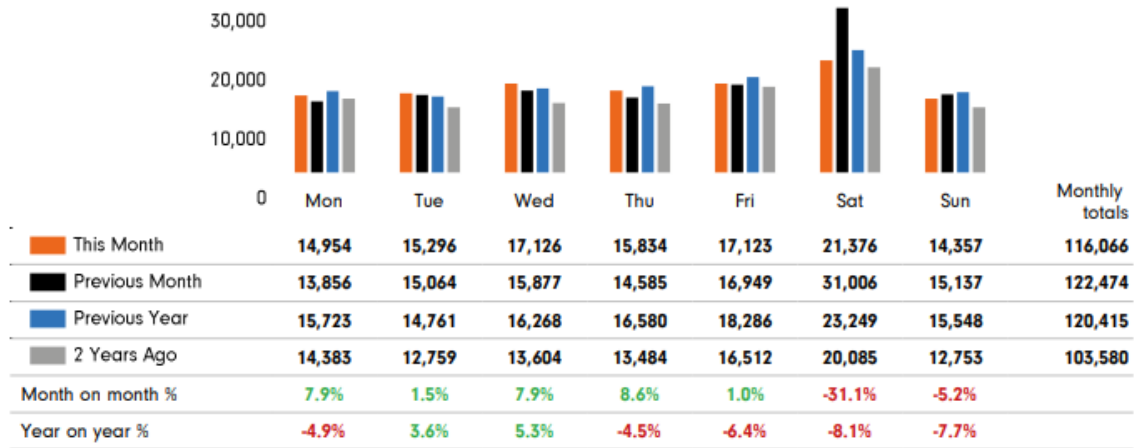
You will see that we are continuing to see a steady incline in Mon – Wed footfall recovery – supporting our understanding of more workers returning to offices.

We see our best footfall Thur – Sat weekly, where we place most of our animation on the High Street including the weekly Produce Market and specialist markets (e.g. Vegan Market) and community events.



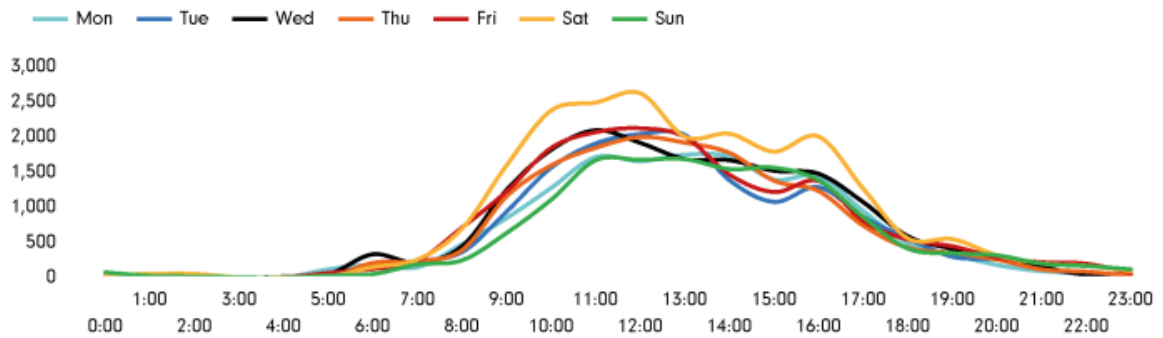
Footfall by day

The figures shown below are calculated using weekly averages.



Footfall by hour

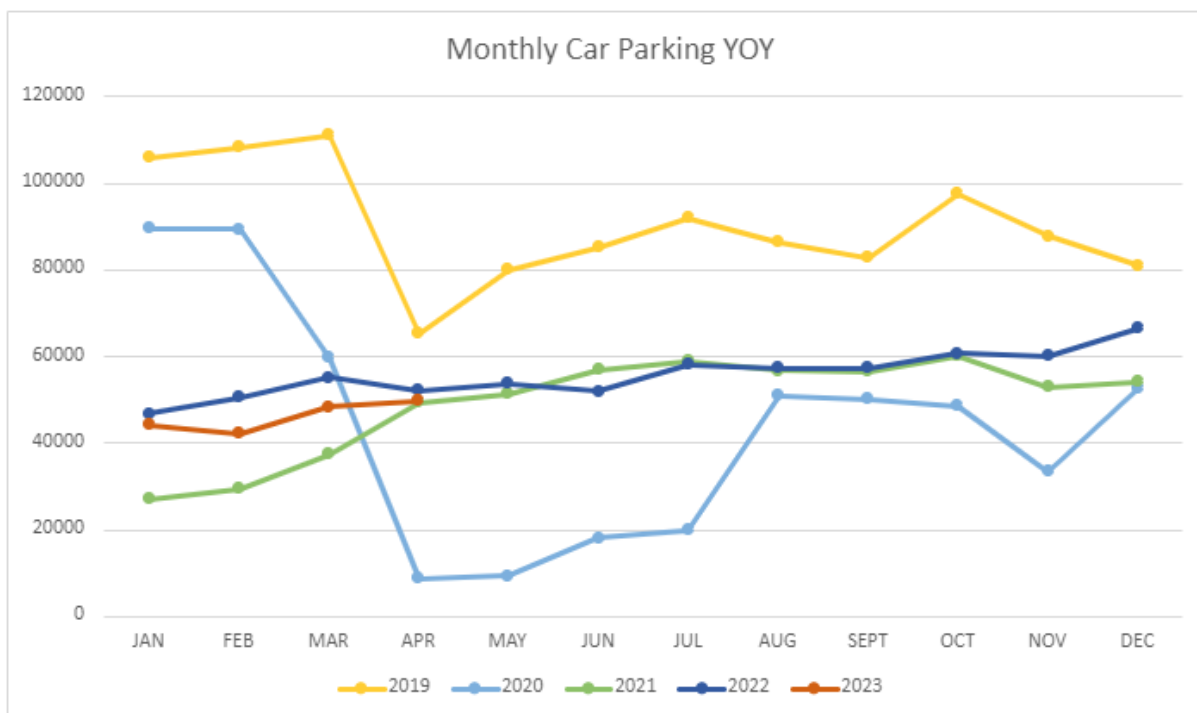
The figures shown below are calculated using a weekly average



Car Park Usage in Maidenhead

Total car parking for **April 2023** was 49,855 as shown in the graph below.





In April, the residents discount (Ringo) was extended to the Hines Meadow Car Park.

Total usage in the month of April was 1533 times, broken down as below:

Maidenhead - Discount	APR
1 Hours	1200
2 Hours	275
3 Hours	55
4 Hours	3
TOTAL	1533

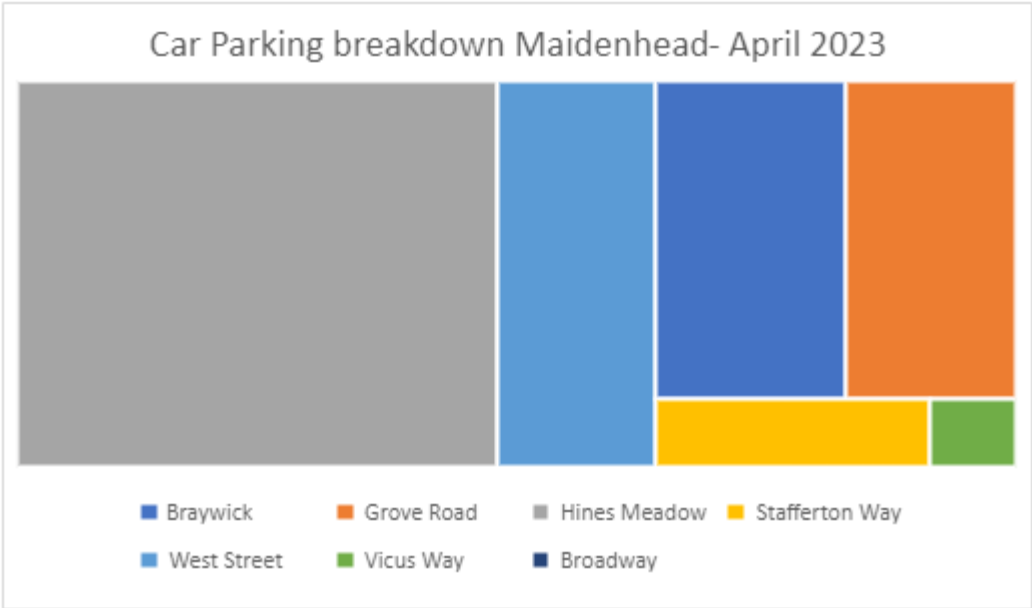
Following serious health and safety concerns the Broadway Car Park was closed on Saturday 31 December.

The year-on-year percentage change of usage in Maidenhead car parks is currently only down 4.4% - a positive note when considering the closure of the Broadway Car Park.

Hines Meadow usage is up 35% YOY and there is still sufficient capacity at peak times, Mon – Fri (45% in March for example).

With Hines Meadow making up 48% of all parking usage in April.





Social Media engagement

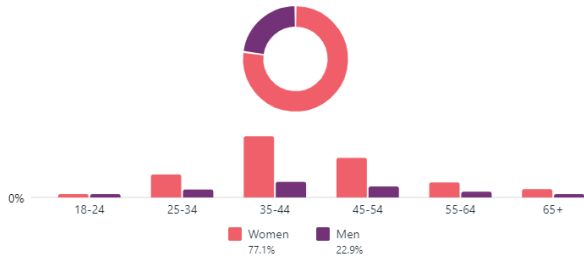
April 2023

- Facebook page: 6686 followers
- Instagram: 1766 followers

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

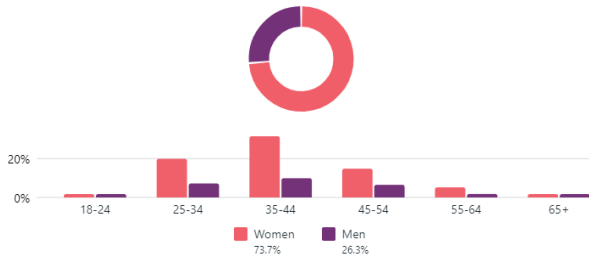
Facebook Page followers
6,668

Age & gender



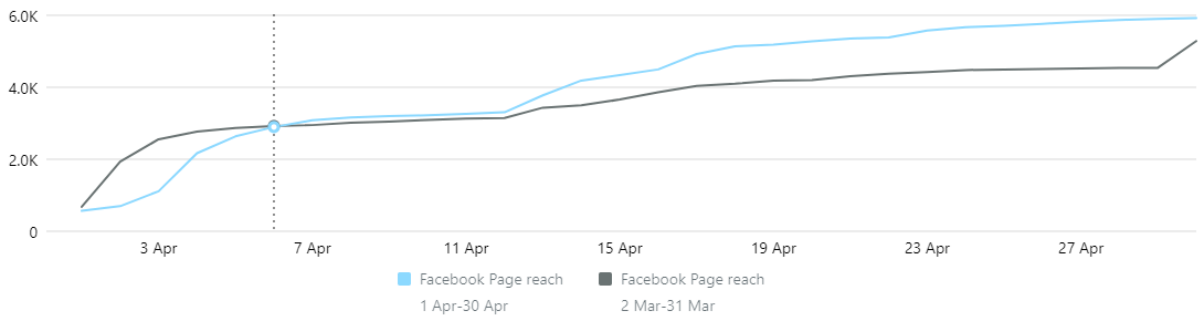
Instagram followers
1,766

Age & gender



In April, the Make Maidenhead Facebook page reach was 5,925 – a 10.6% increase on the previous month as shown below:





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.

MAKE MAIDENHEAD
Published by Robyn Bunyan · 26 January · 🌐

We understand how inconvenient the Nicholsons Car Park being closed is. While works take place to establish the next steps, we wanted to share the parking options in town.

Take a look, so you can choose the best parking spot for your trip to town!

[#ShopLocal](#) [#SupportLocal](#) [#MakeMaidenhead](#) [#MyRoyalBorough](#)
[#Maidenhead](#) [#local](#) [#supportlocalbusiness](#) [#buylocal](#)

WHERE CAN I PARK?

Hines Meadow Car Park

5 minute walk: High Street
6 minute walk: Nicholsons Shopping Centre

What's nearby?

- Bakedd
- Filling Good
- Goyals
- Presto Pizza
- Sports Direct

Up to 1 hour - £1.30
1 to 2 hours - £2.60
2 to 3 hours - £4.00
3 to 4 hours - £5.90
4 to 5 hours - £6.50
Over 5 hours - £10.50

WHERE CAN I PARK?

ove Road Car Park

5 minute walk: High Street
6 minute walk: Nicholsons Shopping Centre

What's nearby?

Happy Place
Presto Pizza
Maidenhead Heritage Centre
Ruin de Lis Flea Market

WHERE CAN I PARK?

st Street Car Park

5 minute walk: High Street
6 minute walk: Nicholsons Shopping Centre

What's nearby?

FFR's Top
Sauce Coffee
Presto Pizza
Ruin de Lis

WHERE CAN I PARK?

us Way Car Park

5 minute walk: High Street
6 minute walk: Nicholsons Shopping Centre

What's nearby?

Antennae Book Station
Green Way
Ruin de Lis Centre
Ruin de Lis

1 Hour - £1.00
2 Hours - £2.00

The post has had a positive interaction from the community.

👍 112 reactions 💬 56 comments ➦ 27 shares

April 2023 Highlights



APRIL

- Weekly Produce Market
- Maidenhead Comic Con and Toy Fair
- Explore Day at Norden Farm
- Waterways Fun Day
- Rotary Easter Fun Day



- The annual Rotary Easter Fun Day
- The Waterways Fun Day
 - Maidenhead's rejuvenated waterways celebrated at fun day - Photo 1 of 7 - Maidenhead Advertiser (maidenhead-advertiser.co.uk)
 - The event took place on Saturday 22 April – which was also the busiest day of the month!

Upcoming events

- Waterside Quarter Fairground Horse Unveiling
- Maidenhead Vegan Fiesta
- Craft Coop Craftisan Market
- Duck Derby
- Maidenhead Festival
- Maidenhead Library 50th Anniversary Celebrations

