



Report to Maidenhead Town Forum  
Tuesday 31 October 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.

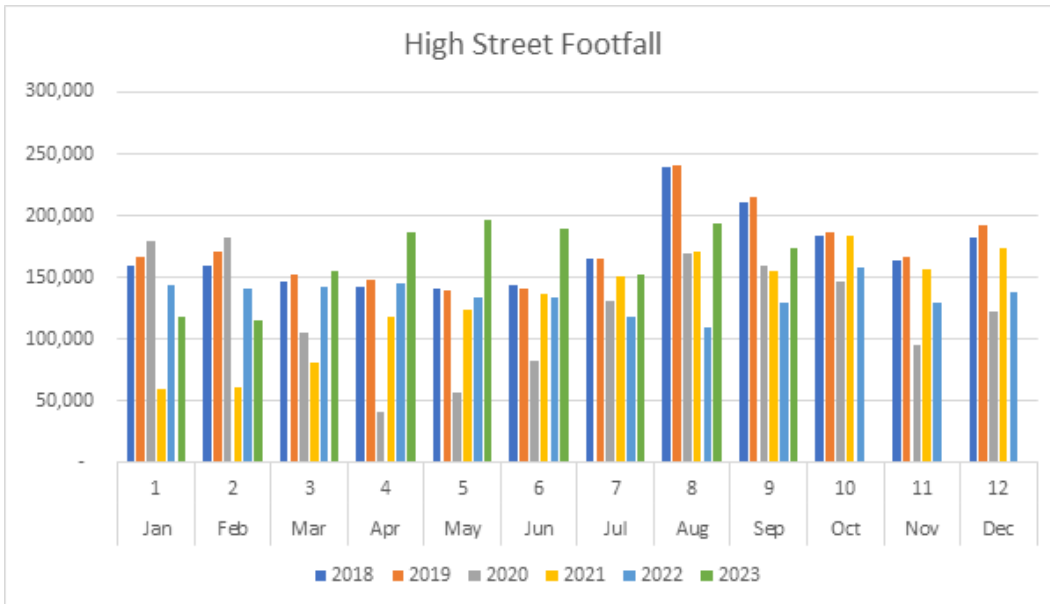
## Footfall

### High Street - September 2023

High Street data is collated from the area marked out in the below image.

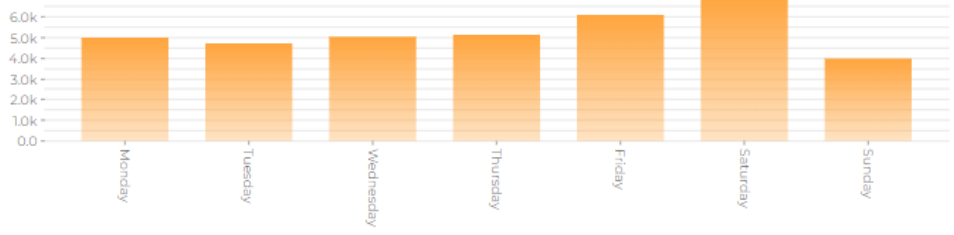


Sep 2023 **174,000** visits  $\uparrow 34.5\%$  YOY  
**5,790** visits per day  $\uparrow 34.5\%$  YOY



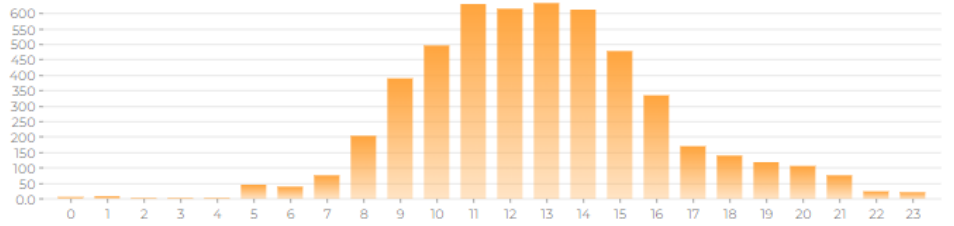
### Visit Profile By Day

Date Range  
2022-09-01 ~ 2023-09-30



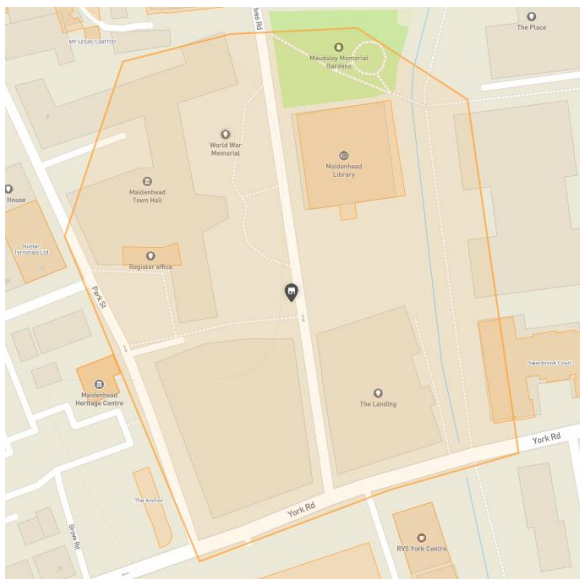
### Visit Profile By Hour

Date Range  
2022-09-01 ~ 2023-09-30

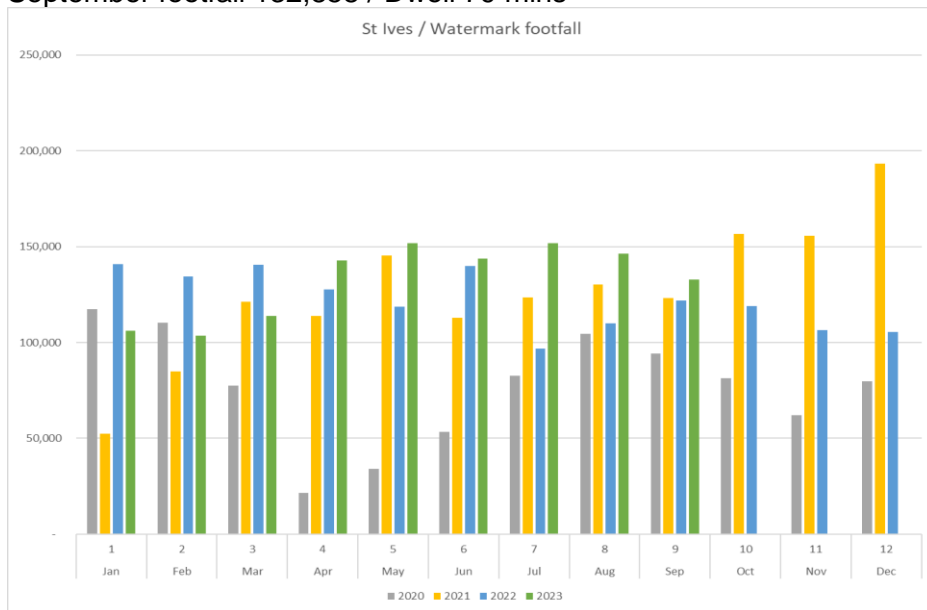


## St Ives & Watermark Development

St Ives & Watermark data is collated from the area marked out as below:

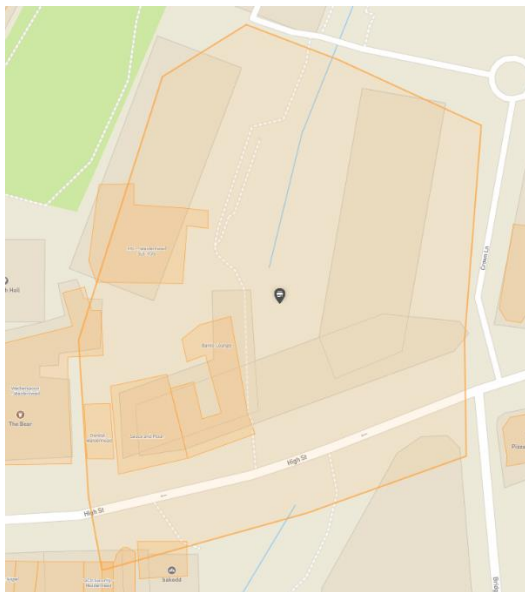


September footfall 132,858 / Dwell 79 mins



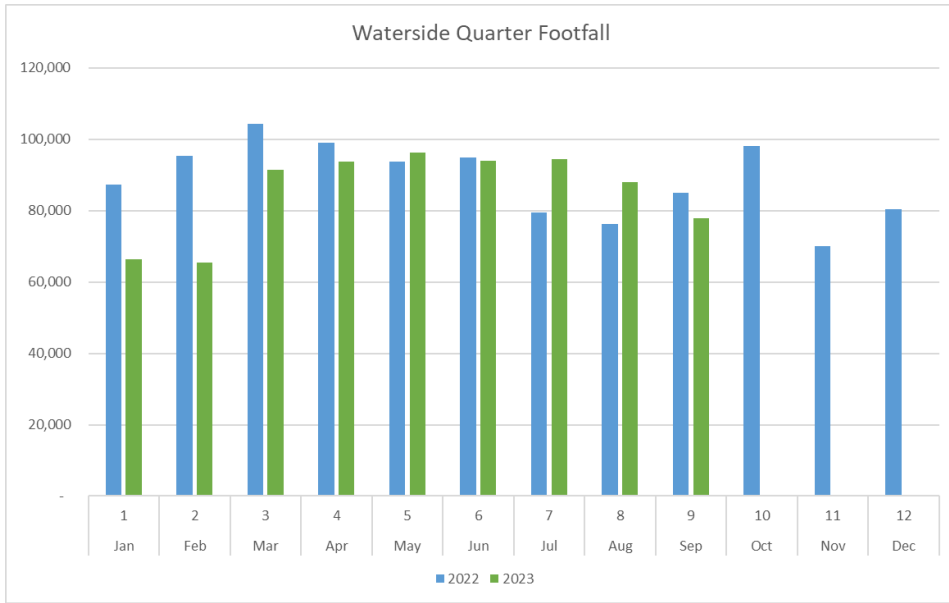
### Waterside Quarter

Waterside Quarter data is collated from the area marked out as below:



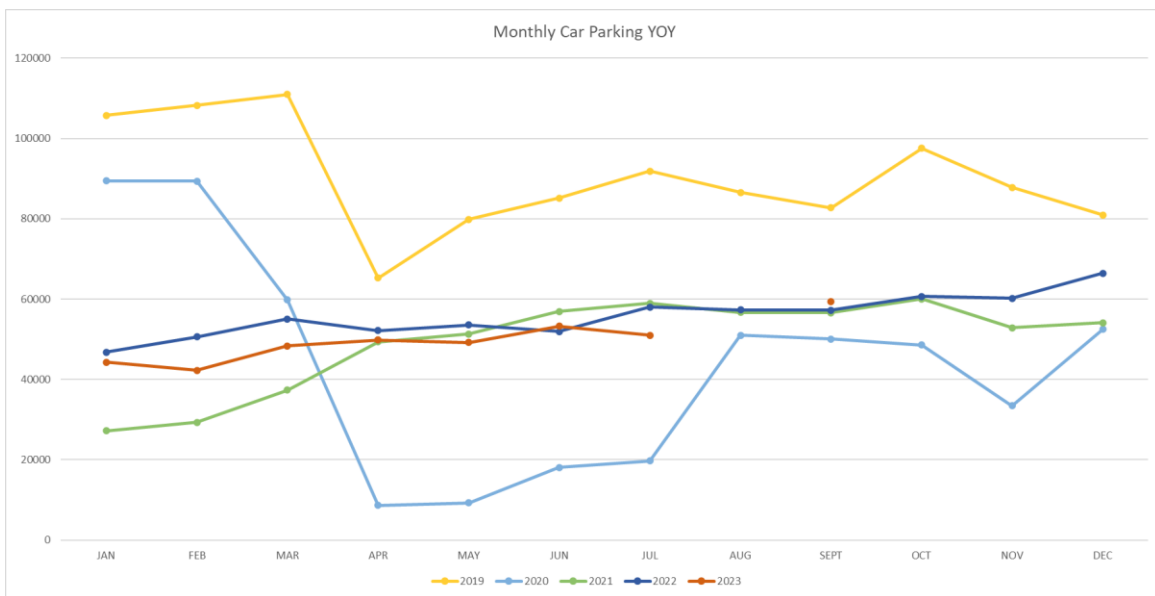
August footfall 77,795 / Dwell 58 mins





## Car Park Usage in Maidenhead

Total car parking for **September 2023** was 59,361 as shown in the graph below.



Total usage of the resident's discount (Ringo) in the month of September was 1533 times, broken down as below:

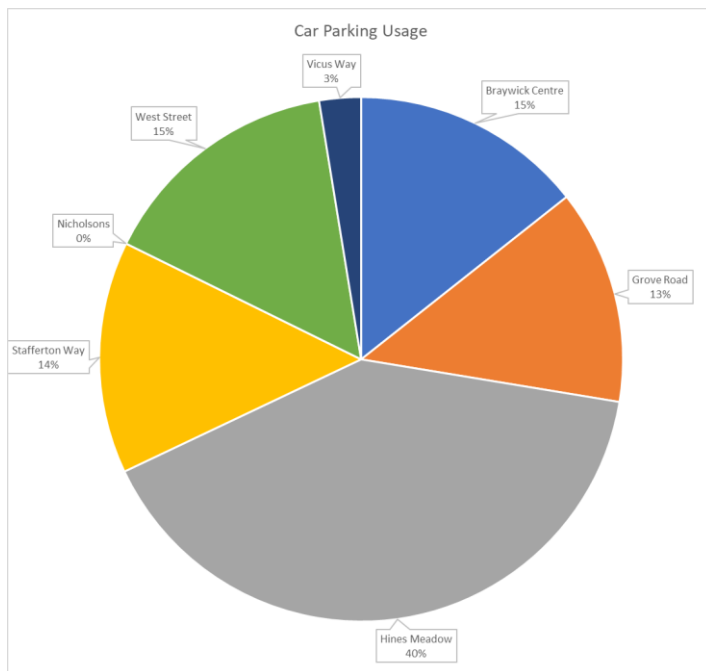
Residents Discount	Sep-23
1 HOUR	1558
2 HOURS	296
3 HOURS	60
TOTAL	1914

Hines Meadow - Discount	Sep-23
1 HOUR	333
2 HOURS	46
3 HOURS	7
4 HOURS	4
5 HOURS	1
OVER 5 HOURS	3
TOTAL	394

In September, the year-on-year percentage change of usage in Maidenhead car parks is currently up 3.7%.

Hines Meadow usage is up 22% YOY and there is still sufficient capacity at peak times, Mon – Fri.

Hines Meadow makes up 44% of all parking usage in September.



## Social Media engagement

### September 2023

- Facebook page: 6751 followers
- Instagram: 1947 followers

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

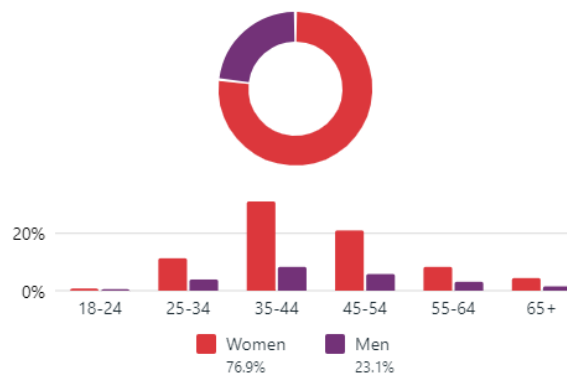
Facebook followers ⓘ

6,751

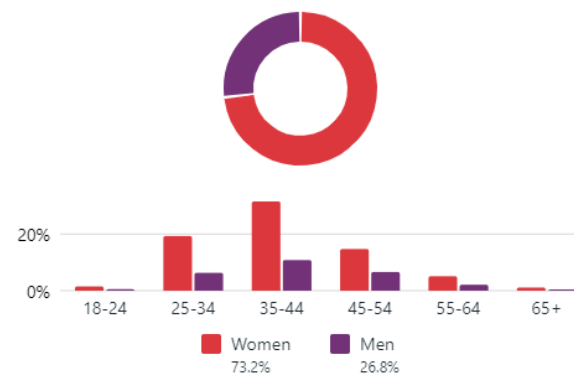
Instagram followers ⓘ

1,947

Age & gender ⓘ



Age & gender ⓘ



In September, the Make Maidenhead social reach was as shown:

Facebook reach ⓘ

6,261 ↑ 62.8%

Instagram reach ⓘ

889 ↑ 142.9%

## New lettings and openings

### New openings / coming soon

- GDK – international brand, fitting out now (High Street)
- Bombay Story – started in Wokingham now joining Maidenhead (Waterside Quarter)
- Sushi Point – Japanese cuisine moving onto Maidenhead High Street (previous Fun Tech)
- 2 further properties are under off at Waterside Quarter.

Office lettings in the last quarter totalling 36,307 sq. ft. achieving a total rent of £1,003,912 per annum.



Huge interest in lettings at One Maidenhead and Tempo.

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### September 2023 Highlights



**SEPTEMBER**

- Weekly Produce Market
- Norden Farm: The Kite Festival
- Free Sing September with Tuneless Choir
- Cookham Dean Gravity Grand Prix
- Mr Hoppy's Maidenhead Pub Quiz
- Cookham & Maidenhead Arts Trail

**MAKE MAIDENHEAD**

**A HOPPY PLACE**  
CRAFT BOTTLE SHOP & TASTING ROOM

**THE KITE FESTIVAL**

**MAIDENHEAD COMIC CON & TOY FAIR**  
THE BRAYWICK LEISURE CENTRE  
1st OCT

**Craft Cop**

**MAIDENHEAD COMIC CON & TOY FAIR**  
THE BRAYWICK LEISURE CENTRE  
1st OCT

### October 2023 Highlights



**OCTOBER**

- Weekly Produce Market
- A-Plan Insurance Family Fun Day
- Pumpkin Carving & Costume Swap Shop
- Maidenhead Comic Con & Toy Fair
- A Hoppy Place: Oktoberfest
- Maidenhead Town Show

**MAKE MAIDENHEAD**

**A HOPPY PLACE**  
CRAFT BOTTLE SHOP & TASTING ROOM

**Craft Cop**

**MAIDENHEAD COMIC CON & TOY FAIR**  
THE BRAYWICK LEISURE CENTRE  
1st OCT

### Upcoming Christmas Events

SATURDAY 25 NOV | FROM 11AM | MAIDENHEAD TOWN CENTRE  
**Maidenhead Christmas Lights Switch-on and Christmas Market**

Throughout the day a bustling Festive Market will take place on St Ives Road and in Library Square with a fabulous selection of stalls, a bar and street food as well as children's funfair rides - there is something for all the family to enjoy.

Live entertainment from community groups including Sign4You Choir from 11am. The main stage kicking off at 3pm with performances from Courtland Stories, Dance Inspired and our headliners, Bottle Kids.

The countdown begins just before 6pm followed by a fireworks display\*.

\*Weather dependent.



Follow @MakeMaidenhead for the latest updates.

The Maidenhead Christmas Lights Switch On and Festive Market event is organised by the volunteer Christmas Lights Committee. The event is fundraised for by the committee.

2023's event is supported by:

The Maidenhead Town Partnership including:

Shanly Foundation

The Louis Baylis Charitable Trust

HUB

JJ Rhatigan

Nicholsons Shopping Centre

RBWM Property Company

We are grateful for the support of our partners and volunteer committee.

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### **Other borough switch on events:**

Thur 16 Nov – Eton

Sat 18 Nov – Windsor

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26 NOV | 10.30AM | PINDER HALL, COOKHAM

### **Cookham Christmas Market**

Support brilliant local businesses and The Baby Bank charity. Grab your tickets in advance for just £3 which includes a delicious mince pie and a donation to charity (kids are FREE). So many beautiful stalls will be there - gifts, decorations, cakes, sweets, jewellery, clothing - so come and have a mulled wine and get in the festive spirit.

[www.eventbrite.com/e/cookham-christmas-market-2023-tickets-709420705427](http://www.eventbrite.com/e/cookham-christmas-market-2023-tickets-709420705427)

28 NOV TO 30 DEC | NORDEN FARM CENTRE FOR THE ARTS

### **Miki**

Miki embarks on a magical adventure in search of a star... Based on the book by Stephen Mackey, Miki is an inspiring story about friendship, courage and adventure. Featuring amazing underwater creatures, enchanting music and extraordinary puppetry.

[www.nordenfarm.org](http://www.nordenfarm.org)

8 DEC | COOKHAM DEAN VILLAGE HALL

### **Cookham Dean Metre Market – Christmas Special**

With a focus on local arts and crafts, enjoy browsing the stalls, sampling festive food and drinks with our resident DJ playing proper Christmas tunes. You can expect local candles, soaps, body scrubs, jewellery, hand-sewn items, several local artists and more.





[www.metre-market.com](http://www.metre-market.com)

8 TO 10 DEC | ST. LUKE'S CHURCH, MAIDENHEAD

**St. Luke's Church Christmas Tree Festival**

St. Luke's Church is to hold its annual Christmas Tree Festival and the Church will, once again, be filled with real trees and twinkling lights – symbols of hope. The twinkling lights, thoughtful decorations and warm welcome help to set the Christmas mood. Once again, members of the Church are keen to share this community activity which brings seasonal cheer.

[www.stlukeschurchmaidenhead.org.uk](http://www.stlukeschurchmaidenhead.org.uk)

9 DEC | MAIDENHEAD TOWN CENTRE

**The Lantern Parade, Carnival of the Animals – Take Flight!**

Norden Farm is back with their Annual Lantern Parade, bringing light and festivity to the streets of Maidenhead! Starting outside the Town Hall in St Ives Road, the public will be assembling from 4.15pm and the Parade will depart at 5pm. Join the British Army Band Sandhurst and The Dhol Drummers for this year's spectacular Lantern Parade: The Carnival of the Animals - Take Flight!

[norden.farm/pages/the-lantern-parade](http://norden.farm/pages/the-lantern-parade)

13 TO 17 DEC | HOLYPORT MEMORIAL HALL

**The Snow Queen, Maidenhead Drama Guild**

Though it's the summer, the Snow Queen has caused an unexpected snowy spell. Her influence even extends to fooling young Knut into giving her his brother as a servant. Now Greta sets out to save Peter, her true love, and maybe restore summer.

[www.thelittleboxoffice.com/mdg](http://www.thelittleboxoffice.com/mdg) or call 07375 111174

14 TO 24 DEC | BAYLIS THEATRE, BRAYWICK LEISURE CENTRE, MAIDENHEAD

**Beauty and the Beast**

Now in its 5th year, Maidenhead pantomime presents Beauty and the Beast - a 'tale as old as time'! This high energy pantomime is packed with belly laughing jokes, well-known hit pop songs, slapstick comedy and plenty of audience participation! Maidenhead Panto is again proudly supported by Marlow FM.

[www.maidenheadpanto.co.uk](http://www.maidenheadpanto.co.uk)

17 DEC | 11AM | MAIDENHEAD HIGH STREET

**Maidenhead Christmas Vegan Fiesta**

Enjoy a wide array of plant-based and eco-friendly artisan stalls including yummy cakes, dairy-free chocolates, nut-based cheeses, mulled drinks, ethical homeware, handmade crafts, sustainable gifts, freebies and much more. There will also be delicious street food with vegan bratwurst and festive burgers, so come hungry!

[www.sparkleveganevents.com/maidenhead](http://www.sparkleveganevents.com/maidenhead)



21 AND 23 DEC | BAYLIS THEATRE, BRAYWICK LEISURE CENTRE, MAIDENHEAD  
**The Santa Show 2023**

It's Christmas Eve in the North Pole and Mrs Clause is making final preparations to Santa's sleigh before a crisis strikes! A short, live stage show featuring songs, audience interaction and a new story for 2023, plus a small gift from Santa himself. Recommended for ages 2+.

<http://dk-pro.co.uk/whats-on>

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The Royal Borough Christmas Guide which showcases festive events around the Royal Borough is launching on Wednesday 1 November.

The guide is available digitally via the Visit Windsor website and the Make Maidenhead social media pages.

5000 copies will also be distributed across the Borough.

The Royal Borough Christmas guide is fully funded by local business partners through the sale of advertising.

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**Maidenhead Town Team – update**

The community planting project is moving forward



Moving forward the team will continue to filter down the 30+ ideas which were generated at the launch events ahead of presenting a forward plan.

