

Windsor Town Manager Update

Windsor Town Forum March 2024

Monthly Footfall Counts

	Year to date %		Year on year %		Month on month %	
	2024	2023	2024	2023	2024	2023
Windsor Town Centre External	-5.5%	9.7%	-8.7%	14.7%	8.4%	16.5%
South East	-7.9%	7.3%	-8.8%	7.5%	8.4%	8.5%
High Street Index - BDSU (BDSU - Comparison)	-3.4%	23.3%	-4.1%	22.1%	11.6%	12.8%
UK	-3.1%	15.7%	-3.7%	15.7%	11.4%	12.7%

Benchmark calculations (Year on Year and Month on Month) have been calculated using like for like data sets (only those counters available in both comparison periods) to ensure statistical accuracy

Headlines

The total number of visitors for the year to date is 891,402 which is 5.5% down on the previous year.

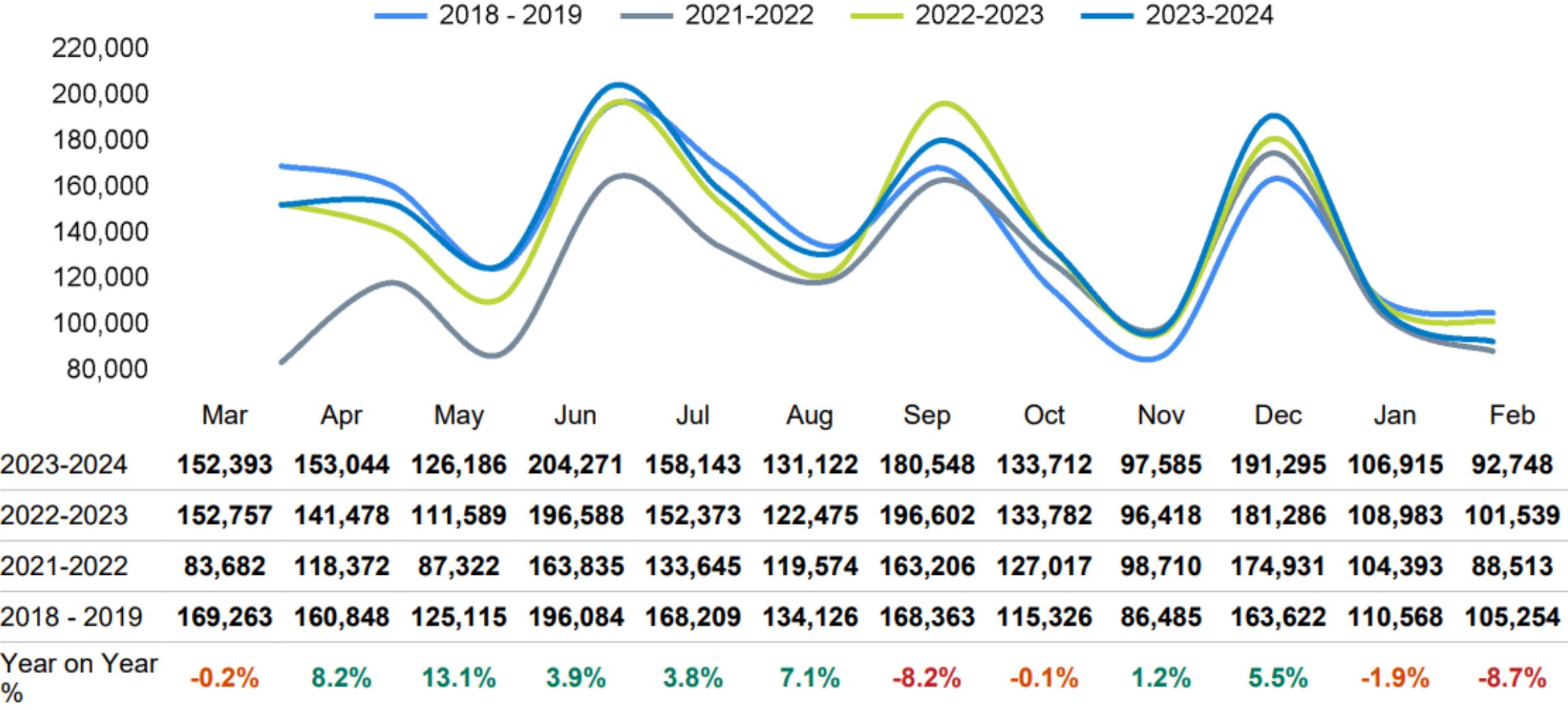
The total number of visitors to Windsor Town Centre External in month commencing 29 January 2024 was 463,741.

The busiest day in month commencing 29 January 2024 was Saturday 17 February with 27,107 visitors.

The peak hour of the month was 14:00 on Sunday 18 February 2024 with footfall of 3,940.

Footfall Counts - rolling 12 months

The figures shown below are calculated using weekly averages.

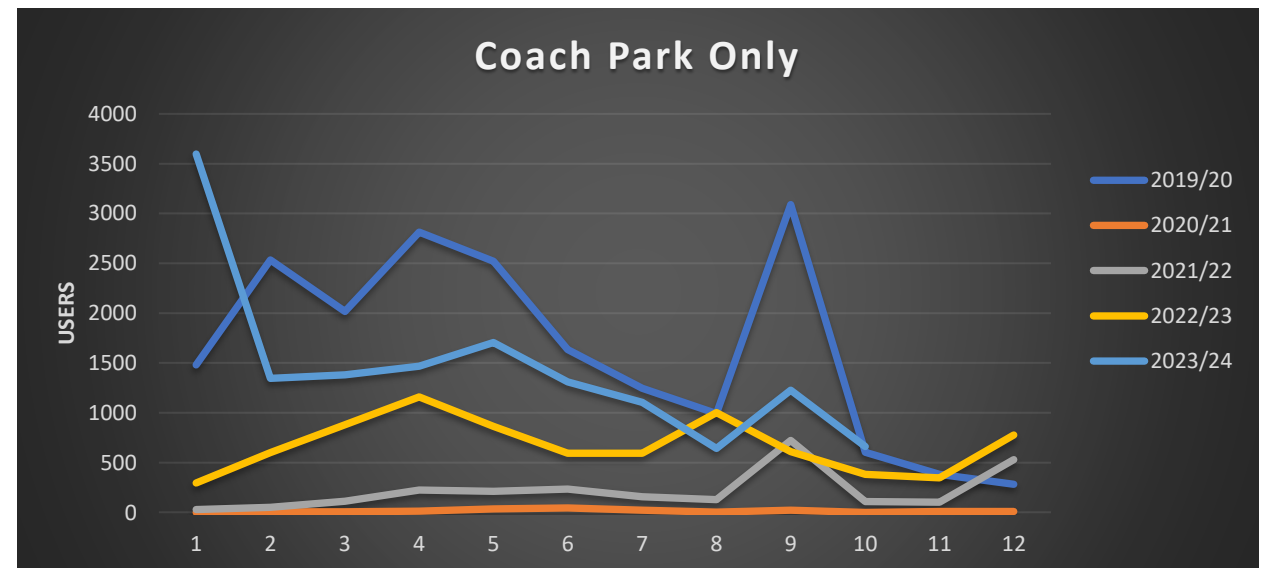
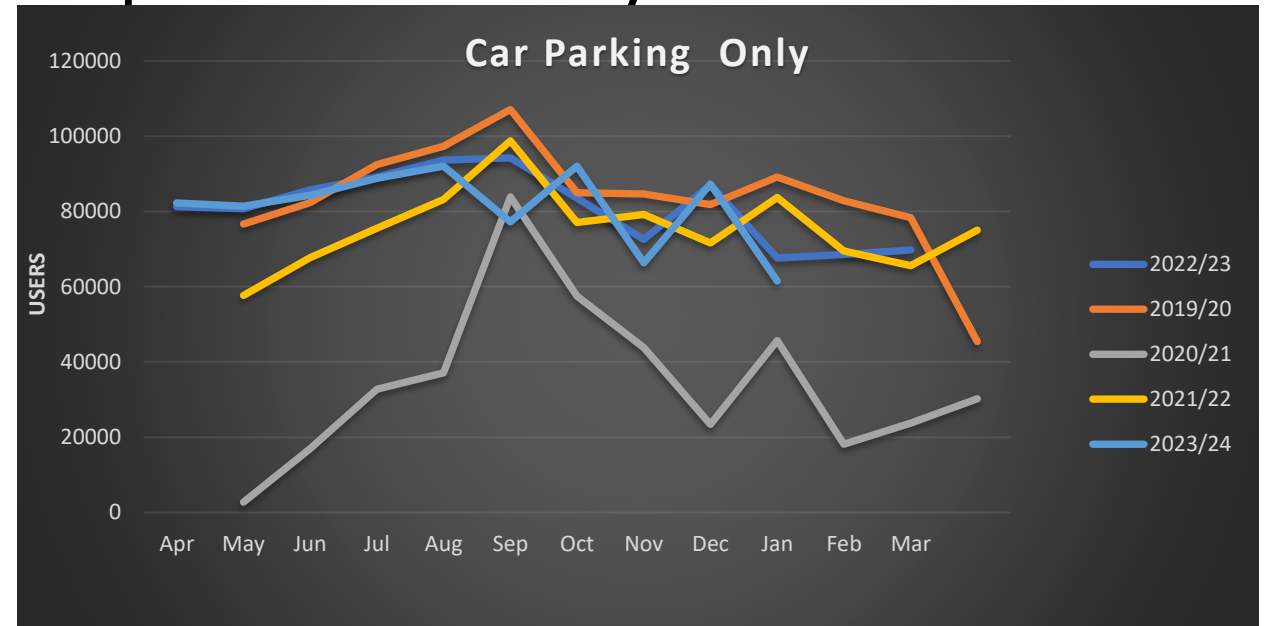


Year on year % is calculated by comparing the 2023-2024 period with the 2022-2023 period i.e the figure for February compares February 2024 to February 2023

Car & Coach Parking – Upto January 2024

At the end of January car parking usage showed a decrease year on year of 9% from 67675 users down to 61525.

Coach parking usage over the same period has continued to increase with user number for January reaching 622 users, a 74% increase on 2023. Usage of the coach park has generally been very positive throughout the year .



Retail Vacancy Rates – February 2024

Windsor Town centre down to
9.4%
National Rate 14.0%
(source LDC Nov 2023)

Recently vacated units last
month .

- Leo Mancini,

Stores opened in the last month

- Mango

Under development/offer

- Trail finders , Build a bear,
Halifax Unit, Karen Millen Unit,

Visitor Insight

Windsor (3392)

Large Town Centre

Based on 176 locations · 154,000 sqm

Following

Summary Consumers Catchment Demographics

Stats

Date Range

2024-02-01 ~ 2024-02-29

EXCEL

CSV

Feb 2024

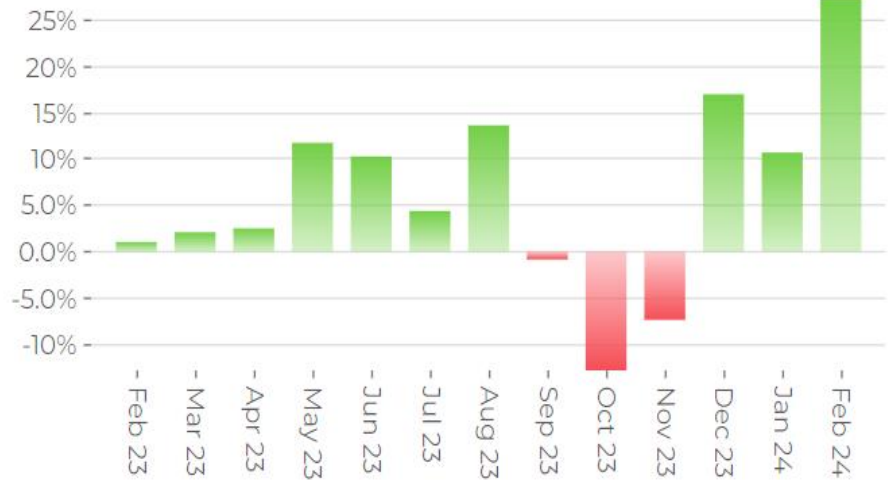
1,390,000 visits **↑27.5%** YOY

47,800 visits per day **↑27.5%** YOY

Footfall Change

Date Range

2023-02-01 ~ 2024-02-29



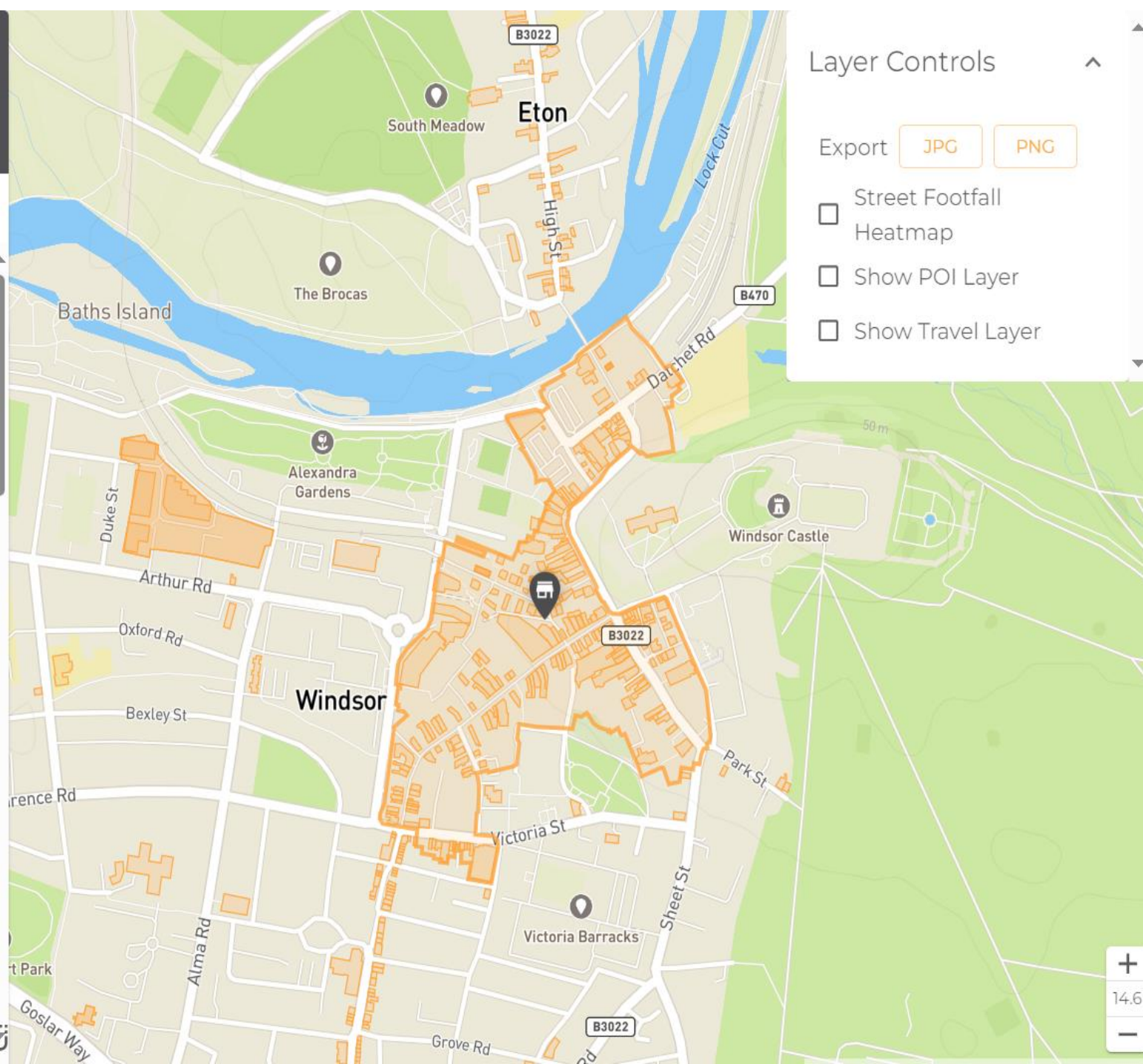
YOY

MOM

YO2Y

EXCEL

CSV



Layer Controls

Export

JPG

PNG

- Street Footfall
- Heatmap
- Show POI Layer
- Show Travel Layer

Windsor (3392)

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Following

Summary

Consumers

Catchment

Demographics



MTH WK DAY

ALL WKDAY WKEND

ALL AM PM EVE NGT

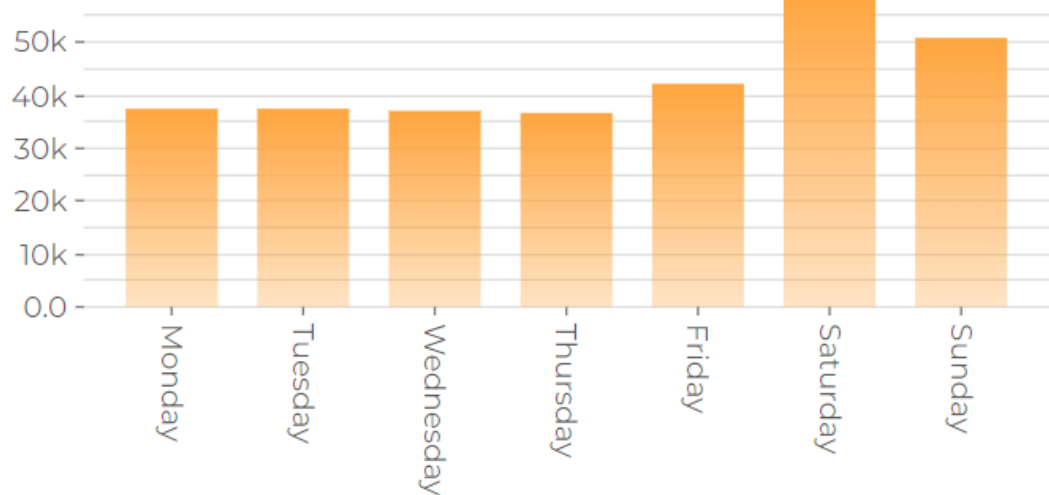
EXCEL

CSV

Visit Profile By Day

Date Range

2023-02-01 ~ 2024-02-29



ALL MORNING AFTERNOON EVENING NIGHT

EXCEL

CSV

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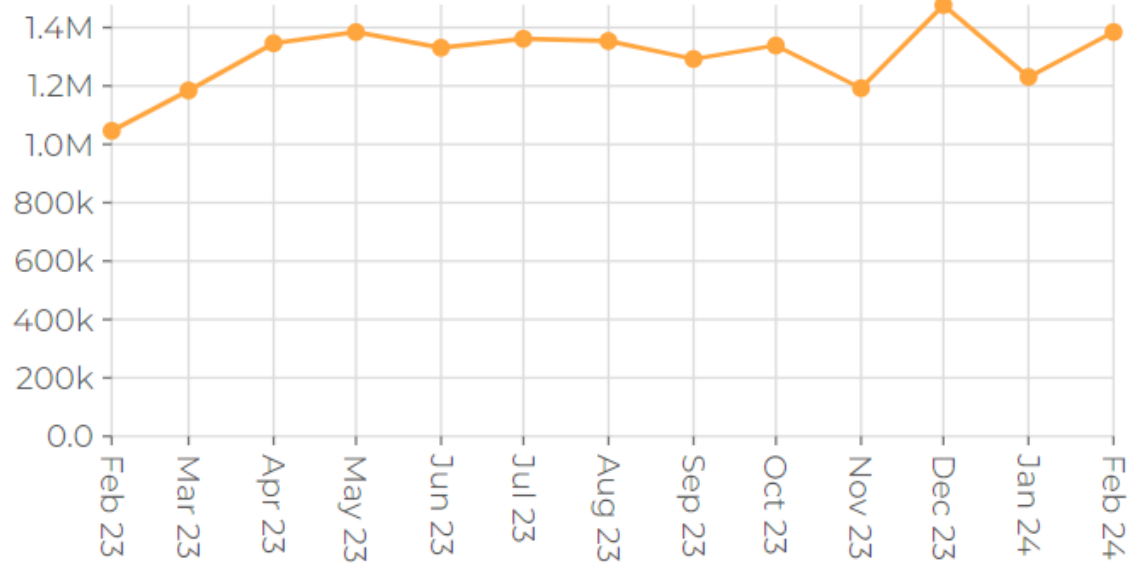
Demographics



Footfall

Date Range

2023-02-01 ~ 2024-02-29



MTH WK DAY

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Summary Consumers Catchment Demographics

Catchment

Date Range
2024-02-01 ~ 2024-02-29

HOME WORK

ALL WEEKDAYS WEEKENDS

ALL MORNING AFTERNOON EVENING NIGHT

Exclude Local Workers

Adjust the slider to set the visits percentile cutoff value - percentile value is a number that represents the percentage position of an LSOA by number of visits

EXCEL CSV

Demographic Profiling

Demographic

Area Stats
 Percentile: 1.76
 Rank: 55
 # of Visits: 4306
 Catchment: South Bucks 001F
 Distance: 12.92 km

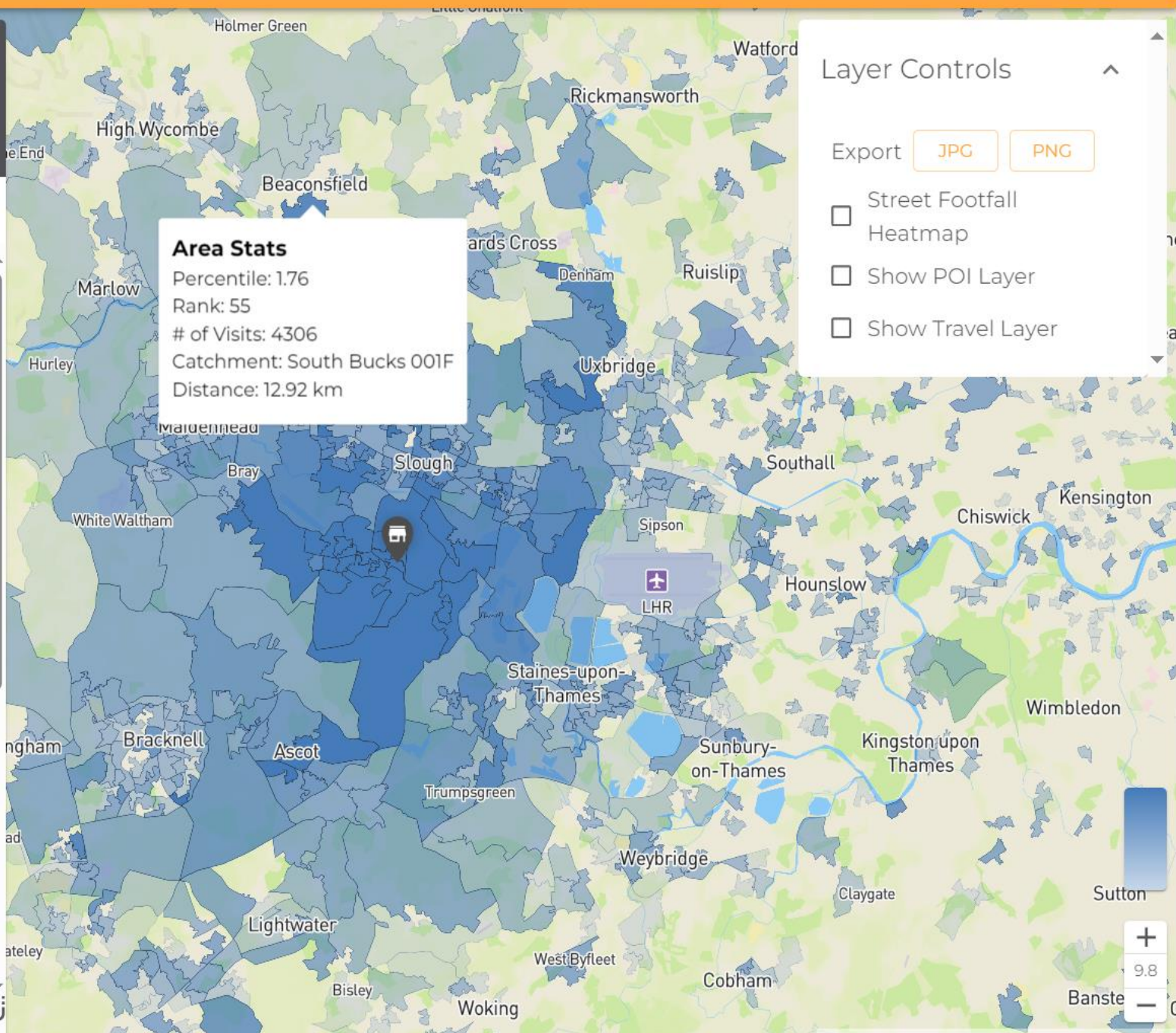
Layer Controls

Export

Street Footfall Heatmap

Show POI Layer

Show Travel Layer



9.8

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Overview

- Monitors GPS enabled devices, providing a more rounded view of footfall across the whole of the town centre.
- Monitors 24/7
- Look back upto 5 years
- Provides Catchment Information on where people are coming from
- Provide Weekday vs Weekend splits and Evening only data.
- Provide dwell time information
- Average number of stores visited in the town centre.
- Drill down into specific store visits.

Recent activities



Luna New Year celebrations



Pancake Race 2024



Events/Activities for 2024

- 10 Feb - Luna New Year celebrations
- 13 Feb - Pancake Races
- 1 Apr - Easter events
- 21 April - S t George Day Fair - Dedworth
- 26/27 Apr - Windsor Garden Market
- 1/4 May - Windsor Horse Show
- 11 May - Vegan Market
- 6 June - 80th Anniv. D Day Celebration
- 8 June - Royal Horticultural Society Flower Show
- 9 June - Windsor Triathlon
- 17 June - Garter Day
- 18/23 June - Royal Ascot
- 29 June – Armed Forces Day Parade
- 29 June – Summer Show & Duck Race
- 29 June - Garden Market
- 7 July - Parallel Games – Great Park
- 6/7 Archday Weekend – TBC
- 20 July En Plein Air - Windsor Castle
- 17 September – Battle of Britain Civic Service and Parade - Windsor
- 2 Nov - Pumpkin Party
- 10 Nov - Remembrance Sunday Civic Service and Parade
- 14 Nov - 21 Gun Salute HM The Kings Birthday
- 14 Nov- Eton Christmas Lights
- 15 Nov – Windsor On Ice
- 16 Nov - Windsor Christmas Lights
- 23 Nov - Dedworth Christmas lights
- 30 Nov – Vegan Christmas Market
- 1 Dec - Living Advent Calendar.
- 7/8 Dec– Windsor Yards Festive Weekend.
- 13 Dec - Carols on the Hill
- 24 Dec - Windsor Living Advent Calendar Finale