

Report Statement

Report Purpose:

9.2 Footfall Data

Version Control:

v1

Town Centre Manager has been looking at the footfall figures following on from previous observations that there were discrepancies and not overly meaningful.

This quarter we have received a new style report direct from Geo-Sense who provide our footfall data, which does appear to show more information and feel more meaningful.

The Town Centre Manager will continue to work on this, obtain further reports and do comparisons, as well as meeting with the Cheshire East Regeneration team to discuss their footfall figures, to ensure we are providing accurate data. At next services we will be able to present data from the last quarter, compared to last year.

GEO-Sense Footfall Headline Report

Macclesfield

March 2022

248622

Total visits this period

footfall is

0.44%

up based on last month

8020

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **0.44%** increased
- The total number of visitors was **248622** of which **199323** (80%) have visited previously and **49299** (20%) were new
- The average number of visitors per day has decreased by **-6.62%** based on the year to date average
- Footfall for the year to date has increased by **39.32%** (297041) based on the same period last year
- The busiest zone during March was the **Castle St O2 Store (9)** with **98749** visitors, **39.72%** of the total venue visitors

Busiest Days

- The busiest day this month was **Friday 25th** with **11630**, **5%** of the total of which **1939** (17%) were new visitors
- During this day the busiest time was between **10:00 and 11:00**
- Average Dwell for the day was **166** minutes