

Report Statement

Report Purpose:

9.2 Footfall Data

Version Control:

v1

Town Centre Manager has had a meeting with Jo Wise -Development and Regeneration Manager for Cheshire East Council with regards to the data they receive re footfall. It would appear that the information received is comparable to that received by MTC, and going forward we will be included on distribution lists. There is the possibility of MTC requesting specific elements of data that may be useful when drilling down into Market Place events, and we will look at this for MTC organised events first such as Christmas.

One thing that has become clear is that CEC data records people going into the town centre 'zone' as a visitor. Over time it will learn the persons movements (in a GDPR appropriate way) and stay length to determine if they are visitors coming and going, or if they work in the town centre. The problem we encounter here is that a lot of 'visitors' to the town centre, already live in the town centre 'zone' and so are not included as they do not cross the barrier. This will have an effect on figures, for example a lot of people coming to Treacle will be those who live in the town centre 'zone' already. Therefore it may appear from figures that Treacle Sunday's are not as busy as we might expect, but this is explainable.

April figures – Page 4

April shows a 4% YoY increase. An increase would be expected as 2021 was during COVID-19. April is showing a 2% MoM decrease for which we cannot ascertain any particular reason, apart from possibly the weather being not great.

If we compare April 22 to April 19 we can see there is actually a 6% decrease, which is not what we would hope to see taking into consideration that 2019 was a pre-COVID year.

As you can see from the daily visits data, the patterns appear to be similar, with dips at weekends. (Bear in mind that it is dates along the x axis and the days of the week will change each year). This is also the perfect example with regards to Treacle. The figures show just over 40k visitors on the Sunday, compared to a peak of almost 70k on the Thursday. Whilst 40k might seem low, we must remember that this is a) for the whole of the town centre zone, not just the streets where Treacle is located, so lack of footfall on Sunderland Street or around the bus station/train station will pull figures down b) the usual figures for a Sunday are between 20-30k

May figures – Page 5

May shows a more positive picture, which may of course be down to a general improvement in the weather! We have a 43% increase on the YOY data. Whilst this does seem high, and is being double checked, it is against a national benchmark of 34% so potentially correct. The MoM increase is also favourable as is the comparison between May 2019 and May 2022, particularly against the national average which was showed a decrease.

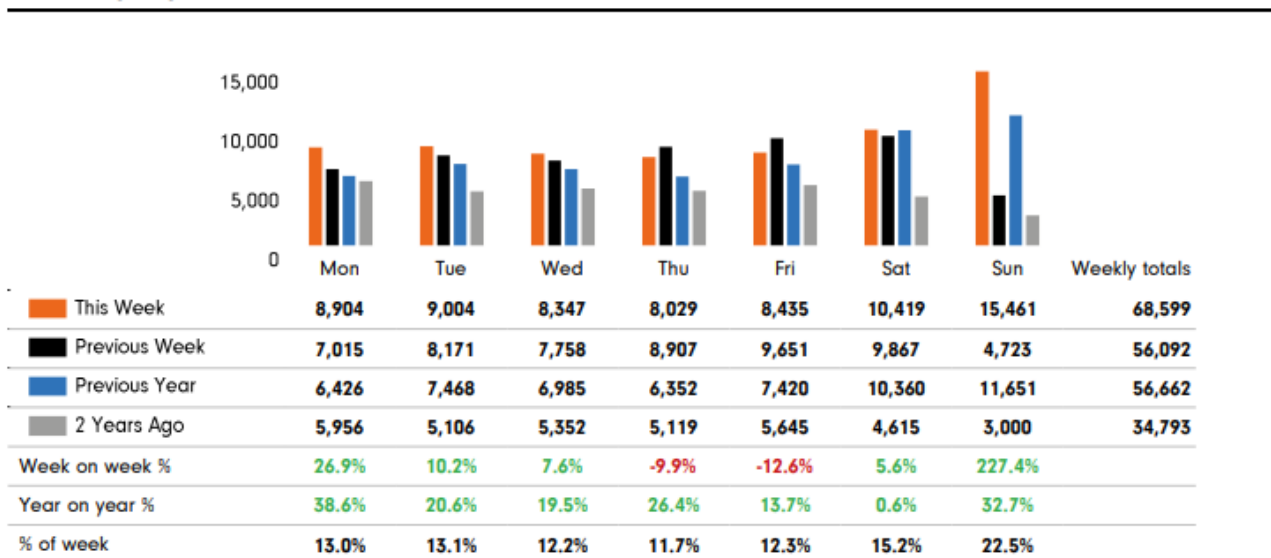
The daily visits data again follows a similar pattern when comparing against the last two years, with dips at the weekend, but a much smaller decrease for Treacle weekend at the end of the month. The differences between the highs and lows however is much more marked in 2022.

The early May bank holiday did show an increase across town which wasn't present during 2021 when we were under COVID restrictions.

Market Place manual counter figures

The figures below come from a manual counter located outside the Grosvenor counting footfall into the Market Place. With regards to this data, we need to remember that a visitor isn't only counted once as they go into the zone. They could pass in front of the counter 15 times and would be counted 15 times. What this means in terms of the data is that Sat and Sun figures appear higher (compared to the dips on the other data) because people will be walking back and forwards, passing the counter multiple times in one visit.

Footfall by day



Christmas

One of the things the Officers have been looking at is trying to get a comparison of how the switch on events in 2019 and 2021 differed in terms of footfall, taking into account the fact the events were very different.

Figures for the footfall counter in Market Place (so counting people who pass it, rather than just enter the town) showed footfall to be 50k for both events (2019 being a 'normal' switch on with smaller events in the day and a big crowd at 5pm for switch on and fireworks, 2021 being a new style event, with sustained activities throughout the day and no finale)

As both seem to attract similar numbers, the question would be whether traders/shop keepers/business owners saw a difference. However Officers do not have the luxury of enough time to survey the businesses, and then present the outcome at the next Services Committee.

Officers are keen to point out that 2021's non switch on celebrations drew as many people as previous years but that members should bear in mind that in 2019, the vast majority of people would have come in for a maximum of an hour for the switch on (therefore less dwell and spending time).



MACCLESFIELD TOWN CENTRE — APRIL 2022 SUMMARY & BENCHMARKING (APRIL 2021-22)

TOTAL VISITS



1,370,898
VISITS TO THE TOWN CENTRE

4% YIOY CHANGE
Average national benchmark: +48%

-2% MIOIM CHANGE
APR 21 APR 22 / MAR 22 APR 22

AVERAGE DWELL TIME



162 MINS
AVERAGE TIME SPENT IN THE TOWN CENTRE

27% YIOY CHANGE
Average national benchmark: +19%

-11% YIOY CHANGE
APR 21 APR 22 / APR 19 APR 22

-4% MIOIM CHANGE
MAR 22 APR 22 / APR 19 APR 22

TOTAL VISITS BY MONTH



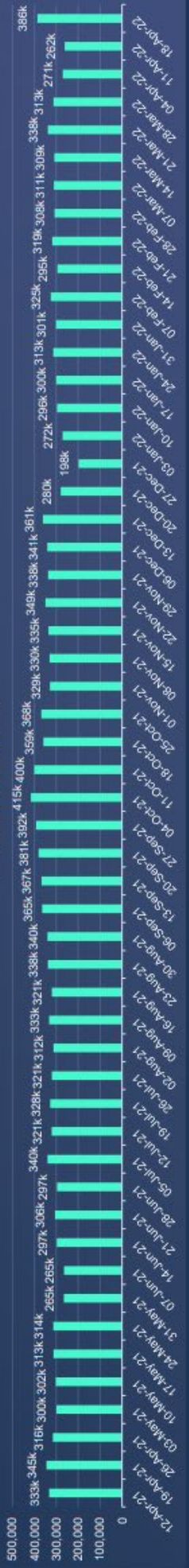
DAILY VISITS APRIL 2022 VS 2021



AVERAGE DAILY VISITOR LEVELS APRIL 2022 VS 2021 VS 2019



WEEKLY FOOTFALL





MACCLESFIELD TOWN CENTRE — MAY 2022 SUMMARY & BENCHMARKING (MAY 2021-22)

TOTAL VISITS



1,905,025
VISITS TO THE TOWN CENTRE

43% YOY CHANGE
*Average national benchmark: +34%

39% M/O/M CHANGE

MAY 21
MAY 22

MAY 19
MAY 22

AVERAGE DWELL TIME



143 MINS
AVERAGE TIME SPENT IN THE TOWN CENTRE

1% YOY CHANGE

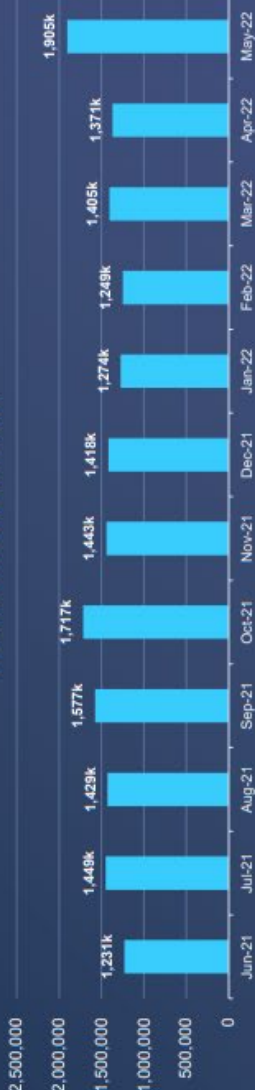
-20% Y/O/3Y CHANGE

-12% M/O/M CHANGE

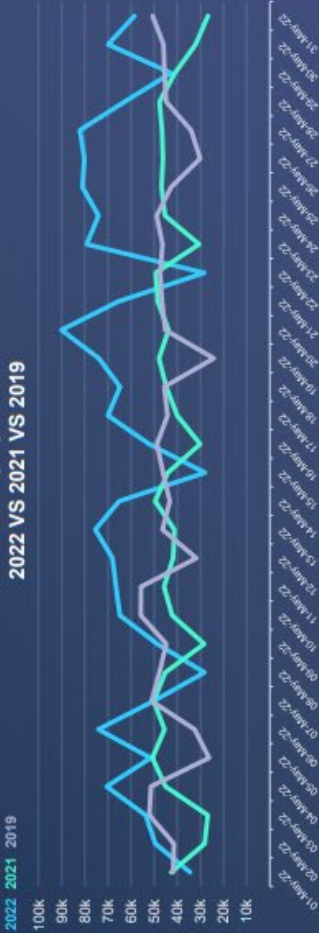
MAY 21
MAY 22

MAY 19
MAY 22

TOTAL VISITS BY MONTH



DAILY VISITS MAY 2022 VS 2021



AVERAGE DAILY VISITOR LEVELS MAY 2022 VS 2021



WEEKLY FOOTFALL

