

Report Statement

Report Purpose:

11.1 Footfall Data

Version Control:

v1

The Town Council now receives copies of the Cheshire East footfall figures; a monthly report which is based on phone usage, and also a weekly report which comes from the physical counter in the town centre.

It is worth remembering that the phone usage data counts people as they enter the town centre 'zone' and they are only counted once.

The weekly data is counting people every time they pass the counter, which could be multiple times in one day.

What the data is evidencing.

Events that are held in the Town Centre are drawing more people into town and we can see this with the following footfall figures.

Event	Easter	Coronation	Bikeathon	Treacle	Barnaby
Footfall Week before event	8521	4117	10138	4378	9613
Event figures	12395	4995	10223	14297	11839
Week after event	9233	7052	10193	4932	N/A
Previous year	8580	6919	10438	14672	9867

Easter shows a fantastic increase in footfall figures, and the footfall by hour, shows a sharp increase which starts to reach it's peak at 11am, continues to stay high, and then starts a slow drop from 3pm onwards. Another report shows that the average dwell time was around 3hrs 20 minutes, meaning people were coming into town, taking in some of the entertainment but then also likely to be visiting shops/buying lunch etc.

The Coronation figures were not as high as we would have liked, however the weather that day was atrocious compared to the previous couple of days and so people will have decided not to come out. Plus our event was held indoors which will mean the amount of foot traffic in the market place would have been lower anyway.

Monthly report for May 2023 (not yet received June 2023 figures at time of writing 20/6/23)

Key Points are:

- The total number of visitors for the year to date is 1,030,954 which is 1.6% down on the previous year
- The total number of visitors to Macclesfield in May was 203,349
- The busiest day was Sunday 28 May (Treacle Market) with 14,297 visitors.