

Report Statement

Report Purpose:

9.2 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	Macc Pow 2 nd July 2022	Pride 9 th July 2022	Spooky Saturday 28 th Oct 2022
Footfall Week before event	10419	11174 (Macc Pow)	9450
Event figures	11174	18883	10641
Week after event	18883 (Pride)	9966	9319
Previous year	8325	10029	8786

The Pride event in particular involved a parade, which as we can see draws in large numbers of people, and a parade will be planned for 2023.

The upcoming Step into Christmas events should draw in large numbers, and the Town Council will focus bringing excellent quality events to the centre and continue monitoring this trend.

Monthly report for October 2022

Key Points are:

- The total number of visitors for the year to date is 2,257,391 which is 17.7% up on the previous year.
- The total number of visitors to Macclesfield in month commencing 3 October 2022 was 226104, higher than the previous 2 years.
- The busiest day in month commencing 3 October 2022 was Sunday 30 October with 15,839 visitors.

Footfall Report for: Macclesfield

Weeks This Month: 4
 Weeks Last Month: 5

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2022	2021	2022	2021	2022	2021
Macclesfield	17.7%	7.9%	5.8%	17.6%	0.3%	-2.5%
North & Yorkshire	28.1%	14.0%	1.6%	39.8%	1.0%	-0.1%
UK	36.8%	11.0%	7.9%	41.3%	2.1%	2.3%

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

The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2021 versus 2019 in order to provide a comparison to the last normal trading year. This comparison is provided on the final pages of this report.

Headlines

The total number of visitors for the year to date is 2,257,391 which is 17.7% up on the previous year.

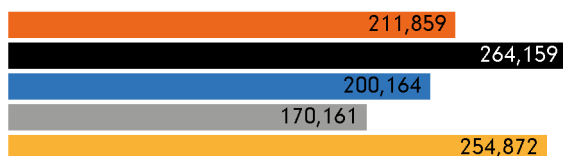
The total number of visitors to Macclesfield in month commencing 3 October 2022 was 211,859.

The busiest day in month commencing 3 October 2022 was Sunday 30 October with 15,839 visitors.

The peak hour of the month was 12:00 on Sunday 30 October 2022 with footfall of 3,071.

Footfall by month

Figures shown below are calculated using monthly totals.



■ This Month ■ Previous Year ■ 2019
■ Previous Month ■ 2 Years Ago

Weather

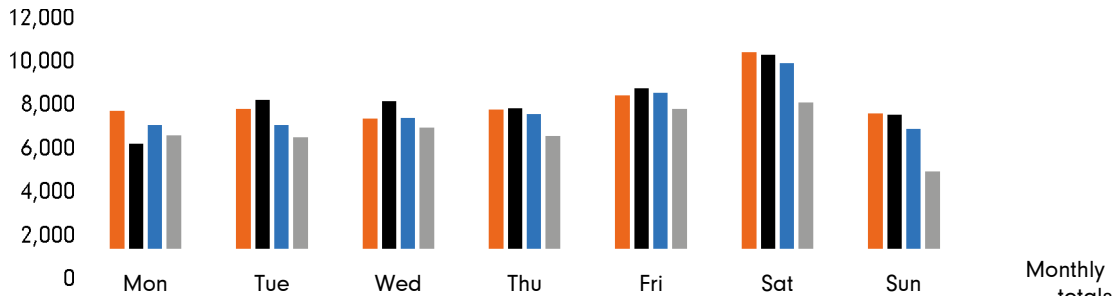


	Sun	Cloud	Rain	Wind
Number of days this month	8	14	5	1
Number of days same month last year	4	5	19	
Number of days same month two years ago	4	2	22	

Average temperature

	Maximum temperature	Minimum temperature
2022	15°	9°
2021	14°	9°
2020	12°	7°

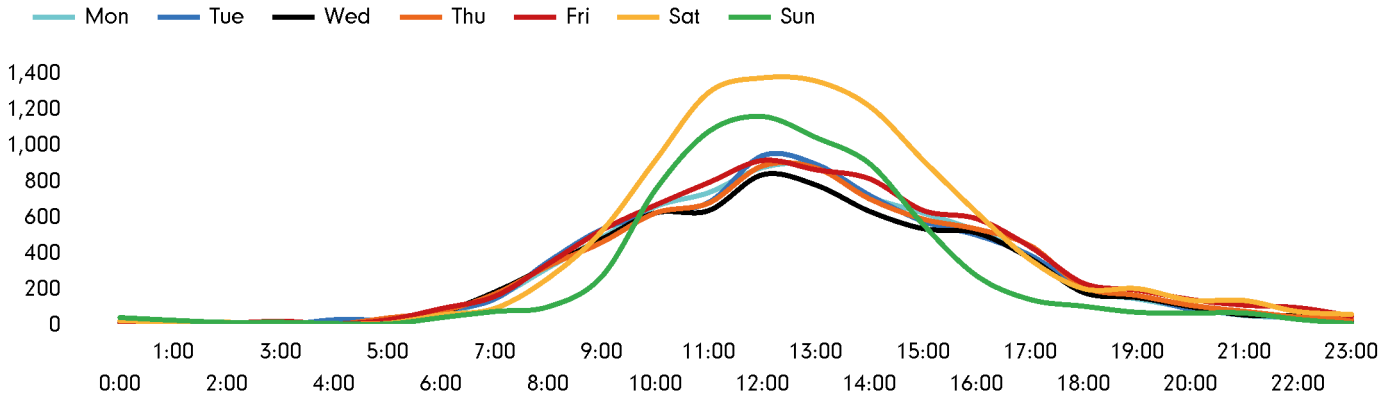
The figures shown below are calculated using weekly averages.



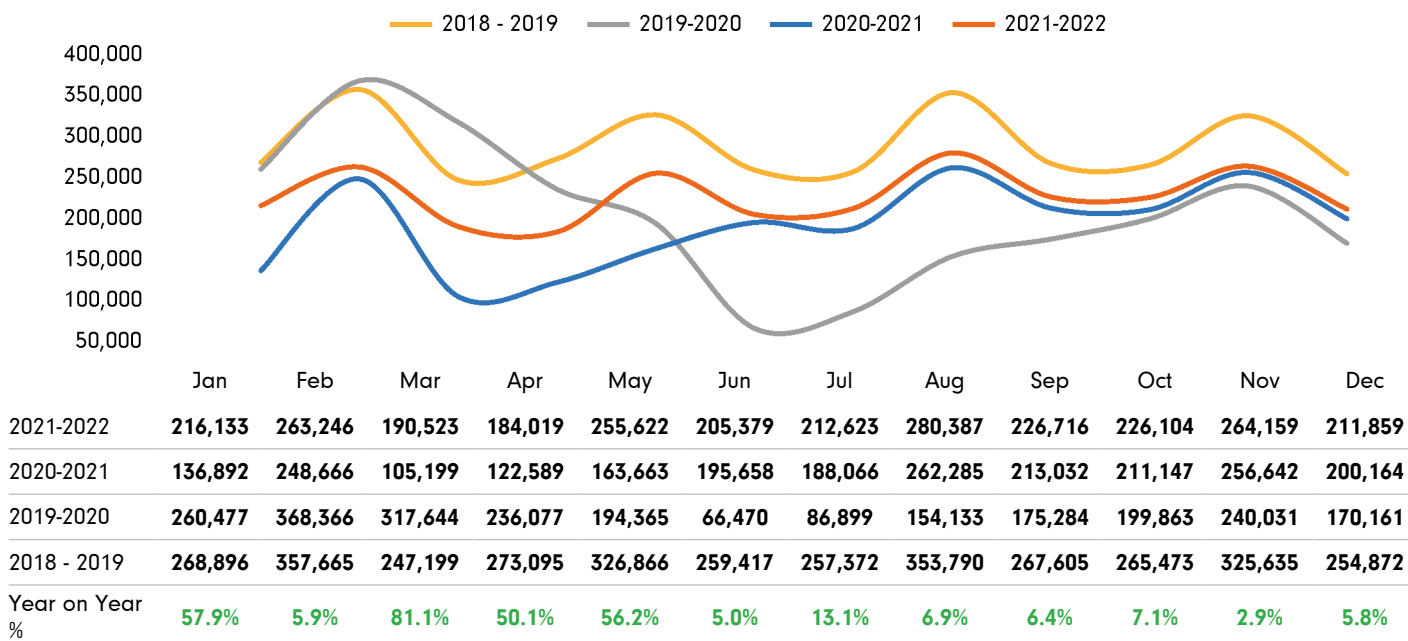
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Monthly totals
This Month	7,099	7,195	6,689	7,158	7,856	10,004	6,963	52,964
Previous Month	5,461	7,635	7,554	7,228	8,213	9,854	6,886	52,831
Previous Year	6,394	6,394	6,722	6,925	7,976	9,442	6,188	50,041
2 Years Ago	5,883	5,766	6,266	5,850	7,181	7,513	4,081	42,540
Month on month %	30.0%	-5.8%	-11.5%	-1.0%	-4.3%	1.5%	1.1%	
Year on year %	11.0%	12.5%	-0.5%	3.4%	-1.5%	6.0%	12.5%	

Footfall by hour

The figures shown below are calculated using a weekly average



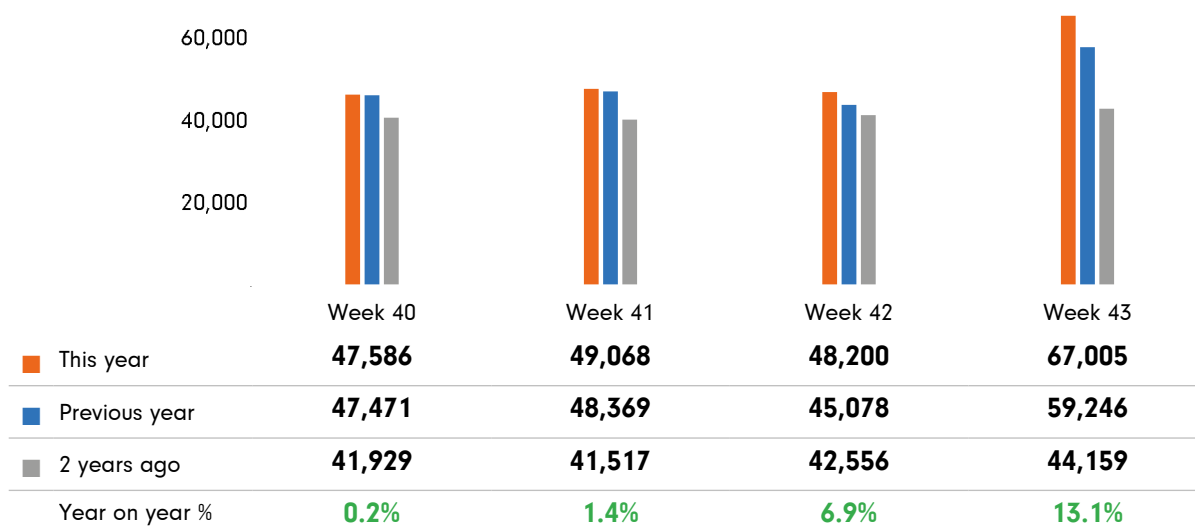
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2021-2022 period with the 2020-2021 period i.e the figure for October compares October 2022 to October 2021

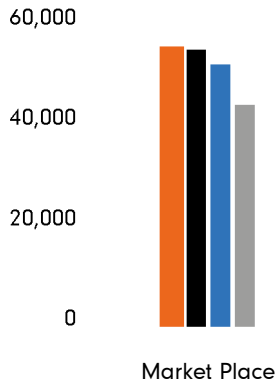
Footfall by week of month

The figures shown below are calculated using weekly totals.



The figures shown below are calculated using weekly averages.

■ This month
 ■ Previous month
 ■ Previous year
 ■ 2 Years ago



This Month	52,964
Previous Month	52,831
Previous Year	50,041
2 Years Ago	42,540
Year on Year %	5.8 %

Reporting dates

This month - 03 October 2022 - 30 October 2022

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2022 to October , 2022 Vs January, 2021 to October , 2021

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year.October,2022 Vs October, 2021

Month on Month % Change is the % change in footfall for this Month from the previous Month.10 2022 Vs 9 2022

2019 Comparison for: Macclesfield

2019 comparison for Macclesfield

The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section **below** and shows your current performance in 2022 against the similar time period in 2019

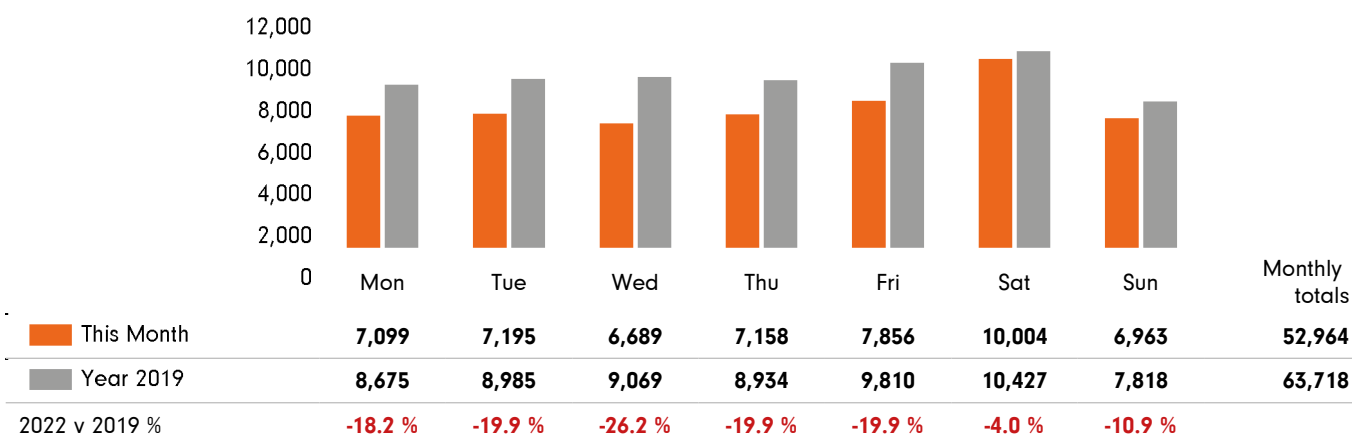
Headlines

	Year to date % 2022 Vs 2019	Year on year % 2022 Vs 2019
Macclesfield	-20.3 %	-16.9 %
North & Yorkshire	-18.7 %	-12.9 %
UK	-17.7 %	-10.5 %

Macclesfield is compared to the high street index.

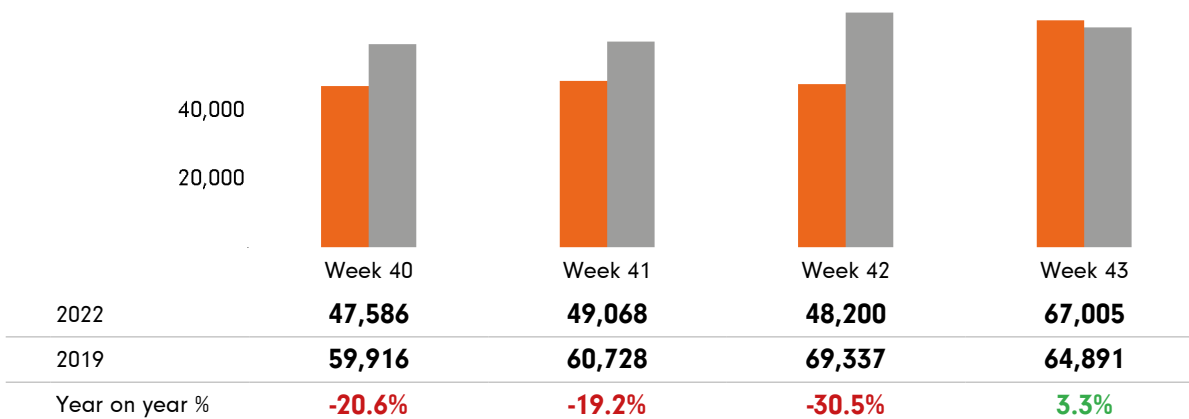
Footfall by day

The figures shown below are calculated using weekly averages.



Footfall by week of month

The figures shown below are calculated using weekly totals.



The figures shown below are calculated using weekly averages.

