

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	Step into Christmas	Late Night Shopping	Chinese New Year
Footfall Week before event	11144	7425	8435
Event figures	18044	8346	9935
Week after event	10448	9993	8905
Previous year	8346	10226	8212

Monthly report for December 2022 (not yet received January 2023 figures at time of writing 13/2/23)

Key Points are:

- The total number of visitors for the year to date is 2,763,135 which is 15.2% up on the previous year.
- The total number of visitors to Macclesfield was 273,604.
- The busiest day was Sunday 18 December with 15,786 visitors.