

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	Lantern Parade
Footfall Week before event	11144	7425	8435	8855
Event figures	18044	8346	9935	8784
Week after event	10448	9993	8905	7703
Previous year	8346	10226	8212	6536

The footfall figures also show that on a 'normal' Saturday, footfall peaks at around 1000 people at 11am, and then drops back down from then onwards.

On the day of the lantern parade, the footfall peaked at 1000 at 11am, stayed at that level until around 2:30pm, dropped off until 4pm and then increased again to around 700 people until around 6pm.

Monthly report for February 2023 (not yet received March 2023 figures at time of writing 31/03/23)

Key Points are:

- The total number of visitors for the year to date is 391,129 which is 4.4% up on the previous year
- The total number of visitors to Macclesfield in February was 198,791
- The busiest day was Sunday 26 February (Treacle Market) with 15,412 visitors.