

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.

June figures – Page 4

Junes report shows a 19% YoY increase but does show a 23% MoM decrease which is a cause for concern when there is no particular stand out reason.

If we compare June 22 with June 19 (pre pandemic) we can see an 8% increase in footfall to the town centre.

The dwell time also saw an increase.

The daily visits in June again show a similar pattern with dips at weekends. June does show that Treacle weekend was not as busy as previous months, with numbers equaling non-Treacle weekends.

Overall the dailyvisits seem to show more consistency in June 2022, with less dips peaks and troughs hroughout the week.

July figures – Page 5

July however paints a different picture with a 2% decrease on the YoY change, and a 2% decrease from 2019 alongside a dwell time drop of 8% on June's figures.

The footfall figures for w/c 18th July are the lowest in the last 12 months (apart from Easter and Chirstmas). This can be easily explained by the fact that it is the school summer holidays, and a lot of people go away or take time off work.

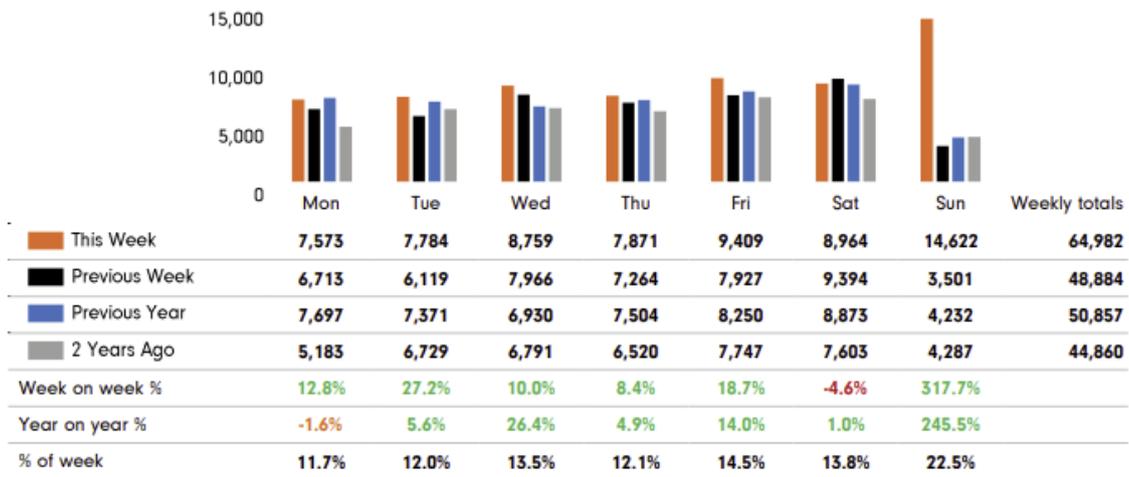
There is some very good news, Macc Pride was held on the 9th July and the individual footfall figures for that show

We have not received August footfall data as this report was completed on 1/9/22

Market Place manual counter figures

The figures below show activity in the Market Place (specifically around the entrance to the Grosvenor Centre) for the last week of July. The individual counter clearly shows more activity on Treacle Sunday, and we can summarise from comparing this with the monthly figures that the increase comes from people walking past the counter multiple times.

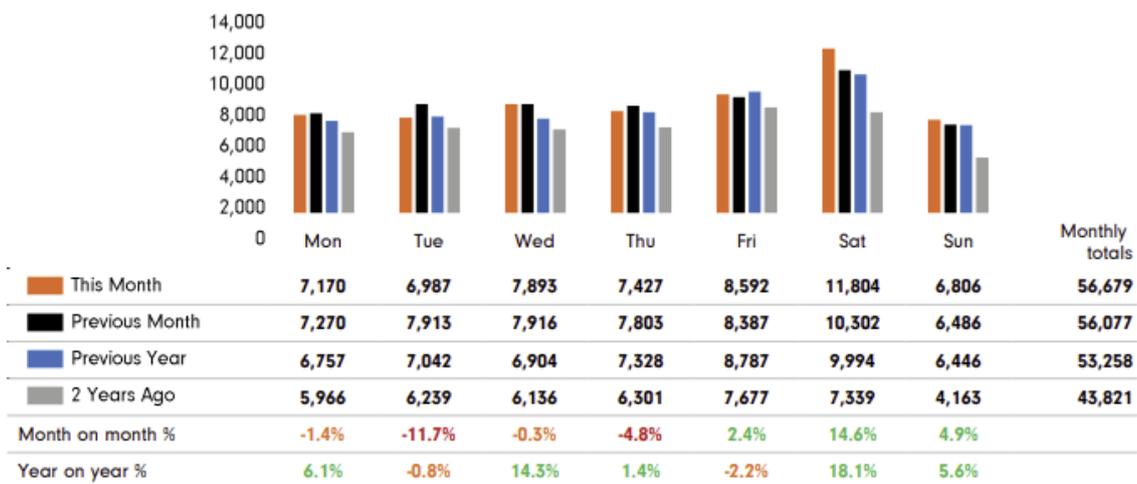
Footfall by day



The below data is an average for the month of July

Footfall by day

The figures shown below are calculated using weekly averages.



One thing that the footfall counter in Market Place can show us is the great response to MaccPride.

9th July 2022 (Pride) - 18,883
 previous weekend, 2nd July 2022 (Macc Pow) - 11,174

same Saturday in 2021

- 11,875

same Saturday in 2019 (pre pandemic)

- 7,538

With the great figures from Macc Pow earlier in the year, the footfall counter is a great tool for showing that the town centre comes alive when there is an event.



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

TOTAL VISITS

1,461,493

VISITS TO THE TOWN CENTRE

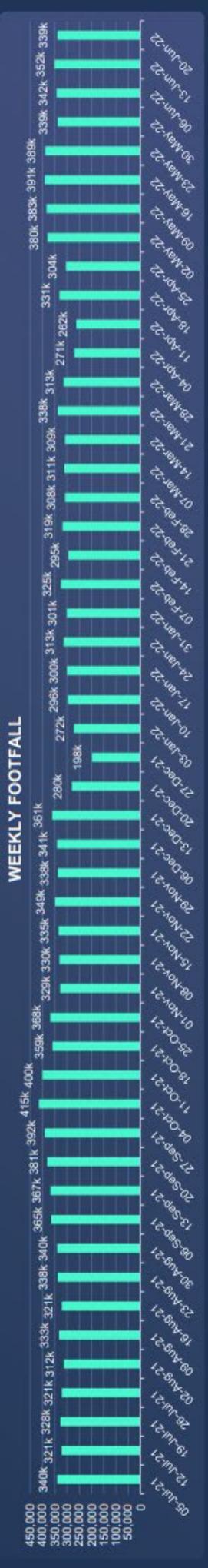
- 19%** YOY CHANGE
*Average national benchmark: +19%
- 23%** MIO/M CHANGE
MAY 22 JUN 22

AVERAGE DWELL TIME

152 MINS

AVERAGE TIME SPENT IN THE TOWN CENTRE

- 4%** YOY CHANGE
JUN 21 JUN 22
- 18%** YOY/SY CHANGE
JUN 19 JUN 22





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

TOTAL VISITS



1,421,964

VISITS TO THE TOWN CENTRE

-2%
YOY CHANGE
Average national benchmark: +23%

-3%
MO/M CHANGE
JUL 21 JUL 22

-2%
YOY3Y CHANGE
JUL 19 JUL 22

AVERAGE DWELL TIME



140 MINS

AVERAGE TIME SPENT IN THE TOWN CENTRE

-9%
YOY CHANGE
JUL 21 JUL 22

-19%
YOY3Y CHANGE
JUL 19 JUL 22

DAILY VISITS JULY 2022 VS 2019

2022 2019



TOTAL VISITS BY MONTH



AVERAGE DAILY VISITOR LEVELS JULY 2022 VS 2019

2022 2019



WEEKLY FOOTFALL

