

Report Statement

Report Purpose:

9.1 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	Barnaby	August Treacle	Do Something Summer - Street Photography	Do Something Summer – Chalk Art	Do Something Summer – Kite Making
Footfall Week before event	9613	3574	7151	7884	7136
Event figures	11839	13,894	7884	7136	8070
Week after event	N/A	4439	7136	8070	7460
Previous year	9867	15945	8759	7225	7701

Event	Do Something Summer – Comic Art	Do Something Summer – Treasure Trail	Do Something Summer – Circus Skills	Heritage Open Day	Spooky Saturday
Footfall Week before event	8070	7460	7531	8949	8,615
Event figures	7460	7531	8153	9830	11,639
Week after event	7531	8153	7400	Data not available	8,019
Previous year	7594	8039	8632	9970	10,641

Treacle continues to be a big draw for the town, with approx. 10k more counts than a normal Sunday .

The Do Something Summer programme does show increase in footfall, as Street Photography, Kite Making and Circus Skills. Activities such as Chalk Art were on very rainy days which affected footfall.

Heritage Open Day saw an increase of nearly 10% more counts than a normal Saturday, and Spooky Saturday saw an increase of 35% on a normal Saturday.

Monthly report for October 2023

Key Points are:

- The total number of visitors for the year to date is 12,159,210 which is a little down (4.3%) on the previous year but is inline with other similar towns.
- The total number of visitors to Macclesfield in October was 200,141.
- The busiest day was Sunday 29th October (Treacle Market) with 16,427 visitors.