

## Report Purpose:

### 9.1 Footfall Data

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	Spooky Saturday	Step Into Christmas	Twilight Market	Lantern Parade	Lunar New Year
Footfall Week before event	8,615	9,161	9,502	8,461	8,483
Event figures	<b>11,639</b>	<b>19,476</b>	<b>10,341</b>	<b>7,854</b>	<b>10,726</b>
Week after event	8,019	9,559	10,649	8,557	Not available at time of writing
Previous year	10,641	18,044	9,136	9,935	8,855

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

Spooky Saturday, Step Into Christmas, Twilight Market, Lunar New Year all showed an increase from the previous week and the previous year. Lantern Parade is the only event that didn't show an increase, but the weather was a large factor and it was a later evening event.

### Monthly report for January 2024

Key Points are:

- The total number of visitors for the year to date is 178,021 which is down -7.4% on the previous year but is in line with other similar towns. The overall decrease across the UK is year to date is -2.4%
- The total number of visitors to Macclesfield in January was 178,021
- The busiest day was Sunday 28<sup>th</sup> January (Treacle Market) with 13,821 visitors.