

## 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	<b>11839</b>	<b>13,894</b>	<b>7884</b>	<b>7136</b>	<b>8070</b>
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
Footfall Week before event	8070	7460	7531	8949
Event figures	<b>7460</b>	<b>7531</b>	<b>8153</b>	<b>9830</b>
Week after event	7531	8153	7400	Data not available
Previous year	7594	8039	8632	9970

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 and as such as would not expect to see that much of an increase.

Heritage Open Day saw an increase of nearly 10% more counts than a normal Saturday.

**Monthly report for August 2023 (not yet received September 2023 figures at time of writing 13/9/23)**

Key Points are:

- The total number of visitors for the year to date is 1,718,470 which is 3.5% down on the previous year.
- The total number of visitors to Macclesfield in August was 204,275.
- The busiest day was Sunday 27 August (Treacle Market) with 13,894 visitors.