

## Report Purpose:

Community Transport Report

## Author:

Town Clerk and Comms Officer

## Update

Macclesfield Town Council organised and held 14 family friendly events in 2023, alongside supporting another 5 through grants, road closures etc

As a forward thinking council it strives to use environmentally friendly products, suppliers and modes of transport where possible.

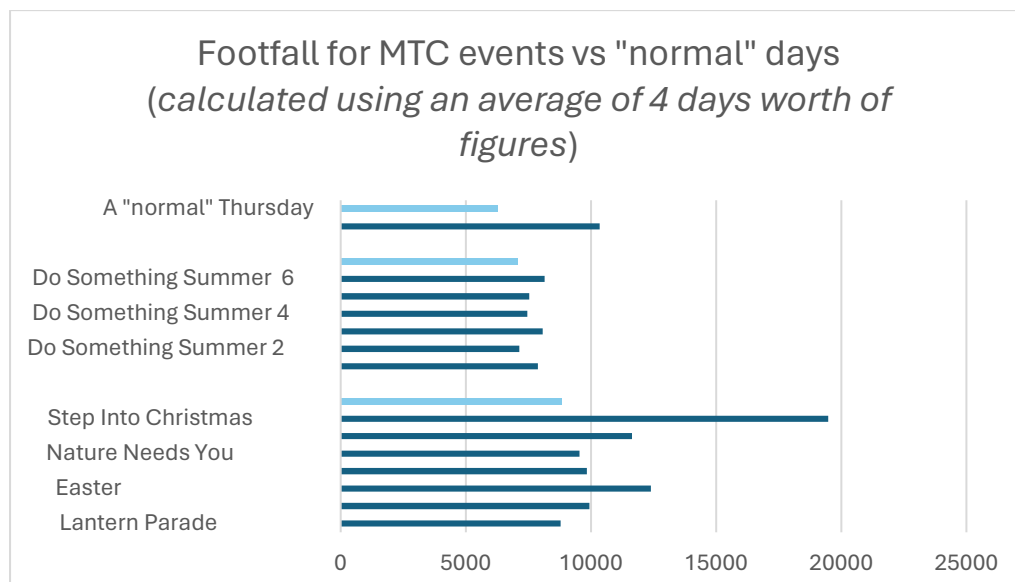
One of the aims of the Community Transport working Group is to ensure Macclesfield has a sustainable, accessible and inclusive community transport system. In 2023 the Committee agreed to partner with local bus operators to deliver two free bus days in the run up to Christmas - connecting the communities of Macclesfield during the festive season.

Both days were extremely successful in terms of the number of users with D&G reporting that "both Saturdays carried a little over 1000 customers on the routes included in the promotion, which was in excess of 40% higher than that a typical Saturday."

For Lunar New Year, free buses were arranged and anecdotal feedback was there was standing room only on some buses to town in the morning.

The Community Transport Working Group therefore propose that putting on more free bus days would be beneficial for the community and wish to tie that in particularly to the Do Something Summer events which are designed to provide a fun activity during the summer holidays for those who cannot afford to go away.

The below table shows the footfall in Macclesfield Town centre for each of the Town Council organised events vs a "normal" day.



The graph clearly demonstrates the affect MTC events have on footfall in the town, with the Step Into Christmas event showing a 120% increase over a “normal” Saturday.

Event	Footfall	% increase from "normal"
Lantern Parade	8784	7%
Lunar New Year	9935	21%
Easter	12395	51%
Heritage Open Day	9830	20%
Nature Needs You	9546	16%
Spooky Saturday	11639	42%
Step Into Christmas	19475	137%
<b>A "normal" Saturday</b>	<b>8218</b>	

Do Something Summer 1	7884	10%
Do Something Summer 2	7136	1%
Do Something Summer 3	8070	12%
Do Something Summer 4	7460	5%
Do Something Summer 5	7531	6%
Do Something Summer 6	8153	13%
<b>A "normal" Wednesday</b>	<b>7075</b>	

Twilight Market	10342	39%
<b>A "normal" Thursday</b>	<b>6275</b>	

The Town Council’s programme of events continues to grow and already in the diary for 2024 are the below events. This list does not include Remembrance/Armistice or those events supported but not organised by the Town Council

30 <sup>th</sup> March	- Easter
29 <sup>th</sup> June	- Summer Parade event
24 <sup>th</sup> July	- Do Something Summer
31 <sup>st</sup> July	- Do Something Summer
7 <sup>th</sup> August	- Do Something Summer
14 <sup>th</sup> August	- Do Something Summer
21 <sup>st</sup> August	- Do Something Summer
29 <sup>th</sup> August	- Do Something Summer
TBC but likely beginning of September	- Heritage Open Day
5 <sup>th</sup> October	- Nature Needs You
30 <sup>th</sup> November	- Step Into Christmas
12 <sup>th</sup> December	- Twilight Market

**Proposal:**

The proposal is to provide free buses every time there is a Macclesfield Town Council event at a cost of approx. £16000 for the year. We are awaiting an exact figure from D and G Buses but expect it to be in line of under this approx. cost. This will be paid from the Community Transport reserves where there is approx. £97000.