



The Town Council's Step into Christmas event will be back on the 25th November!

We've got lots of festive treats for you in town this season - from music and magic to carols and Christmas trees, there's loads to get you in the Christmas spirit this year.

Join us in the Market Place for a day of fun, music and festivities.

Start the day around the Christmas tree, enjoying a seasonal selection from Macclesfield Youth Brass Band from 11am before a Christmas welcome from the Mayor on the Silk FM stage. We've got stilt-walkers, jugglers, face-painting, crafting, live music from Party in the Pews and more, all under the beautiful Macclesfield Christmas lights.

The last few years have seen us do things a little differently, with no specific switch on time for the lights and no countdown, and the same thing will happen this year.

We understand that some people really looked forward to that element, so we want to help you understand why we decided to make a change.

Firstly is the fact that the Market Place became overly crowded at 5pm. There was always a bit of a crush of people around the tree and it is really difficult for people using wheelchairs or pushing prams to navigate. It often took over 10 minutes to leave the Market Place with bottlenecks at each entrance. We want to allow people to view the tree and lights, and enjoy the whole event in a less packed atmosphere with your family and friends.

Before the Covid 19 pandemic, footfall figures for the Town Council's 2019 Christmas event reached circa 15k, which was up 4k from the week before, an increase of 26%. The figures show a slow increase throughout the day and then a very sharp drop at 5pm which ties in with people just coming for the switch on.

The Step into Christmas event in 2022, saw footfall of circa 18k, against the previous week of 11k, which is a 39% increase. In addition to this figures show that numbers started to increase from 9:30am, and sustained a high level throughout the event. While having everyone in town at 5pm may have looked busier, the reality is the all day events attract a higher number of visitors.

The Town Council are very vocal about our commitment to the town centre and it's businesses, and the new style event has proven that it brings in more people, over a longer period of time and that they are spending more in the town centre with some traders reporting their best day of the year.

Town Council Officers and Councillors work hard to put on a fun event that will appeal to everyone, and that will herald the start of the Christmas season – we hope to see you all there!