

Report Purpose:

Events/Bus Report

Author

Comms Officer and Town Clerk

Background and Statistics

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

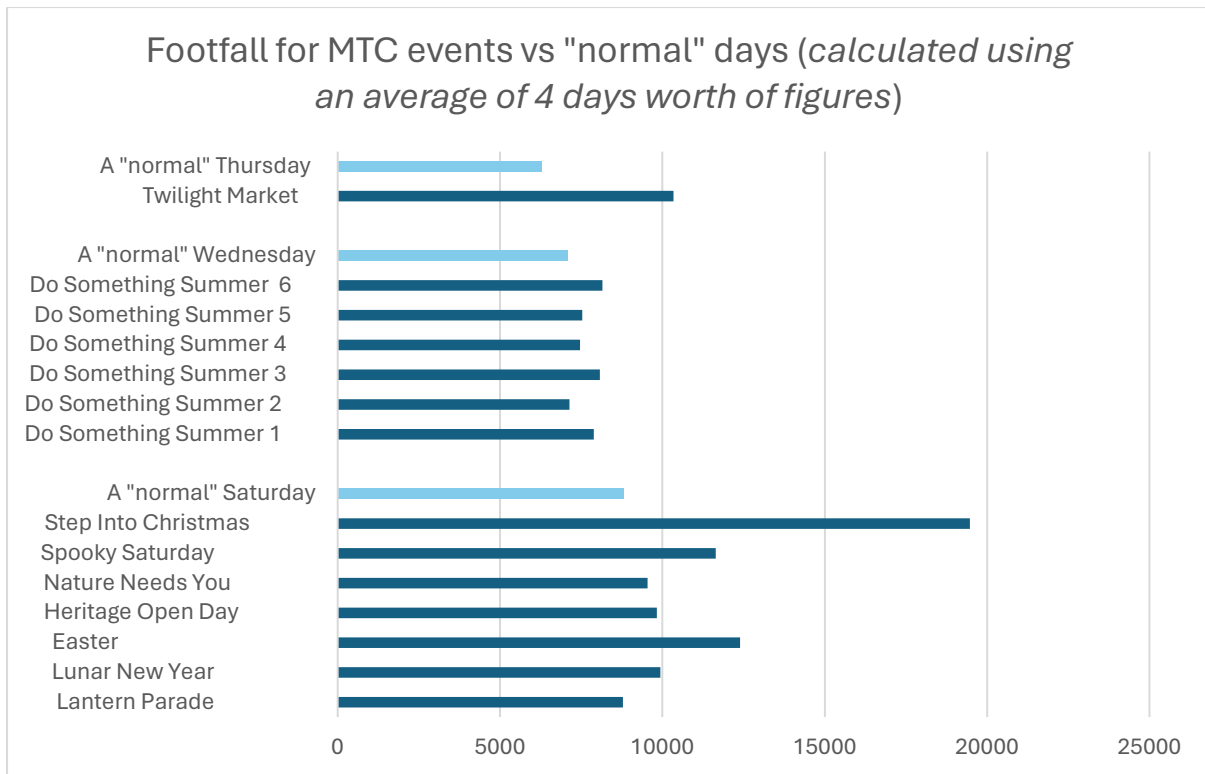
As a forward thinking Council it strives to use environmentally friendly products, suppliers and modes of transport where possible.

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.”

The Community Transport Sub 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%
A "normal" Saturday	8218	

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%
A "normal" Wednesday	7075	

Twilight Market	10342	39%
A "normal" Thursday	6275	

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

February 10 th	- Lunar New Year	
30 th March	- Easter	
29 th June	- Summer Parade event	
24 th July	- Do Something Summer	
31 st July	- Do Something Summer	
7 th August	- Do Something Summer	
14 th August	- Do Something Summer	
21 st August	- Do Something Summer	
29 th August	- Do Something Summer	
TBC but likely beginning of September	- Heritage Open Day	-
5 th October	- Nature Needs You	
30 th November	- Step Into Christmas	
12 th December	- Twilight Market	

Proposal:

The proposal is to provide free buses every time there is a Macclesfield Town Council event at a cost of £1058.40 per event.

The Services Committee approved this at the meeting on 11th March 2024, and at that point we had an approx. price of £16,0000. We now have the price, it will be a total of £13,759.20 for the events in 2024.