

Report Purpose:

WiFi Figures

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Despite softer visitor volumes compared to 2024, the WiFi network continues to demonstrate consistent engagement, stable usage levels, and strong retention of active users throughout 2025 and into January 2026.

While 2024 benefited from several unusually high-volume months, 2025 figures show a more stable and sustainable pattern of usage.

Connections are visitors that have connected to the wifi.

February 2025 14,197 vs 16,510 in February 2024

March 2025 16,880 vs 18,131 in March 2024

April 2025 16,096 vs 17,421 in April 2024

May 2025 14,396 vs 18,839 in May 2024

June 2025 12,957 vs 24,633 in June 2024

July 2025 11,839 vs 18,855 in July 2024

August 2025 12,189 vs 18,030 in August 2024

September 2025 10,832 vs 16369 in September 2024

October 2025 10,705 vs 17,345 in October 2024

November 2025 10,220 vs 17511 in November 2024

December 2025 12,161 vs 16,640 in December 2024

January 2026 10,945 vs 14,350 in January 2025

Users are visitors that have authorised (*ie browsed the internet*) **ANY TIME** in the past.

February 2025 3,311 vs 4,728 in February 2024

March 2025 4,226 vs 5,171 in March 2024

April 2025 4,171 vs 4,850 in April 2024

May 2025 3,898 vs 5,437 in May 2024

June 2025 3,392 vs 7,377 in June 2024

July 2025 3,290 vs 5,347 in July 2024

August 2025 3,255 vs 4919 in August 2024

September 2025 2,883 vs 4,997 in September 2024

October 2025 2,777 vs 4,637 in October 2024

November 2025 – 2,632 vs 4768 in November 24

December 2025 - 3168 vs 4077 in December 2024

January 2026 - 2865 vs 3461 in January 2025

The most popular time of day remains across the lunchtime period from 12-2pm.

The Town Council Comms Officer is still promoting the free wifi, with social media posts, and posters in high traffic area. As requested at the last Services Committee it has been shared with CAB, DIB, Job Centre, and Macclesfield Library.