

PMRS



HITCHIN

September 2018

PEDESTRIAN FOOTFALL STANDARD REPORT

Survey Date: 14th & 15th September 2018

Weather

Friday: Overcast morning, bright warm afternoon

Saturday: Sunny and warm

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HITCHIN - SEPTEMBER 2018

NO	OCCUPIER	ADDRESS	NOTE	FRIDAY		SATURDAY		WEEK	
				COUNT	INDEX	COUNT	INDEX	COUNT	INDEX
1	HITCHIN DRY CLEANERS	90 Bancroft		1.56	49	1.98	45	8.33	47
2	DUCHY POT RESTAURANT	107a-107b Bancroft		3.69	116	4.44	100	19.13	107
3	NU-CROSS CHEMIST	8-9 Hermitage Road		2.82	89	3.69	83	15.32	86
4	MEN AT WORK HAIRDRESSING	26-27 Hermitage Road		2.28	72	2.49	56	11.22	63
5	PANIC INK TATTOOS	75 Hermitage Road		2.01	63	2.49	56	10.59	59
6	CHARITY SHOP	93 Hermitage Road		2.52	79	2.73	62	12.35	69
7	JOULES L&MWR	115 Bancroft		5.25	166	8.22	186	31.69	177
8	NEXT L&M/WR	123 Bancroft		8.55	270	12.42	281	49.34	276
9	THE CAKE HOLE BAKER & CONF	24 Church Yard	T	2.37	75	2.94	66	12.49	70
10	H R H HOLMES M/WR	12-13 Church Yard	T	4.08	129	6.45	146	24.78	139
11	MILL FABRICS HABERDASHERY	40 Church Yard Walk	T	2.64	83	3.81	86	15.18	85
12	CHARITY SHOP	8 Market Place	T	4.02	127	6.69	151	25.20	141
13	COLANDERS H/HLD GDS	4-6 Churchgate	T	4.23	133	7.17	162	26.82	150
14	TONI & GUY HAIR	2-2a Market Place	T	4.71	149	6.57	149	26.54	149
15	GILROY INTERIORS SOFT FURNISHINGS	17-18 Market Place	T	3.84	121	4.80	109	20.33	114
16	VACANT	6 Sun Street		1.65	52	1.68	38	7.84	44
17	PLANET FURNITURE FURN	8-9 Bridge Street		0.84	26	1.08	24	4.52	25
18	SUN STREET BARBERS	27 Sun Street		1.59	50	2.19	50	8.89	50
19	KODAK EXPRESS FILM DEV	24-25 Market Place	T	2.31	73	3.36	76	13.34	75
20	UNICORN FANCY GOODS	10-11 Bucklersbury		0.93	29	1.41	32	5.51	31
21	HARVEST MOON GIFTS	36 Bucklersbury		1.59	50	2.25	51	9.04	51
22	WATERSTONES BKS	32 Market Place		4.95	156	7.77	176	29.93	168
23	VACANT	1 Arcade	T	3.39	107	4.44	100	18.42	103
24	VISION EXPRESS OPTICIANS	23 High Street		4.23	133	5.85	132	23.72	133
25	POUNDLAND H/HLD GDS	9 High Street		5.76	182	8.73	197	34.09	191
26	NORGANS EST AGENT	8 Brand Street		1.53	48	1.62	37	7.41	41
27	GRANELLO LOUNGE	21 Brand Street		3.33	105	3.84	87	16.87	94
28	SUPERDRUG	9 Bancroft		4.53	143	6.63	150	26.26	147
29	LA MAISON BLANC FURN	21a Bancroft		2.46	78	3.09	70	13.06	73
30	ESSENTIAL DENTAL	35 Bancroft		1.47	46	1.83	41	7.76	43
AVERAGE				3.17	100	4.42	100	17.87	100

Note T - total street/mall width counted

Note A - enumerated on adjacent street

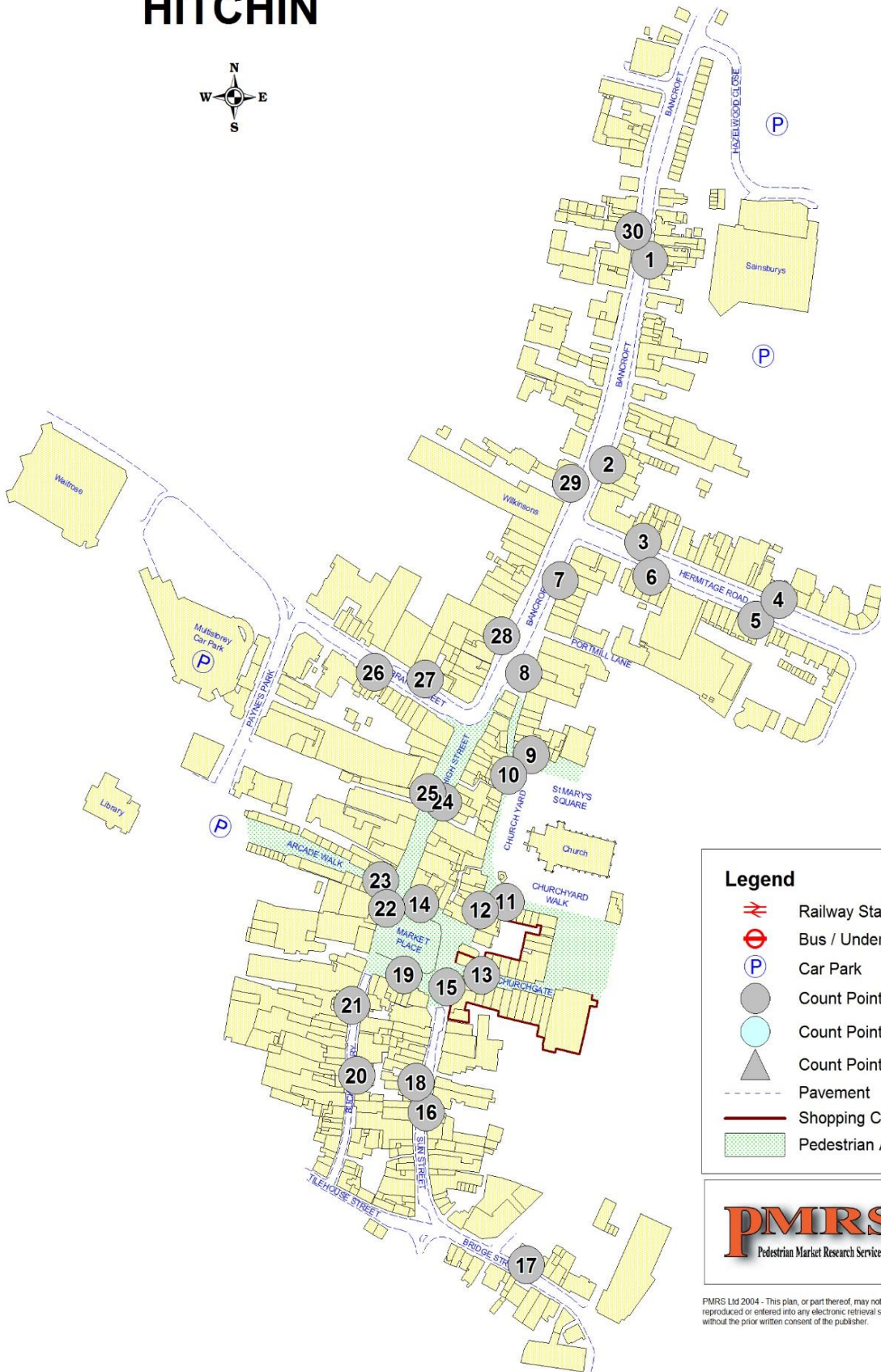
Note C - count affected by construction work

RED - busiest recorded footfall

COUNT - results shown in thousands

INDEX - percentage of average flow (benchmarked at 100)

HITCHIN



Legend

- Railway Station
- Bus / Underground Station
- Car Park
- Count Point
- Count Point not at ground level
- Count Point precedes date of plan
- Pavement
- Shopping Centre
- Pedestrian Area

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Pedestrian Market Research Services Ltd

Mapping sourced from Ordnance Survey

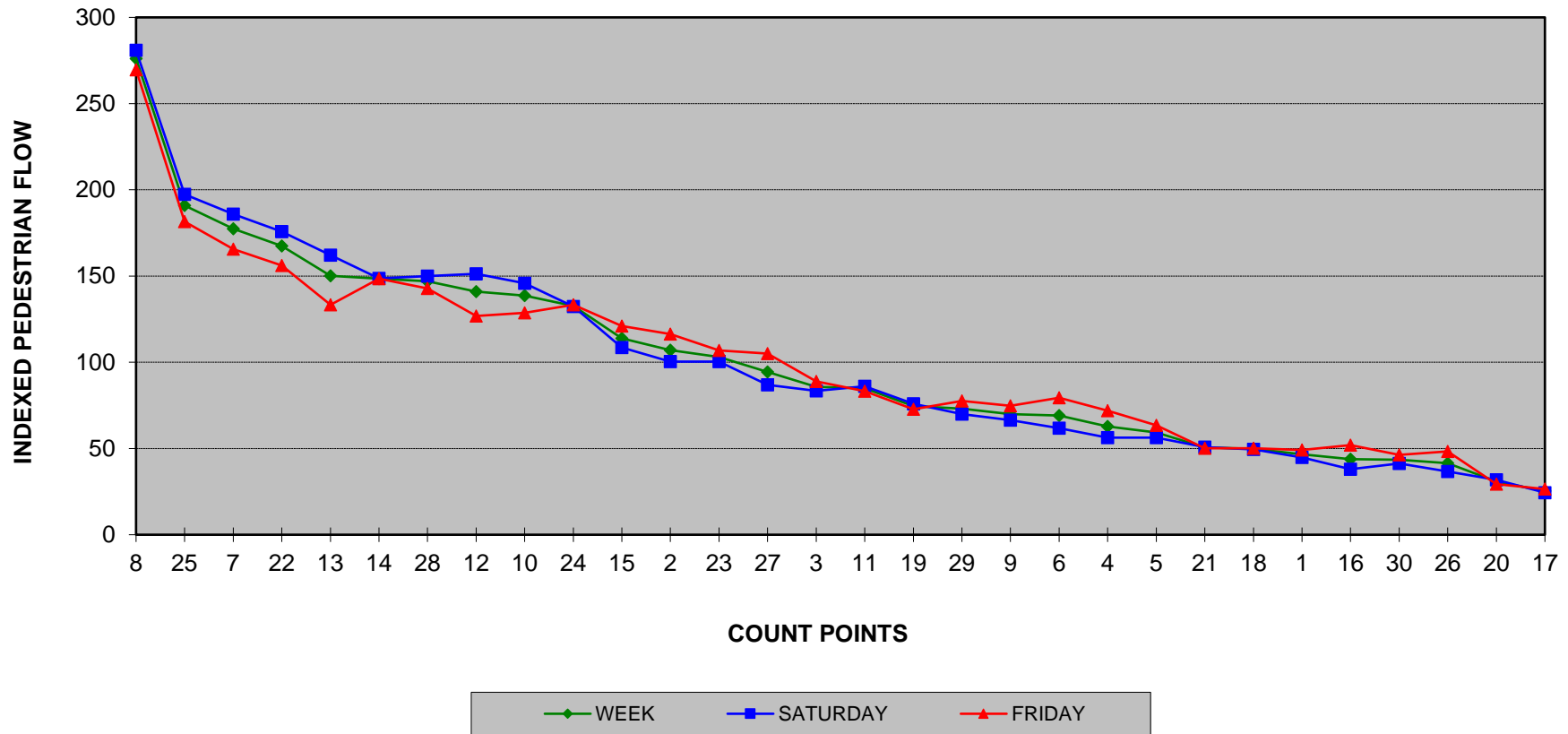
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0 50 100
metres

Survey Date: September 2018

HITCHIN SEPTEMBER 2018 - RANKED COUNT POINTS based on the indexed flow for the week



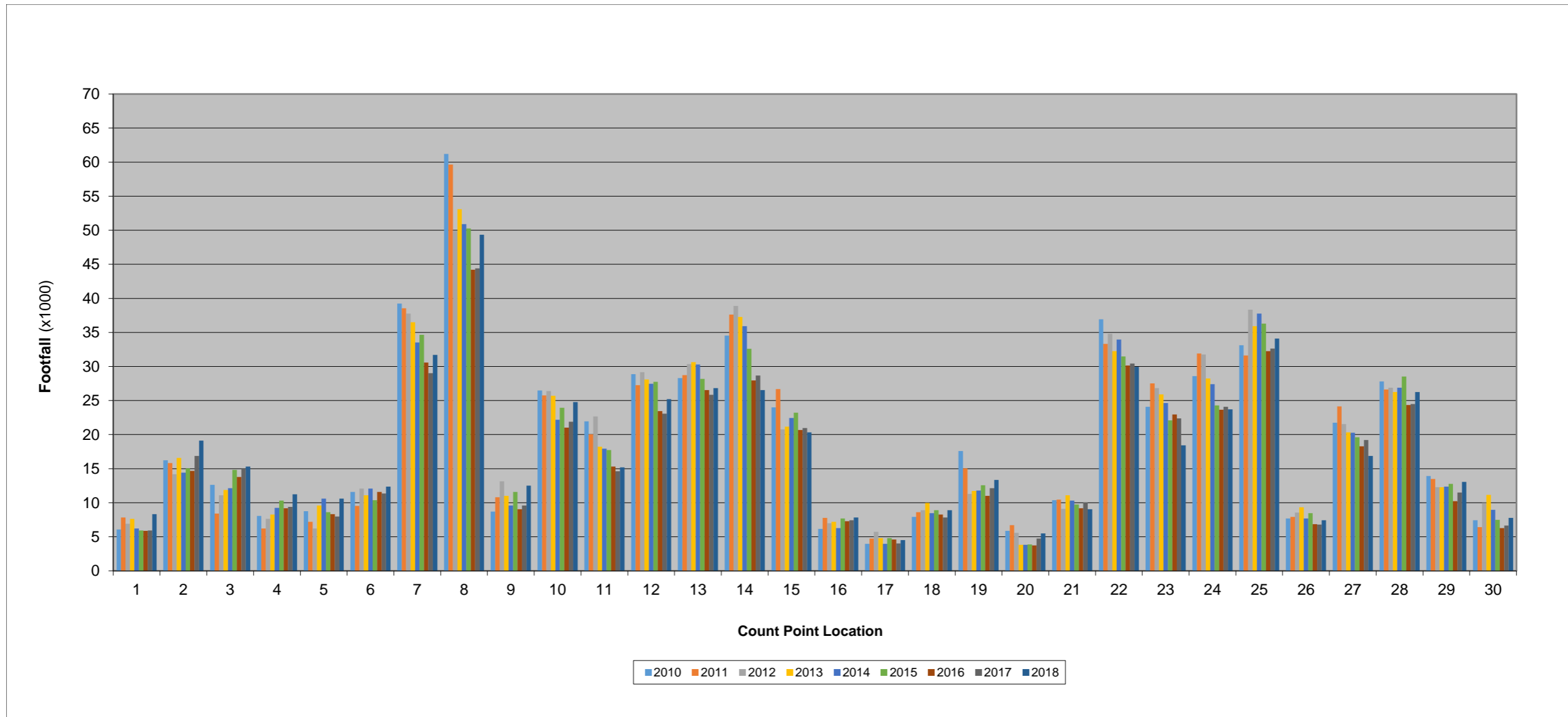
The 100 index is the benchmark, and refers to the average flow for the centre.
Count points with indices greater than 100 have pedestrian flow above the centre's average.

CENTRE - HITCHIN SEPTEMBER 2018			
NO	OCCUPIER	ADDRESS	PRECISE COUNT POINT LOCATION
1	HITCHIN DRY CLEANERS	90 Bancroft	Pavement width counted on Bancroft
2	DUCHY POT RESTAURANT	107a-107b Bancroft	Pavement width counted on Bancroft
3	NU-CROSS CHEMIST	8-9 Hermitage Road	Pavement width counted on Hermitage Road
4	MEN AT WORK HAIRDRESSING	26-27 Hermitage Road	Pavement width counted on Hermitage Road
5	PANIC INK TATTOOS	75 Hermitage Road	Pavement width counted on Hermitage Road
6	CHARITY SHOP	93 Hermitage Road	Pavement width counted on Hermitage Road
7	JOULES L&MWR	115 Bancroft	Pavement width counted on Bancroft
8	NEXT L&M/WR	123 Bancroft	Pavement width counted on Bancroft
9	THE CAKE HOLE BAKER & CONF	24 Church Yard	Full width of pedestrian walkway counted on Church Yard
10	H R H HOLMES M/WR	12-13 Church Yard	Full width of pedestrian walkway counted on Church Yard
11	MILL FABRICS HABERDASHERY	40 Church Yard Walk	Full width of pedestrian walkway counted on Church Yard Walk
12	CHARITY SHOP	8 Market Place	Full width of pedestrian walkway counted on Market Place
13	COLANDERS H/HLD GDS	4-6 Churchgate	Full width of pedestrian walkway counted on Churchgate
14	TONI & GUY HAIR	2-2a Market Place	Full width of road counted to central car park barrier on Market Place
15	GILROY INTERIORS SOFT FURNISHINGS	17-18 Market Place	Full width of road counted to central car park barrier on Market Place
16	VACANT	6 Sun Street	Pavement width counted on Sun Street
17	PLANET FURNITURE FURN	8-9 Bridge Street	Pavement width counted on Bridge Street
18	SUN STREET BARBERS	27 Sun Street	Pavement width counted on Sun Street
19	KODAK EXPRESS FILM DEV	24-25 Market Place	Full width of road counted to central car park barrier on Market Place
20	UNICORN FANCY GOODS	10-11 Bucklersbury	Pavement width counted on Bucklersbury
21	HARVEST MOON GIFTS	36 Bucklersbury	Pavement width counted on Bucklersbury
22	WATERSTONES BKS	32 Market Place	A distance of 30ft (10m) counted on to Market Place
23	VACANT	1 Arcade	Full width of pedestrian walkway counted in Arcade
24	VISION EXPRESS OPTICIANS	23 High Street	Half width of pedestrian walkway counted on High Street
25	POUNDLAND H/HLD GDS	9 High Street	Half width of pedestrian walkway counted on High Street
26	NORGANS EST AGENT	8 Brand Street	Pavement width counted Brand Street
27	GRANELLO LOUNGE	21 Brand Street	Pavement width counted Brand Street
28	SUPERDRUG	9 Bancroft	Pavement width counted Bancroft
29	LA MAISON BLANC FURN	21a Bancroft	Pavement width counted Bancroft
30	ESSENTIAL DENTAL	35 Bancroft	Pavement width counted Bancroft

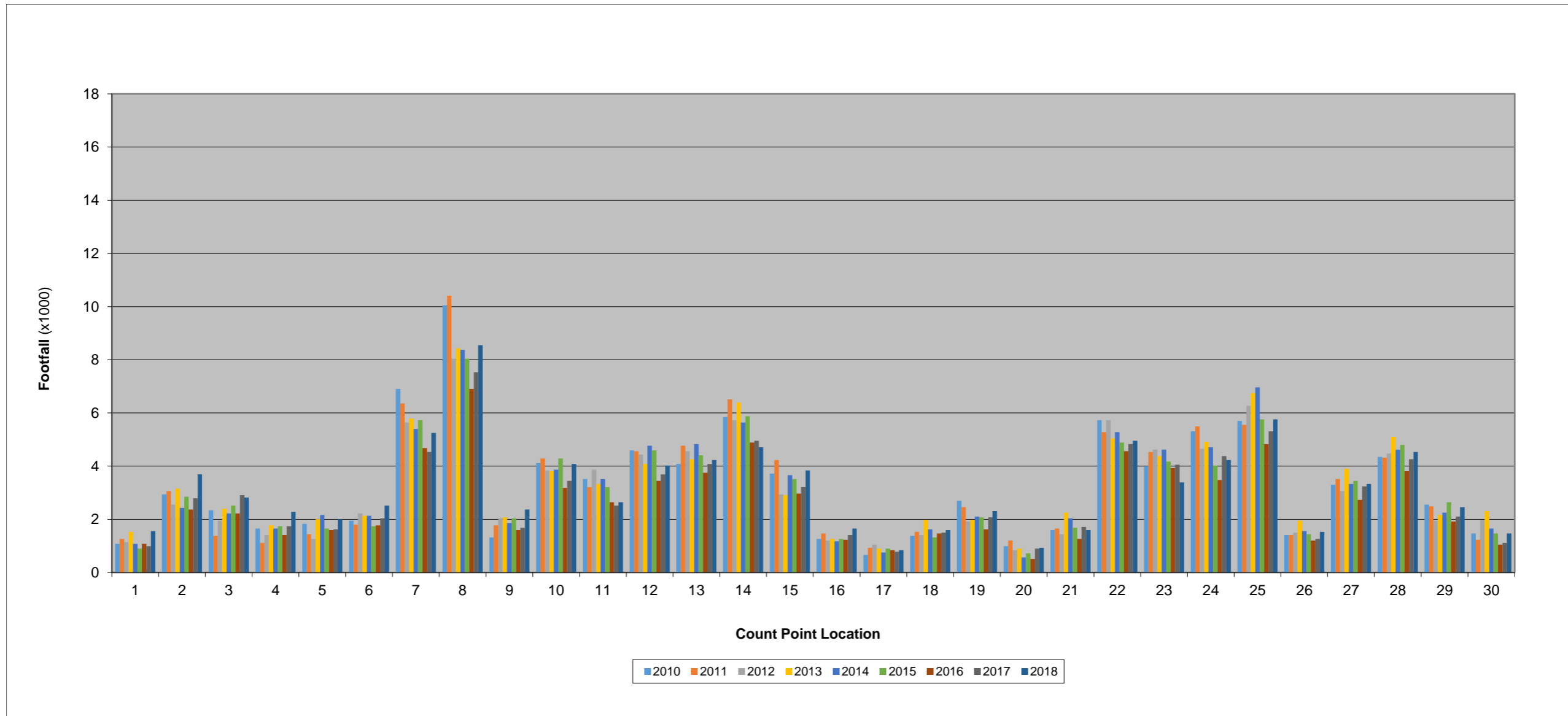
EXPLANATORY NOTES

- 1 The 30 count points are selected from the Ordnance Survey plan and cover the contiguous retail area. The sites at which the enumeration was undertaken are identified by the fascia and address of the occupier with the exact enumeration point noted in each case. The names of occupiers and their trades are given for identification purposes only: the names cited are not necessarily their full trading names, nor do the trades cited necessarily represent the full extent of their business. Similarly, the streets and street numbers are given solely for the purpose of identifying the sites at which the enumeration was undertaken and they do not necessarily represent the postal addresses of the occupiers.
- 2 The numbers given represent estimates of the total number of pedestrians passing each site over a six hour period between the hours of 10.00am - 5.00pm on Friday and Saturday, and during the whole week (Monday-Saturday). The totals given for Friday and Saturday represent samples which are grossed up by a factor of 30, the reciprocal of the sampling fraction, to allow for the fact that on either day pedestrian movements were counted for a total of 12 minutes out of a possible 6 hours.
- 3 The numbers given for the whole week are the sums of those given for Friday and Saturday grossed up by a second factor of 2.353 to allow for the days Monday through Thursday which were not enumerated. This latter factor is an average based upon a series of previous counts conducted throughout the week (Monday -Saturday).
- 4 Unless otherwise indicated, the enumerators are instructed to count pedestrians passing the count point in both directions, with the exception of children under the age of eight, vagrants, post-people, traffic wardens, police officers, and delivery staff. On vehicular streets, the full pavement width outside the unit indicated is enumerated, and in the case of pedestrianised streets and shopping malls, half or full width is enumerated.
- 5 The indices given in the table for Friday, Saturday, and the whole week are percentages based upon the average recorded flow of all 30 count points, which is benchmarked at 100 percent. The chart shows the indexed count points relative to the average pedestrian flow, and indicates the locational hierarchy throughout the centre.

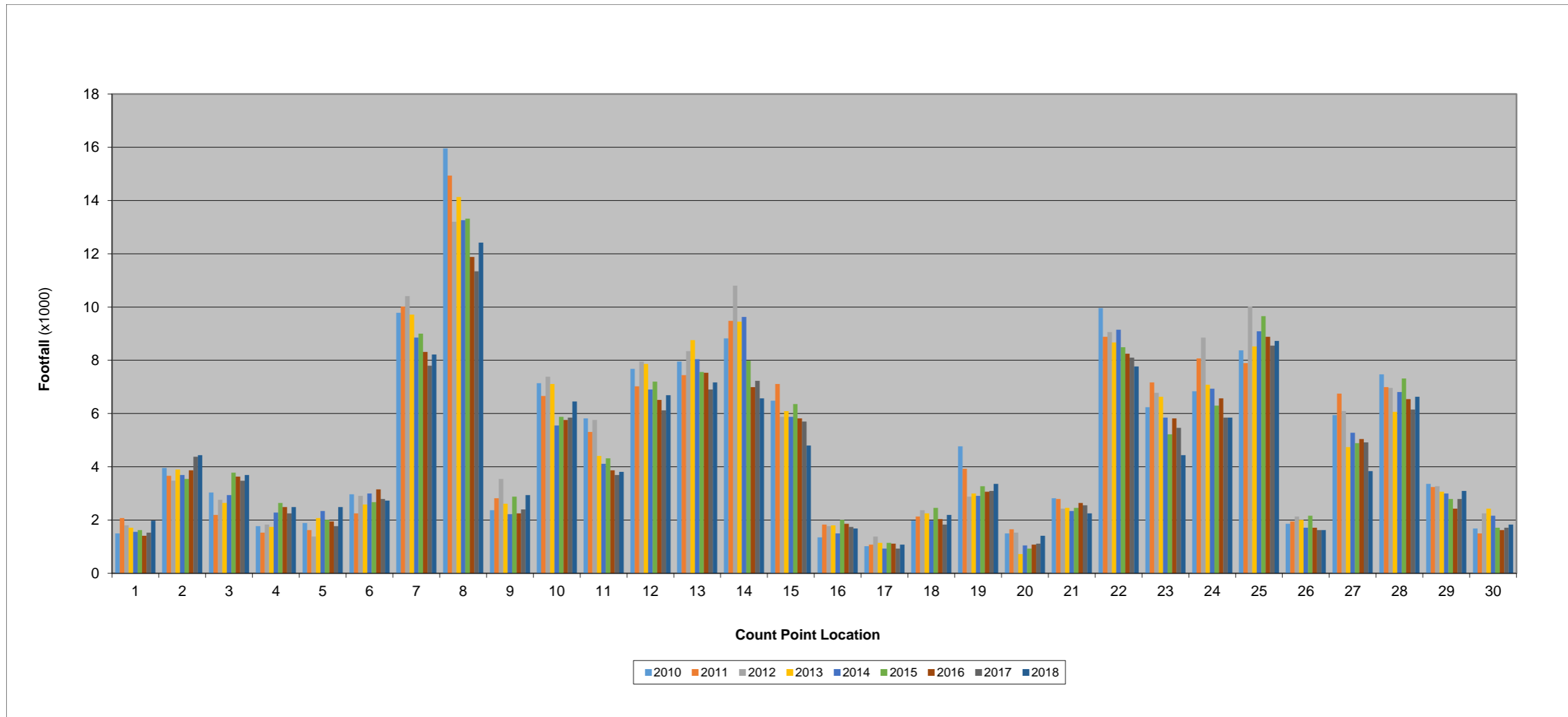
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Estimated Weekly Comparative Footfall Totals (Mon - Sat)
September 2010 to September 2018



HITCHIN
Friday Comparative Footfall Totals
September 2010 to September 2018



HITCHIN
Saturday Comparative Footfall Totals
September 2010 to September 2018



HITCHIN

Percentage Change - Sept 2017 / Sept 2018

Count Point	OCCUPIER	ADDRESS	Note	FRIDAY			SATURDAY			WEEK (Mon - Sat)		
				Sept 2017	Sept 2018	% Diff	Sept 2017	Sept 2018	% Diff	Sept 2017	Sept 2018	% Diff
1	HITCHIN DRY CLEANERS	90 Bancroft		0.99	1.56	57.6%	1.53	1.98	29.4%	5.93	8.33	40.5%
2	DUCHY POT RESTAURANT	107a-107b Bancroft		2.79	3.69	32.3%	4.38	4.44	1.4%	16.87	19.13	13.4%
3	NU-CROSS CHEMIST	8-9 Hermitage Road		2.91	2.82	-3.1%	3.48	3.69	6.0%	15.04	15.32	1.9%
4	MEN AT WORK HAIRDRESSING	26-27 Hermitage Road		1.74	2.28	31.0%	2.25	2.49	10.7%	9.39	11.22	19.5%
5	PANIC INK TATTOOS	75 Hermitage Road		1.62	2.01	24.1%	1.77	2.49	40.7%	7.98	10.59	32.7%
6	CHARITY SHOP	93 Hermitage Road		2.04	2.52	23.5%	2.79	2.73	-2.2%	11.36	12.35	8.7%
7	JOULES L&MWR	115 Bancroft		4.53	5.25	15.9%	7.8	8.22	5.4%	29.01	31.69	9.2%
8	NEXT L&M/WR	123 Bancroft		7.53	8.55	13.5%	11.34	12.42	9.5%	44.40	49.34	11.1%
9	THE CAKE HOLE BAKER & CONF	24 Church Yard	T	1.68	2.37	41.1%	2.4	2.94	22.5%	9.60	12.49	30.1%
10	H R H HOLMES M/WR	12-13 Church Yard	T	3.45	4.08	18.3%	5.85	6.45	10.3%	21.88	24.78	13.2%
11	MILL FABRICS HABERDASHERY	40 Church Yard Walk	T	2.52	2.64	4.8%	3.69	3.81	3.3%	14.61	15.18	3.9%
12	CHARITY SHOP	8 Market Place	T	3.69	4.02	8.9%	6.12	6.69	9.3%	23.08	25.20	9.2%
13	COLANDERS H/HLD GDS	4-6 Churchgate	T	4.08	4.23	3.7%	6.9	7.17	3.9%	25.84	26.82	3.8%
14	TONI & GUY HAIR	2-2a Market Place	T	4.95	4.71	-4.8%	7.23	6.57	-9.1%	28.66	26.54	-7.4%
15	GILROY INTERIORS SOFT FURNISHINGS	17-18 Market Place	T	3.21	3.84	19.6%	5.7	4.80	-15.8%	20.97	20.33	-3.0%
16	VACANT	6 Sun Street		1.41	1.65	17.0%	1.74	1.68	-3.4%	7.41	7.84	5.7%
17	PLANET FURNITURE FURN	8-9 Bridge Street		0.78	0.84	7.7%	0.93	1.08	16.1%	4.02	4.52	12.3%
18	SUN STREET BARBERS	27 Sun Street		1.50	1.59	6.0%	1.83	2.19	19.7%	7.84	8.89	13.5%
19	KODAK EXPRESS FILM DEV	24-25 Market Place	T	2.07	2.31	11.6%	3.09	3.36	8.7%	12.14	13.34	9.9%
20	UNICORN FANCY GOODS	10-11 Bucklersbury		0.90	0.93	3.3%	1.11	1.41	27.0%	4.73	5.51	16.4%
21	HARVEST MOON GIFTS	36 Bucklersbury		1.71	1.59	-7.0%	2.55	2.25	-11.8%	10.02	9.04	-9.9%
22	WATERSTONES BKS	32 Market Place		4.83	4.95	2.5%	8.1	7.77	-4.1%	30.42	29.93	-1.6%
23	VACANT	1 Arcade	T	4.05	3.39	-16.3%	5.46	4.44	-18.7%	22.38	18.42	-17.7%
24	VISION EXPRESS OPTICIANS	23 High Street		4.38	4.23	-3.4%	5.85	5.85		24.07	23.72	-1.5%
25	POUNDLAND H/HLD GDS	9 High Street		5.31	5.76	8.5%	8.55	8.73	2.1%	32.61	34.09	4.5%
26	NORGANS EST AGENT	8 Brand Street		1.26	1.53	21.4%	1.62	1.62		6.78	7.41	9.4%
27	GRANELLO LOUNGE	21 Brand Street		3.24	3.33	2.8%	4.92	3.84	-22.0%	19.20	16.87	-12.1%
28	SUPERDRUG	9 Bancroft		4.26	4.53	6.3%	6.15	6.63	7.8%	24.49	26.26	7.2%
29	LA MAISON BLANC FURN	21a Bancroft		2.10	2.46	17.1%	2.79	3.09	10.8%	11.51	13.06	13.5%
30	ESSENTIAL DENTAL	35 Bancroft		1.11	1.47	32.4%	1.71	1.83	7.0%	6.64	7.76	17.0%
AVERAGE				2.89	3.17	9.7%	4.32	4.42	2.4%	16.96	17.87	5.3%

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Percentage Change By Week

Sept 2017 / Sept 2018

