

PMRS



LETCHWORTH

October 2018

PEDESTRIAN FOOTFALL STANDARD REPORT

Survey Date

12th & 13th October 2018

Weather

Friday: Blustery wind and mild

Saturday: Bright and warm

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LETCWORTH - OCTOBER 2018

NO	OCCUPIER	ADDRESS	NOTE	FRIDAY		SATURDAY		WEEK	
				COUNT	INDEX	COUNT	INDEX	COUNT	INDEX
1	ICAS VILAS FINE ART MAT	8-10 Leys Avenue		1.50	70	1.35	49	6.71	58
2	BURRS SHOES	5-9 Leys Avenue		2.55	119	3.48	125	14.19	122
3	HALIFAX BANK	1 Garden Square Shopping Centre	T	3.81	177	4.98	179	20.68	178
4	NATIONWIDE B/S	The Arcade	T	1.47	68	2.16	78	8.54	74
5	CHARITY SHOP	28 Leys Avenue		1.32	61	1.41	51	6.42	55
6	ESQUIRES CAFE	27 Leys Avenue		2.46	114	4.05	146	15.32	132
7	THE GROOM ROOM HAIR	The Wynd	T	1.77	82	2.25	81	9.46	82
8	BADGIRLINK TATTOOS	55 Leys Avenue		1.26	59	1.62	58	6.78	58
9	MARTINS FURN & CARPETS	54-58 Leys Avenue		0.57	27	0.69	25	2.96	26
10	GARDEN CITY CRAFTS	5 The Wynd	T	1.11	52	1.50	54	6.14	53
11	TLC MEDI SPA	63 Station Road		1.17	54	1.32	48	5.86	51
12	VACANT	45 Station Road		1.20	56	1.26	45	5.79	50
13	CHARTER WHYMAN EST AGENT	The Arcade	T	1.05	49	1.35	49	5.65	49
14	WILLIAM HILL BET OFF	1-3 Station Road		0.99	46	1.11	40	4.94	43
15	VACANT	2-4 Eastcheap		2.55	119	3.33	120	13.84	119
16	TUI TRAVEL	18 Eastcheap		2.64	123	3.57	129	14.61	126
17	HOME BARGAINS H/HLD GDS	19 Garden Square Shopping Centre	T	4.38	204	4.80	173	21.60	186
18	VACANT	33 Garden Square Shopping Centre	T	1.05	49	1.14	41	5.15	44
19	ICELAND FROZEN FD	16-20 Garden Square Shopping Centre	T	4.95	230	7.41	267	29.08	251
20	SUPERDRUG	2 Garden Square Shopping Centre	T	4.23	197	7.17	258	26.82	231
21	WILKINSON H/HLD GDS	11 Eastcheap		2.19	102	2.94	106	12.07	104
22	WALKWEL	13 Eastcheap	T-A	2.82	131	3.06	110	13.84	119
23	ALLORO ITALIAN REST	21a Eastcheap		2.49	116	3.27	118	13.55	117
24	SAINSBURYS LOCAL	Eastcheap		1.59	74	2.04	73	8.54	74
25	DAVID STERN OPTICIAN	10 Arena Parade		2.79	130	4.11	148	16.24	140
26	MORRISONS	Broadway		4.98	232	6.63	239	27.32	236
27	CHARITY SHOP	30 Broadway	T-A	1.86	87	2.37	85	9.95	86
28	MIND HERTFORDSHIRE	Broadway		0.96	45	0.72	26	3.95	34
29	NAT WEST BANK	The Colonnade		1.68	78	1.50	54	7.48	65
30	THE FOUR EMBLEMS SOCIAL CLUB	2 Station Road		1.08	50	0.72	26	4.24	37
AVERAGE				2.15	100	2.78	100	11.59	100

Note T - total street/mall width counted

Note A - enumerated on adjacent street

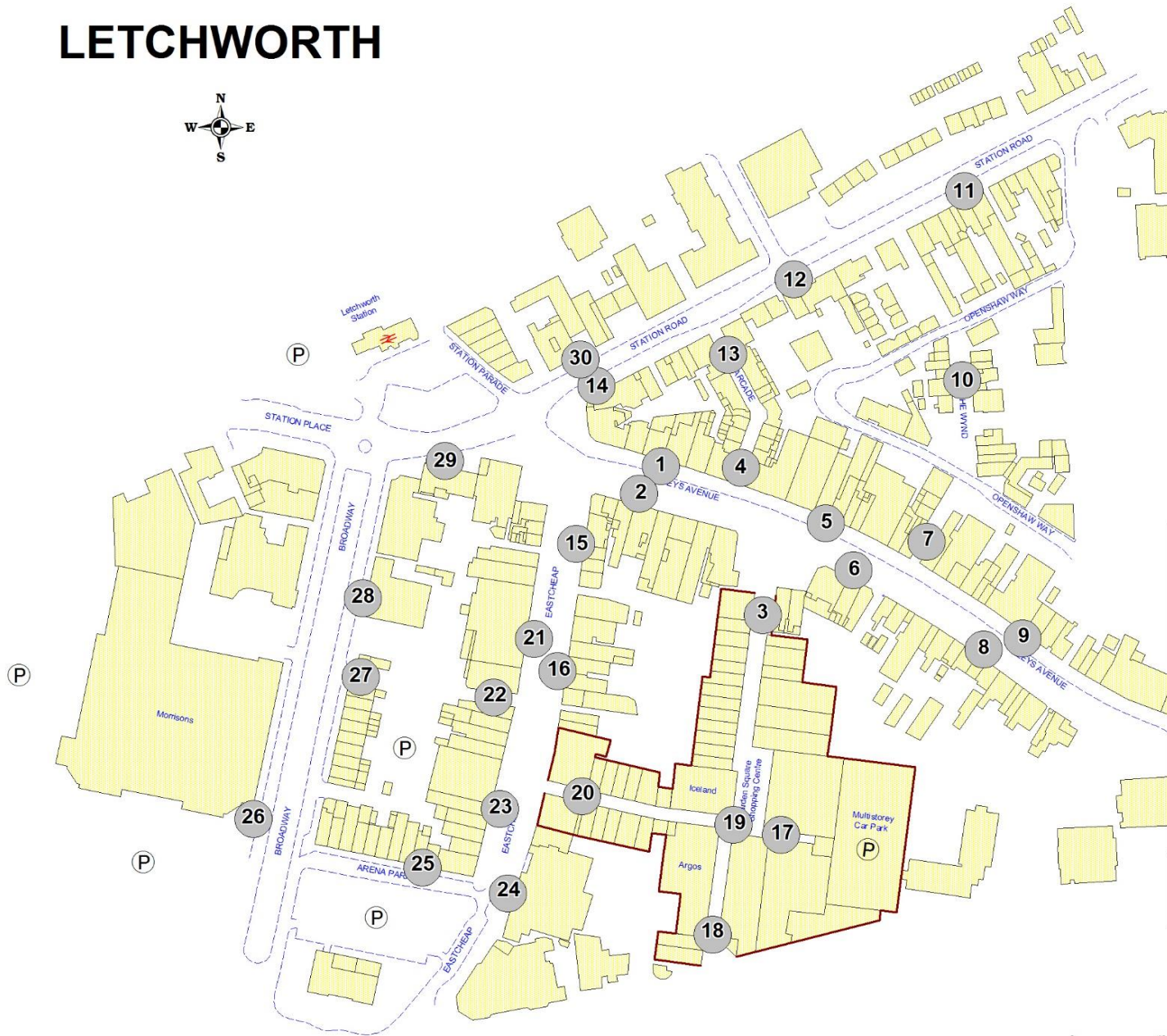
Note C - count affected by construction work

RED - busiest recorded footfall

COUNT - results shown in thousands

INDEX - percentage of average flow (benchmarked at 100)

LETCHWORTH



Legend

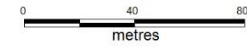
- Railway Station
- Bus / Underground Station
- Car Park
- Count Point Location
- Count Point not at ground level
- Pedestrian Crossing
- Pavement
- Shopping Centre
- Pedestrian Area

PMRS
Pedestrian Market Research Services Ltd

Mapping sourced from **Ordnance Survey**

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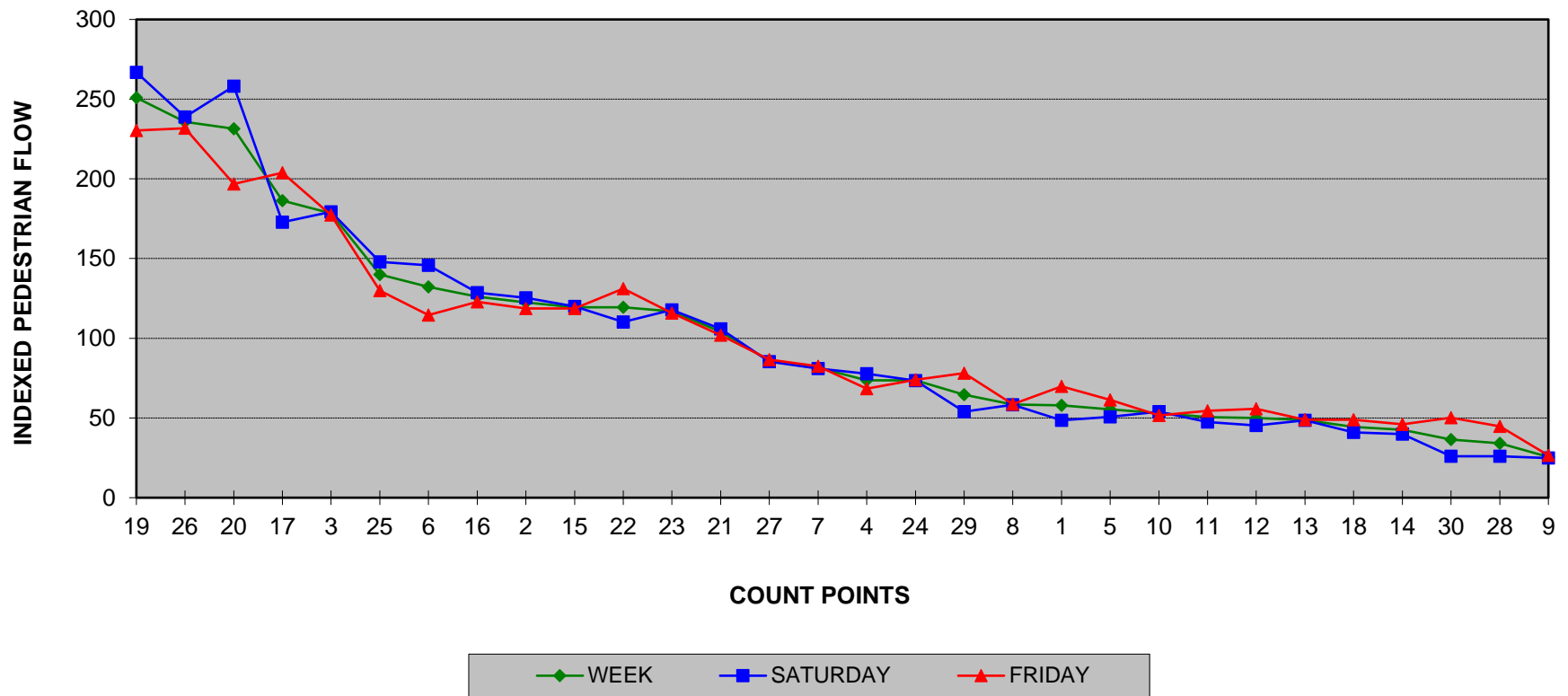
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Survey Date: October 2018

CENTRE - LETCHWORTH OCTOBER 2018			
NO	OCCUPIER	ADDRESS	PRECISE COUNT POINT LOCATION
1	ICAS VILAS FINE ART MAT	8-10 Leys Avenue	Pavement width counted on Leys Avenue
2	BURRS SHOES	5-9 Leys Avenue	Pavement width counted on Leys Avenue
3	HALIFAX BANK	1 Garden Square Shopping Centre	Full width of pedestrian mall counted in Garden Square Shopping Centre
4	NATIONWIDE B/S	The Arcade	Full width of pedestrian mall counted in The Arcade
5	CHARITY SHOP	28 Leys Avenue	Pavement width counted on Leys Avenue
6	ESQUIRES CAFE	27 Leys Avenue	Pavement width counted on Leys Avenue
7	THE GROOM ROOM HAIR	The Wynd	Full width of pedestrian mall counted in The Wynd
8	BADGIRLINK TATTOOS	55 Leys Avenue	Pavement width counted on Leys Avenue
9	MARTINS FURN & CARPETS	54-58 Leys Avenue	Pavement width counted on Leys Avenue
10	GARDEN CITY CRAFTS	5 The Wynd	Full width of pedestrian walkway counted on The Wynd
11	TLC MEDI SPA	63 Station Road	Pavement width counted on Station Road
12	VACANT	45 Station Road	Pavement width counted on Station Road
13	CHARTER WHYMAN EST AGENT	The Arcade	Full width of pedestrian mall counted in The Arcade
14	WILLIAM HILL BET OFF	1-3 Station Road	Pavement width counted on Station Road
15	VACANT	2-4 Eastcheap	Pavement width counted on Eastcheap
16	TUI TRAVEL	18 Eastcheap	Pavement width counted on Eastcheap
17	HOME BARGAINS H/HLD GDS	19 Garden Square Shopping Centre	Full width of pedestrian mall counted in Garden Square Shopping Centre
18	VACANT	33 Garden Square Shopping Centre	Full width of pedestrian mall counted in Garden Square Shopping Centre
19	ICELAND FROZEN FD	16-20 Garden Square Shopping Centre	Full width of pedestrian mall counted to Peacocks in Garden Square Shopping Centre
20	SUPERDRUG	2 Garden Square Shopping Centre	Full width of pedestrian mall counted in Garden Square Shopping Centre
21	WILKINSON H/HLD GDS	11 Eastcheap	Pavement width counted on Eastcheap
22	WALKWEL	13 Eastcheap	Full width of pedestrian walkway counted at side of unit, to charity shop
23	ALLORO ITALIAN REST	21a Eastcheap	Pavement width counted on Eastcheap
24	SAINSBURYS LOCAL	Eastcheap	Pavement width counted on Eastcheap
25	DAVID STERN OPTICIAN	10 Arena Parade	Pavement width counted on Arena Parade
26	MORRISONS	Broadway	
27	CHARITY SHOP	30 Broadway	Full width of road, including both pavements, counted across car park entrance
28	MIND HERTFORDSHIRE	Broadway	Pavement width counted on Broadway
29	NAT WEST BANK	The Colonnade	Pavement width counted on The Colonnade
30	THE FOUR EMBLEMS SOCIAL CLUB	2 Station Road	Pavement width counted on Station Road

LETCWORTH OCTOBER 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.

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-persons, 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.