

PMRS



LETCHWORTH

MARCH 2018

PEDESTRIAN FOOTFALL BESPOKE REPORT

Survey Date

16th & 17th March 2018

17.00 - 23.00 hours

Weather

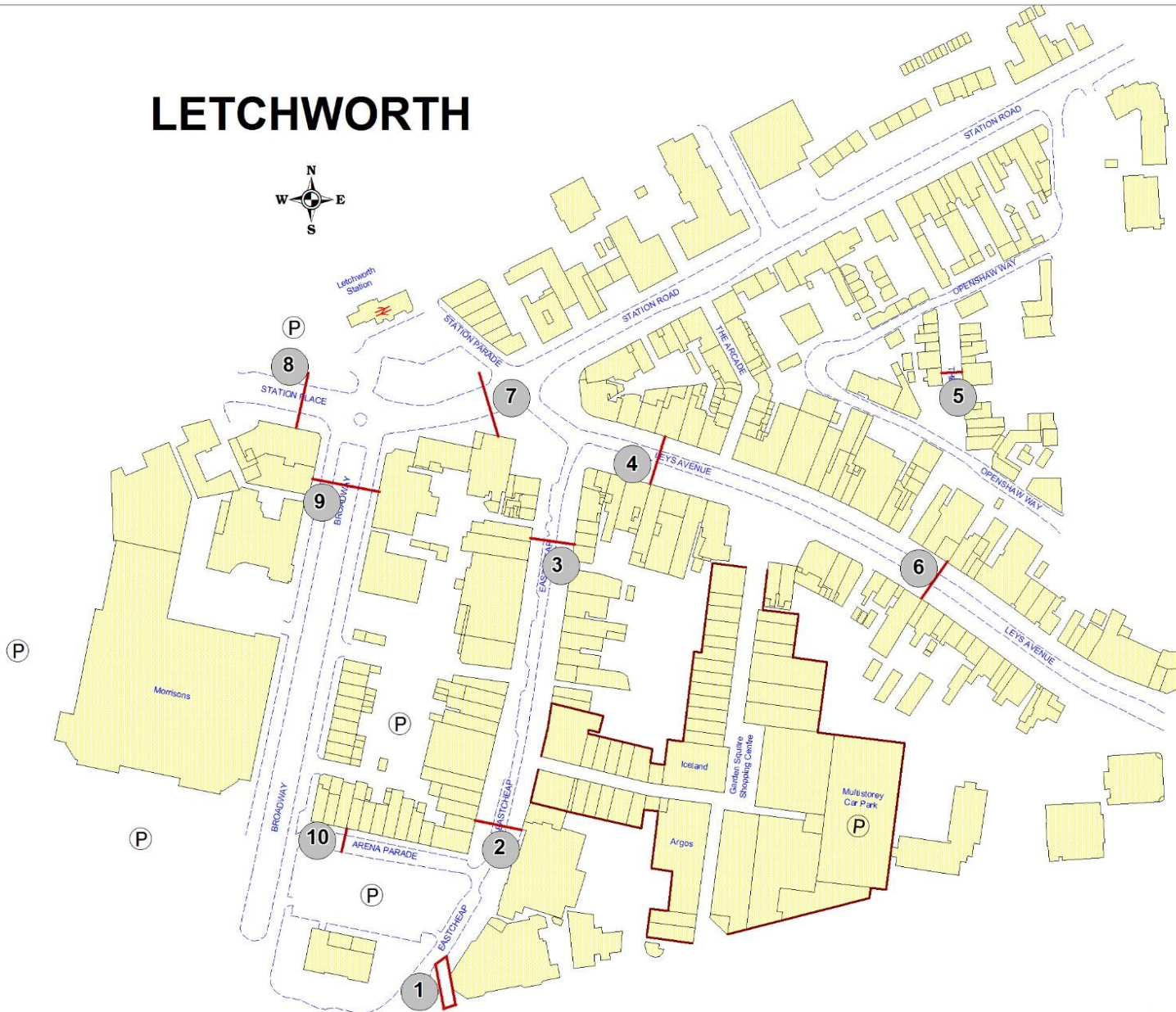
Friday: Cold with clear skies

Saturday: Very cold and snowing










PMRS Limited

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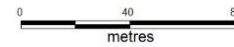


Legend

-  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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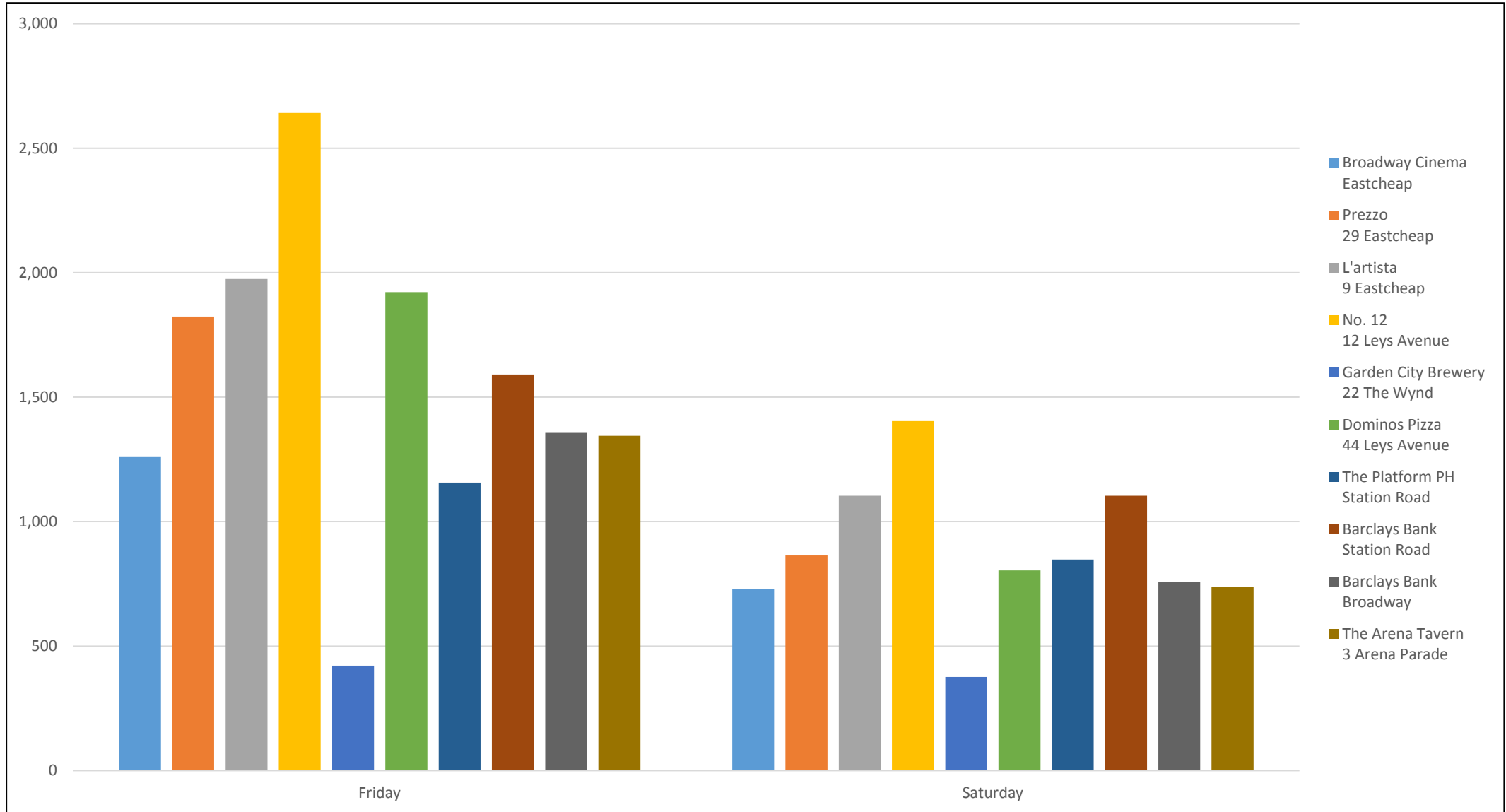
Summary Evening Weekly Footfall (17.00 - 23.00 hours)

		Friday	Saturday	Estimated Week (Mon - Sat)	Week Index
1	Broadway Cinema Eastcheap	1,262	729	4,685	82%
2	Prezzo 29 Eastcheap	1,824	864	6,325	111%
3	L'artista 9 Eastcheap	1,975	1,104	7,245	127%
4	No. 12 12 Leys Avenue	2,642	1,404	9,520	167%
5	Garden City Brewery 22 The Wynd	421	376	1,875	33%
6	Dominos Pizza 44 Leys Avenue	1,922	804	6,414	113%
7	The Platform PH Station Road	1,157	848	4,718	83%
8	Barclays Bank Station Road	1,591	1,104	6,341	111%
9	Barclays Bank Broadway	1,359	759	4,984	87%
10	The Arena Tavern 3 Arena Parade	1,345	737	4,899	86%
Average Footfall		1,550	873	5,701	100%

Week Index - percentage of average weekly flow benchmarked at 100

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Summary Evening Footfall Chart (18.00 - 23.00 hours)



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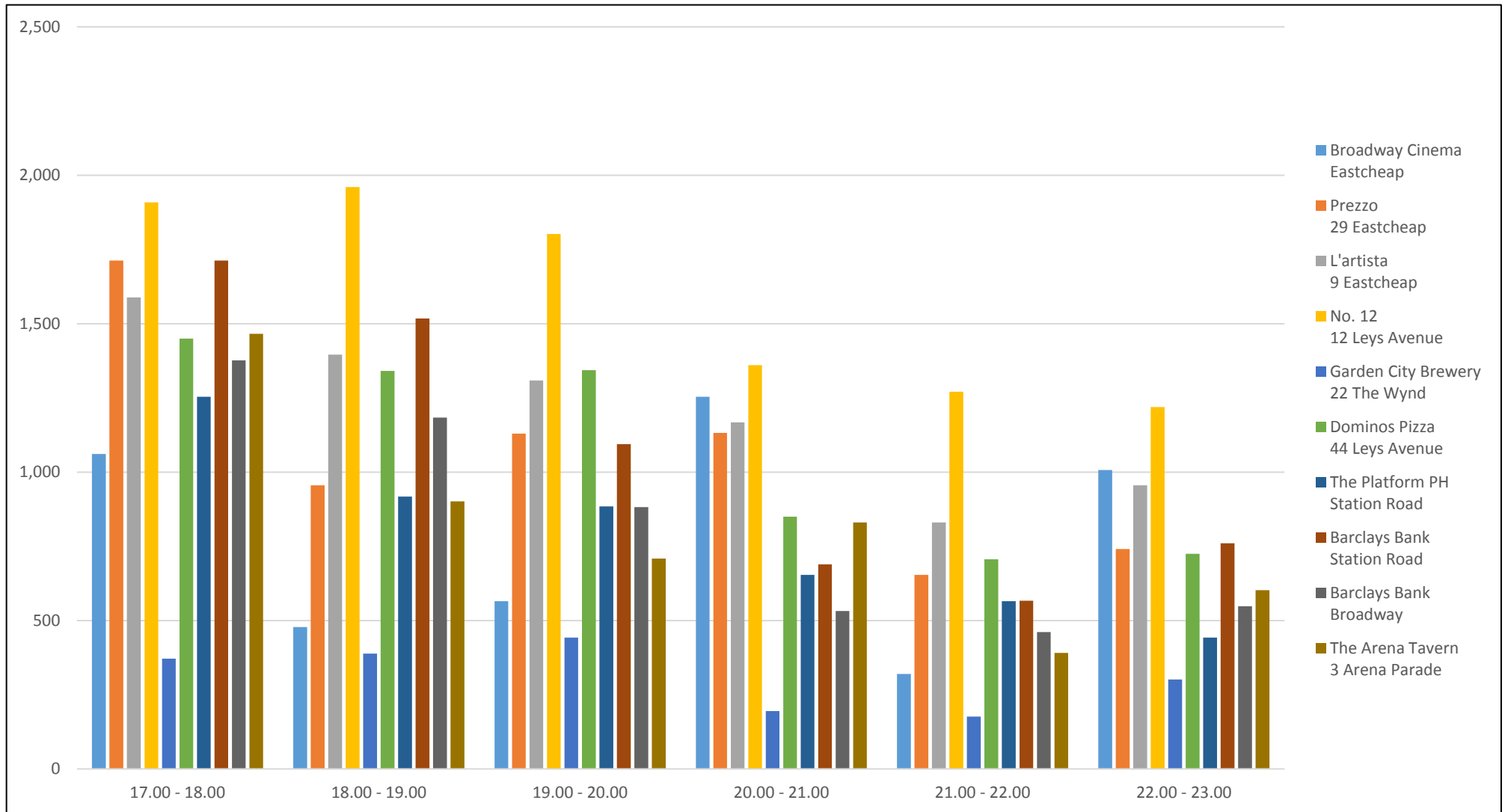
Estimated Evening Weekly Footfall

Hourly Analysis

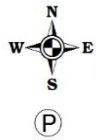
		17.00 - 18.00	18.00 - 19.00	19.00 - 20.00	20.00 - 21.00	21.00 - 22.00	22.00 - 23.00	Estimated Week (Mon - Sat)
1	Broadway Cinema Eastcheap	1,061	478	565	1,254	320	1,007	4,685
2	Prezzo 29 Eastcheap	1,713	955	1,129	1,132	654	741	6,325
3	L'artista 9 Eastcheap	1,588	1,395	1,308	1,167	831	955	7,245
4	No. 12 12 Leys Avenue	1,908	1,960	1,802	1,360	1,271	1,219	9,520
5	Garden City Brewery 22 The Wynd	372	388	442	195	176	301	1,875
6	Dominos Pizza 44 Leys Avenue	1,449	1,341	1,344	849	706	725	6,414
7	The Platform PH Station Road	1,254	918	885	654	565	442	4,718
8	Barclays Bank Station Road	1,713	1,518	1,094	689	567	760	6,341
9	Barclays Bank Broadway	1,377	1,184	882	532	461	548	4,984
10	The Arena Tavern 3 Arena Parade	1,466	901	708	831	391	602	4,899
Average Footfall		1,390	1,104	1,016	866	594	730	5,701

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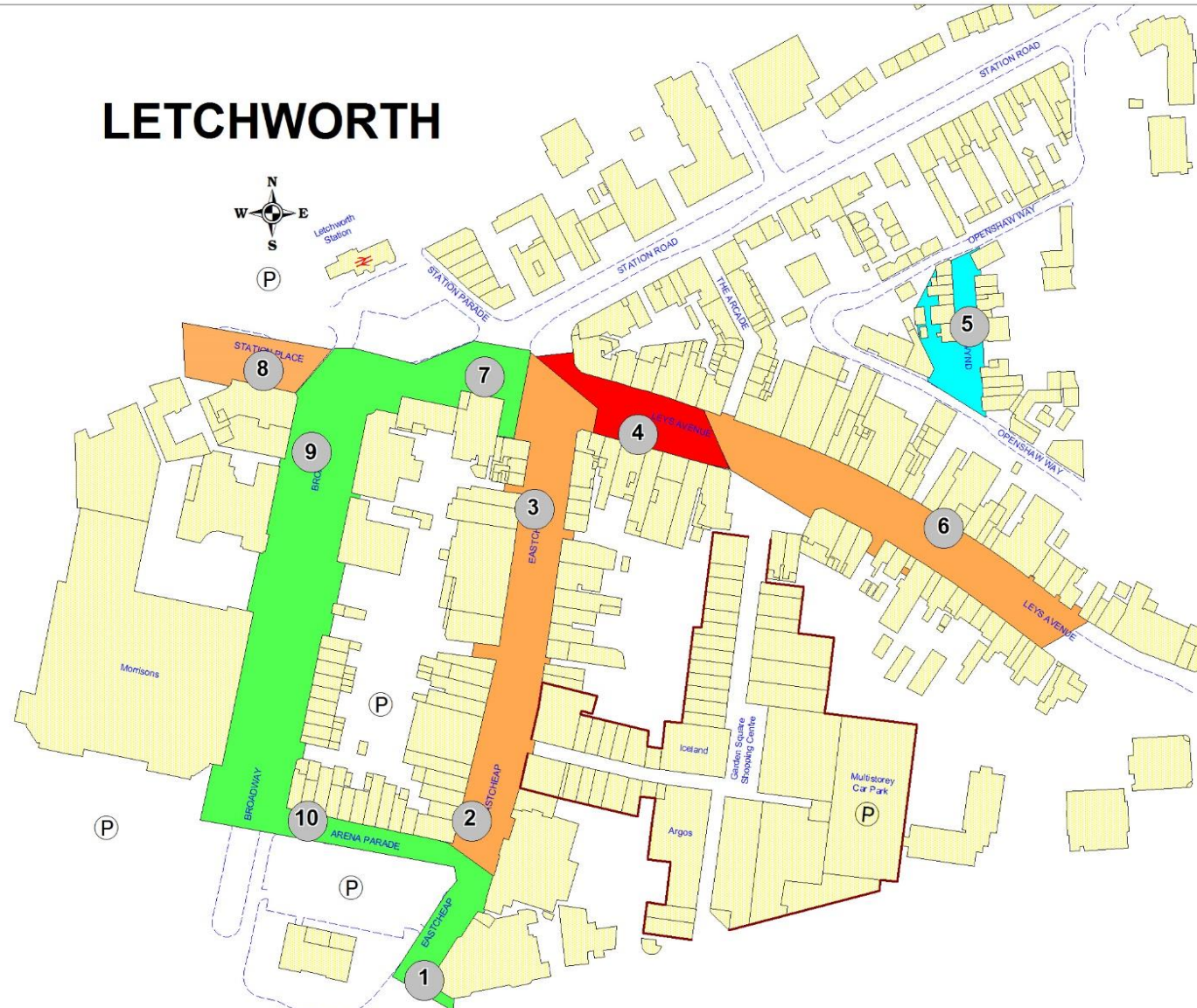
Estimated Evening Weekly Footfall Chart - Hourly Analysis



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Letchworth Station

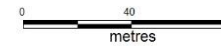


Weekly footfall



Legend

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



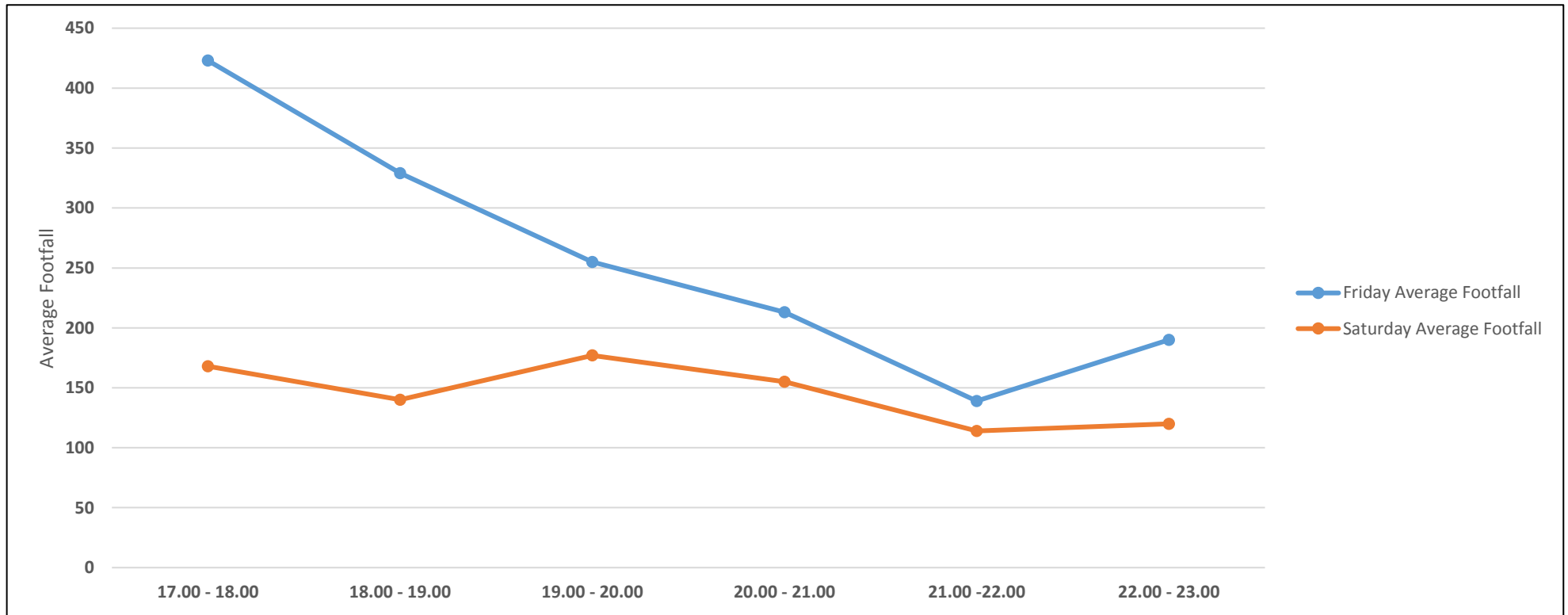
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Survey Date: March 2018

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Average Footfall Analysis - Friday and Saturday



	17.00 - 18.00	% difference	18.00 - 19.00	% difference	19.00 - 20.00	% difference	20.00 - 21.00	% difference	21.00 - 22.00	% difference	22.00 - 23.00
Friday Average Footfall	423	-22%	329	-22%	255	-16%	213	-35%	139	+37%	190
Saturday Average Footfall	168	-17%	140	+26%	177	-12%	155	-26%	114	+5%	120

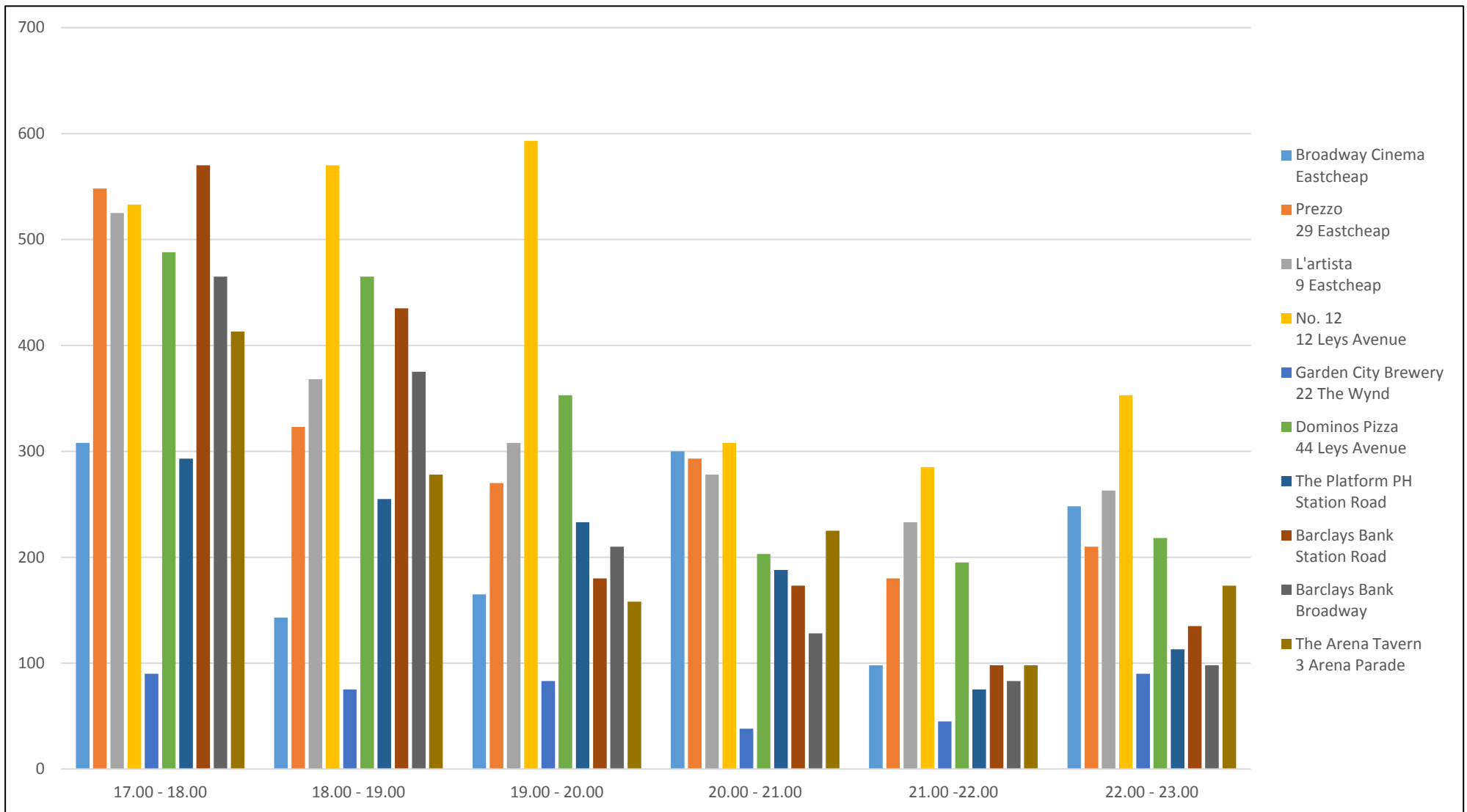
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Hourly Analysis
Friday 16th March 2018

		17.00 - 18.00	18.00 - 19.00	19.00 - 20.00	20.00 - 21.00	21.00 - 22.00	22.00 - 23.00	Daily Total	Hourly Average
1	Broadway Cinema Eastcheap	308	143	165	300	98	248	1,262	210
2	Prezzo 29 Eastcheap	548	323	270	293	180	210	1,824	304
3	L'artista 9 Eastcheap	525	368	308	278	233	263	1,975	329
4	No. 12 12 Leys Avenue	533	570	593	308	285	353	2,642	440
5	Garden City Brewery 22 The Wynd	90	75	83	38	45	90	421	70
6	Dominos Pizza 44 Leys Avenue	488	465	353	203	195	218	1,922	320
7	The Platform PH Station Road	293	255	233	188	75	113	1,157	193
8	Barclays Bank Station Road	570	435	180	173	98	135	1,591	265
9	Barclays Bank Broadway	465	375	210	128	83	98	1,359	227
10	The Arena Tavern 3 Arena Parade	413	278	158	225	98	173	1,345	224
Average Footfall		423	329	255	213	139	190	1,550	

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Hourly Analysis Chart

Friday 16th March 2018



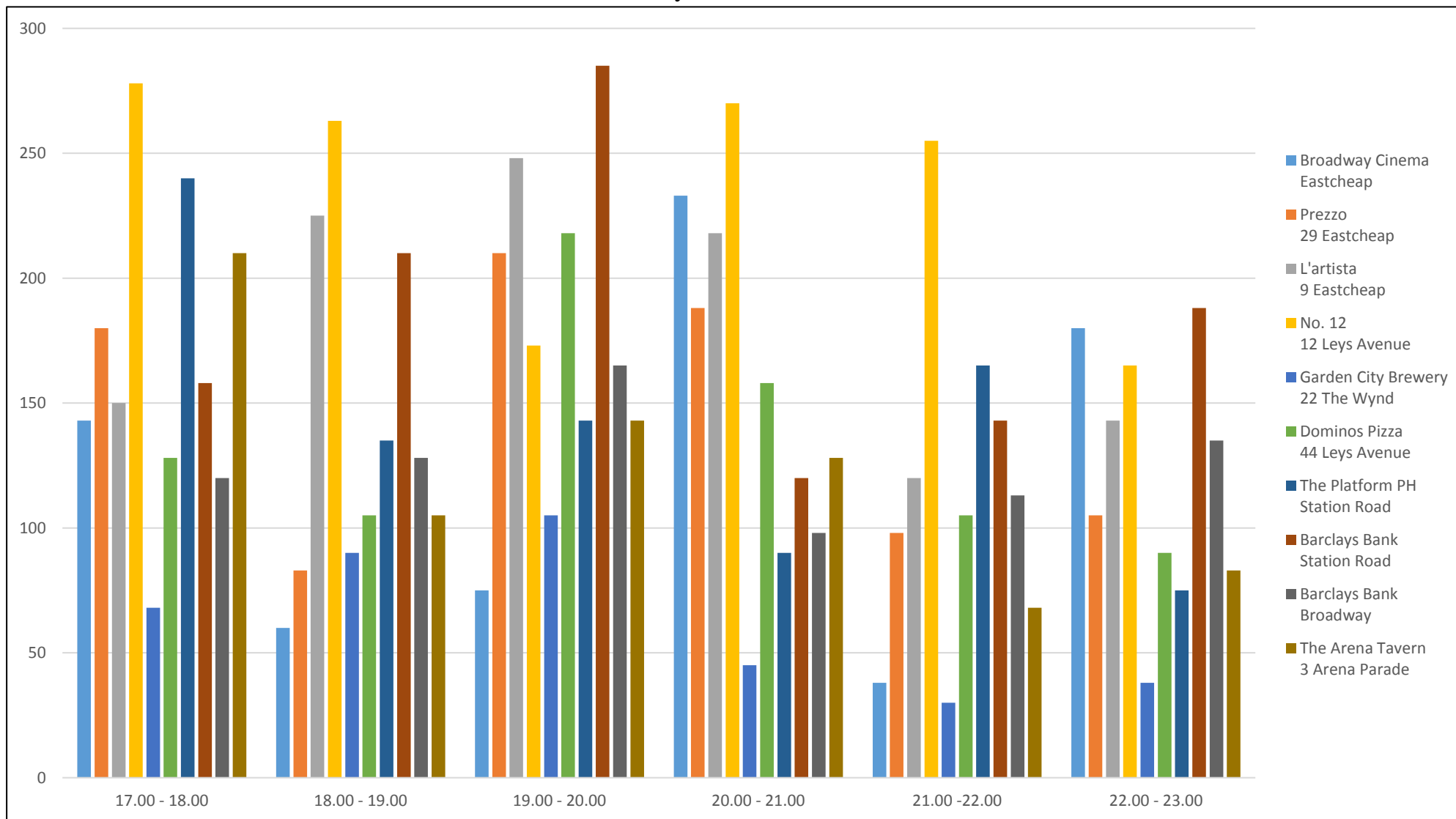
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Hourly Analysis
Saturday 17th March 2018

		17.00 - 18.00	18.00 - 19.00	19.00 - 20.00	20.00 - 21.00	21.00 - 22.00	22.00 - 23.00	Daily Total	Hourly Average
1	Broadway Cinema Eastcheap	143	60	75	233	38	180	729	122
2	Prezzo 29 Eastcheap	180	83	210	188	98	105	864	144
3	L'artista 9 Eastcheap	150	225	248	218	120	143	1,104	184
4	No. 12 12 Leys Avenue	278	263	173	270	255	165	1,404	234
5	Garden City Brewery 22 The Wynd	68	90	105	45	30	38	376	63
6	Dominos Pizza 44 Leys Avenue	128	105	218	158	105	90	804	134
7	The Platform PH Station Road	240	135	143	90	165	75	848	141
8	Barclays Bank Station Road	158	210	285	120	143	188	1,104	184
9	Barclays Bank Broadway	120	128	165	98	113	135	759	127
10	The Arena Tavern 3 Arena Parade	210	105	143	128	68	83	737	123
Average Footfall		168	140	177	155	114	120	873	

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Hourly Analysis Chart

Saturday 17th March 2018



Count locations

Letchworth - evening footfall survey locations - March 2018		
1	Broadway Cinema Eastcheap	Full pavement width counted to the kerb, stretching across the pavement area between Eastcheap and Gernon Road, in front of the entrance steps.
2	Prezzo 29 Eastcheap	Pavements on either side of Eastcheap counted, outside Prezzo
3	L'artista 9 Eastcheap	Pavements on either side of Eastcheap counted, outside L'artista
4	No. 12 12 Leys Avenue	Full width of Leys Avenue counted, outside No.12
5	Garden City Brewery 22 The Wynd	Full width of the pedestrianised area on the Wynd counted, outside Garden City Brewery.
6	Dominos Pizza 44 Leys Avenue	Full width of Leys Avenue counted, outside Dominos Pizza.
7	The Platform PH Station Road	Pavements on either side of Station Road counted, outside The Platform PH.
8	Barclays Bank Station Road	Pavements on either side of Station Road counted, outside Barclays Bank.
9	Barclays Bank Broadway	Pavements on either side of Broadway counted, outside Barclays Bank.
10	The Arena Tavern 3 Arena Parade	Full width of Arena Parade counted, outside The Arena Tavern.

EXPLANATORY NOTES

Letchworth

1 Fieldwork

Fieldwork was undertaken on Friday 16th & Saturday 17th March 2018, between the hours of 5.00pm - 11.00pm.

2 Location

Enumeration was conducted at the following ten locations; 1) Broadway Cinema - Eastcheap, 2) Prezzo - 29 Eastcheap, 3) L'artista - 9 Eastcheap, 4) no. 12 - 12 Leys Avenue, 5) Garden City Brewery - 22 The Wynd, 6) Dominos Pizza - 44 Leys Avenue, 7) The Platform PH - Station Road, 8) Barclays Bank - Station Road, 9) Barclays Bank - Broadway, 10) The Arena Tavern - 3 Arena Parade.

3 Pedestrian Movement

At all locations, except count point 1, pedestrians passing an imaginary beam, in either direction, located across the full width of the street, outside the specified unit, to incorporate the pavement opposite, were enumerated. Where applicable, those entering the respective unit were included in the count, whilst those exiting were not. At count point 1, pedestrians entering an imaginary box, from any direction, located directly outside the entrance to the Broadway Cinema, stretching across the full width of the pavement between Eastcheap and Gernon Road, were enumerated. A full list of count locations is detailed within the report.

4 Sample Times

The numbers given, represent estimates of the total number of pedestrians passing each site, over the six hour survey period. Two, 4-minute sample counts were taken, within each hour, at each location. Samples were subsequently combined and multiplied by a factor of 7.5, to determine estimated hourly footfall.

The numbers given for the whole week, are the sums of those given for Friday and Saturday, grossed up by a factor of 2.353 to allow for the days Monday through to Thursday, which were not enumerated. This factor is an average based upon extensive previous research, conducted throughout the UK, during the week (Monday - Saturday), within daytime retail shopping hours.

5 Special Notes

Saturday 17th was St Patricks night