

PMRS



ST ALBANS

July 2014

PEDESTRIAN FOOTFALL STANDARD REPORT

Survey Date: 11th & 12th July 2014

Weather

Friday: Mild & Overcast with Occasional Drizzle

Saturday: Warm & Bright

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ST ALBANS - JULY 2014

NO	OCCUPIER	ADDRESS	NOTE	FRIDAY		SATURDAY		WEEK	
				COUNT	INDEX	COUNT	INDEX	COUNT	INDEX
1	HOTEL CHOCOLAT CONF	34 Chequer Street	T-A	6.69	209	12.21	179	44.47	189
2	FAT FACE CLOTHING	16-18 Chequer Street		3.42	107	7.71	113	26.19	111
3	NANDOS REST	21-23 Chequer Street		2.37	74	2.91	43	12.42	53
4	NEALS YARD REMEDIES	10 Christopher Place	T	2.58	81	5.10	75	18.07	77
5	BELLACCINOS CAFE	17 French Row	T	4.38	137	7.71	113	28.45	121
6	PHASE EIGHT L/WR	12 Market Place		1.23	38	2.52	37	8.82	37
7	THE DRESSING ROOM L/WR	6-8 High Street		1.02	32	3.21	47	9.95	42
8	RAFT FURNITURE	2a Chequer Street		1.74	54	3.57	52	12.49	53
9	MORRISONS LOCAL	40 London Road		1.17	37	2.49	37	8.61	37
10	MAIL BOXES ETC	17 Holywell Hill		0.87	27	1.71	25	6.07	26
11	CLARKS CAMERA CENTRE	14-16 Holywell Hill		1.05	33	2.01	30	7.20	31
12	VILLAGE NEWS ARCADE	7 High Street		1.50	47	3.63	53	12.07	51
13	WARREN EVANS BEDROOM FURN	27 High Street		1.77	55	3.90	57	13.34	57
14	GLADRAGS L/WR	11-12 Heritage Close S/C	T	0.69	22	1.56	23	5.29	22
15	CHRISTOPHER WHARTON JWLLR	2 George Street		1.29	40	2.01	30	7.76	33
16	BY GEORGE ANTIQUES	23 George Street		0.90	28	1.65	24	6.00	25
17	BEELEX ELECTRICAL	9 Verulam Road		0.39	12	0.63	9	2.40	10
18	W H SMITH BKS	25 Market Place		6.03	188	18.63	274	58.02	246
19	ARGOS	5 Spencer Street	T	1.47	46	1.74	26	7.55	32
20	HOTTER SHOES	1 St Peters Street	T	8.19	256	19.32	284	64.73	275
21	MARKS & SPENCER	19-21 St Peters Street	T	12.06	377	26.85	395	91.56	389
22	VACANT	77 St Peters Street	T	4.05	127	9.57	141	32.05	136
23	FISHY DELISHY FISH & CHIPS T/A	1 Catherine Street		0.78	24	1.32	19	4.94	21
24	REDDIES SECONDHAND GDS	47 Catherine Street		0.75	23	1.17	17	4.52	19
25	CARPETRIGHT CARPETS	Catherine Street		2.01	63	2.88	42	11.51	49
26	B H S	51-57 St Peters Street	T	8.88	277	20.94	308	70.17	298
27	WATERSTONES BKS	8 St Peters Street		5.04	157	8.91	131	32.82	139
28	SLUG & LETTUCE P/H	13-15 Victoria Street		1.59	50	1.77	26	7.91	34
29	APRICOT L/WR	33-34 The Maltings	T	8.55	267	18.72	275	64.17	273
30	JOULES L&M/WR	The Maltings	T	3.57	112	7.80	115	26.75	114
AVERAGE				3.20	100	6.81	100	23.54	100

Note T - total street/mall width counted

Note A - enumerated on adjacent street

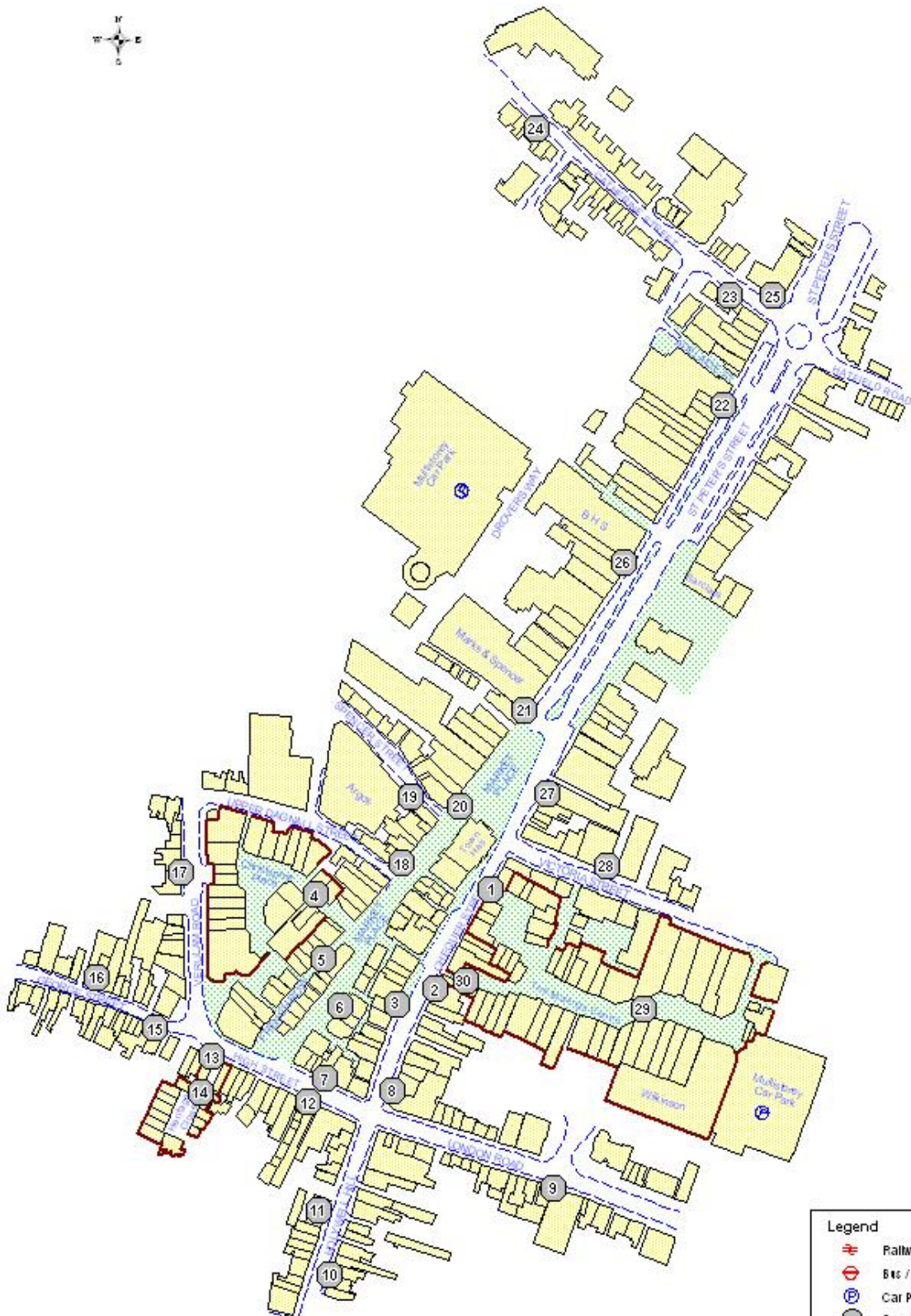
Note C - count affected by construction work

RED - busiest recorded footfall

COUNT - results shown in thousands

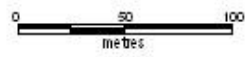
INDEX - percentage of average flow (benchmarked at 100)

ST ALBANS



Legend

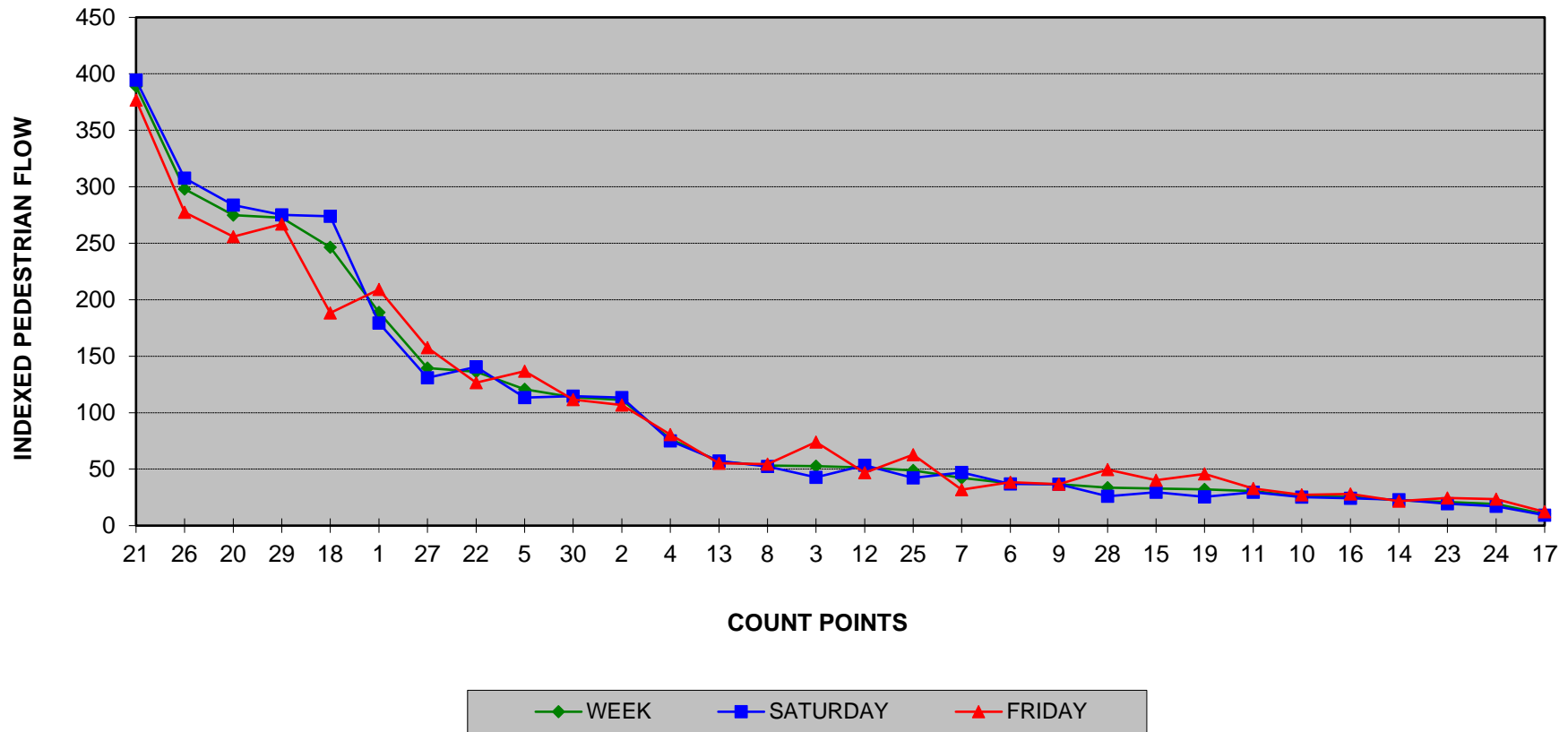
- Railway Station
- Bus / Underground Station
- Car Park
- Count Point
- Count Point (not at ground level)
- Count Point precedes date of plan
- Pavement
- Shopping Centre
- Pedestrian Area



CENTRE - ST ALBANS JULY 2014			
NO	OCCUPIER	ADDRESS	PRECISE COUNT POINT LOCATION
1	HOTEL CHOCOLAT CONF	34 Chequer Street	Full width of pedestrian walkway counted across entrance to The Maltings
2	FAT FACE CLOTHING	16-18 Chequer Street	Pavement width counted on Chequer Street
3	NANDOS REST	21-23 Chequer Street	Pavement width counted on Chequer Street
4	NEALS YARD REMEDIES	10 Christopher Place	Full width of pedestrian walkway counted on Christopher Place
5	BELLACCINOS CAFE	17 French Row	Full width of pedestrian walkway counted on French Row
6	PHASE EIGHT L/WR	12 Market Place	Half width of pedestrian walkway counted on Market Place
7	THE DRESSING ROOM L/WR	6-8 High Street	Pavement width counted on High Street
8	RAFT FURNITURE	2a Chequer Street	Pavement width counted on Chequer Street
9	MORRISONS LOCAL	40 London Road	Pavement width counted on London Road
10	MAIL BOXES ETC	17 Holywell Hill	Pavement width counted on Holywell Hill
11	CLARKS CAMERA CENTRE	14-16 Holywell Hill	Pavement width counted on Holywell Hill
12	VILLAGE NEWS ARCADE	7 High Street	Pavement width counted on High Street
13	WARREN EVANS BEDROOM FURN	27 High Street	Pavement width counted on High Street
14	GLADRAGS L/WR	11-12 Heritage Close S/C	Full width of pedestrian walkway counted in Heritage Close Shopping Centre
15	CHRISTOPHER WHARTON JWLLR	2 George Street	Pavement width counted on George Street
16	BY GEORGE ANTIQUES	23 George Street	Pavement width counted on George Street
17	BEELEX ELECTRICAL	9 Verulam Road	Pavement width counted on Verulam Road
18	W H SMITH BKS	25 Market Place	Half width of pedestrian walkway counted on Market Place
19	ARGOS	5 Spencer Street	Full width of road counted on Spencer Street
20	HOTTER SHOES	1 St Peters Street	Full width of pedestrian walkway counted to Information Centre on St Peters Street
21	MARKS & SPENCER	19-21 St Peters Street	Full width of pedestrian walkway counted to kerb on St Peters Street
22	VACANT	77 St Peters Street	Full width of pedestrian walkway counted to kerb on St Peters Street
23	FISHY DELISHY FISH & CHIPS T/A	1 Catherine Street	Pavement width counted on Catherine Street
24	REDDIES SECONDHAND GDS	47 Catherine Street	Pavement width counted on Catherine Street
25	CARPETRIGHT CARPETS	Catherine Street	Pavement width counted on Catherine Street
26	B H S	51-57 St Peters Street	Full width of pedestrian walkway counted to kerb on St Peters Street
27	WATERSTONES BKS	8 St Peters Street	Pavement width counted on St Peters Street
28	SLUG & LETTUCE P/H	13-15 Victoria Street	Pavement width counted on Victoria Street
29	APRICOT L/WR	33-34 The Maltings	Full width of pedestrian walkway counted in The Maltings
30	JOULES L&M/WR	The Maltings	Full width of pedestrian walkway counted in The Maltings

ST ALBANS JULY 2014 - 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-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.