



PEOPLE & PLACES  
*Insight*

## *Fleet*

# Footfall Counting and Pedestrianisation Survey

## Interim Report

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## BACKGROUND

### PEOPLE AND PLACES INSIGHT LIMITED

People and Places Insight Limited is an organization with the objective to help understand, review and regenerate localities from across United Kingdom and the Republic of Ireland based on the use of systematic and detached evidence. People and Places Insight work with National Government, Local Authorities, Business Improvement Districts, Town Councils, Chambers of Trade, Community and Town Partnerships, Universities and Retailers on a wide range of projects including.

- Town Benchmarking
- Footfall Counts
- Visitor Satisfaction Surveys
- Event Evaluation
- Car Parking Studies
- Signage Reviews
- Disability Access Audits
- Mystery Shopping
- First Time Visitor Views

Town Benchmarking has been completed in Fleet previously in 2012,2015 and 2018





## FOOTFALL METHODOLOGY

The arrival and movement of people, whether as residents, workers, visitors, or shoppers are vital to the success of locations. The more people that are attracted to the town, the better it trades and the more prosperous the businesses in it become, provided there is ample available disposable income in that audience. Measuring passing people in a consistent manner in the same place, at the same time builds up a picture of the town, its traders and their relative success over the weeks and months.

Footfall is a Key Performance Indicator in the People and Places Insight Limited Town Benchmarking System. Starting in September, on a fortnightly basis trained and highly experienced People and Places Insight Fieldworkers have complete the footfall counts in three town centre locations:

- Waitrose to Costa; Hart Shopping Centre
- Sainsburys to McDonalds; Fleet Road
- Emporium to Golden Triangle, Fleet Road

for a set period, between 10.00am to 13.00pm on both a:

- Thursday
- Saturday

Using the established People and Places Insight Town Benchmarking methodology, fieldworkers will count people passing in both directions through a fixed point for a precise ten minutes in every hour (e.g. 10.00–10.10am, 11.20am-11.30am, 12.40pm-12.50pm etc). Each footfall count will be undertaken with a stopwatch, a hand operated electronic counter. To ensure reliability and validity, the rule of thumb is that only those with 'spending power' are included in the count. Thus, a small child with a mother would not be included, but a school child on a lunchtime break would.

The National average for a Non-Market Day Footfall Count is 105 persons per ten minutes.

In the previous Fleet Benchmarking Evaluations, on the Busy Weekday in the town centre at the busiest locations, the following averages were recorded:

- 182 (2018)
- 148 (2015)
- 175 (2012)





## FOOTFALL KEY FINDINGS

### THURSDAY FOOTFALL COUNTS

Thursday 10 <sup>th</sup> September 2020					
	Waitrose-Waitrose to Costa, Hart Shopping Centre		Sainsburys/ M and S to McDonalds, Fleet Road		Emporium to Golden Triangle, Fleet Road
10.30-10.40	103	10.40-10.50	107	10.50-11.00	80
11.30-11.40	88	11.40-11.50	121	11.50-12.00	67
12.30-12.40	71	12.40-12.50	125	12.50-13.00	50
<b>TOTAL</b>	<b>262</b>		<b>353</b>		<b>197</b>
<b>AVERAGE</b>	<b>87</b>		<b>118</b>		<b>66</b>
Thursday 24 <sup>th</sup> September 2020					
	Waitrose-Waitrose to Costa, Hart Shopping Centre		Sainsburys/ M and S to McDonalds, Fleet Road		Emporium to Golden Triangle, Fleet Road
10.30-10.40	126	10.40-10.50	147	10.50-11.00	71
11.30-11.40	130	11.40-11.50	212	11.50-12.00	58
12.30-12.40	119	12.40-12.50	216	12.50-13.00	76
<b>TOTAL</b>	<b>375</b>		<b>575</b>		<b>205</b>
<b>AVERAGE</b>	<b>125</b>		<b>192</b>		<b>68</b>
Thursday 8 <sup>th</sup> October 2020					
	Waitrose-Waitrose to Costa, Hart Shopping Centre		Sainsburys/ M and S to McDonalds, Fleet Road		Emporium to Golden Triangle, Fleet Road
10.30-10.40	165	10.40-10.50	164	10.50-11.00	66
11.30-11.40	128	11.40-11.50	184	11.50-12.00	82
12.30-12.40	76	12.40-12.50	157	12.50-13.00	71
<b>TOTAL</b>	<b>369</b>		<b>505</b>		<b>219</b>
<b>AVERAGE</b>	<b>123</b>		<b>168</b>		<b>73</b>



On each of the Thursday Footfall Count Days Sainsburys/ M and S to McDonalds, Fleet Road has been the busiest location in the town centre. Using the Benchmarking Average from 2018 (183), the evaluations of Thursday 10<sup>th</sup> October (168) and Thursday 10<sup>th</sup> September (118) are below this figure whilst the Thursday 24<sup>th</sup> September figure of 192 is slightly higher.

## SATURDAY FOOTFALL COUNTS

Saturday 26 <sup>th</sup> September 2020					
	Waitrose-Waitrose to Costa, Hart Shopping Centre		Sainsburys/ M and S to McDonalds, Fleet Road		Emporium to Golden Triangle, Fleet Road
10.30-10.40	141	10.40-10.50	290	10.50-11.00	116
11.30-11.40	188	11.40-11.50	342	11.50-12.00	142
12.30-12.40	212	12.40-12.50	356	12.50-13.00	192
<b>TOTAL</b>	<b>541</b>		<b>988</b>		<b>450</b>
<b>AVERAGE</b>	<b>180</b>		<b>329</b>		<b>150</b>
Saturday 10 <sup>th</sup> October 2020					
	Waitrose-Waitrose to Costa, Hart Shopping Centre		Sainsburys/ M and S to McDonalds, Fleet Road		Emporium to Golden Triangle, Fleet Road
10.30-10.40	151	10.40-10.50	166	10.50-11.00	82
11.30-11.40	135	11.40-11.50	268	11.50-12.00	134
12.30-12.40	178	12.40-12.50	275	12.50-13.00	132
<b>TOTAL</b>	<b>464</b>		<b>709</b>		<b>348</b>
<b>AVERAGE</b>	<b>155</b>		<b>236</b>		<b>116</b>

Benchmarking Footfall has not been conducted on a Saturday in Fleet before. The figures highlight that Saturdays are busier than Thursdays with the averages of 329 and 236 considerably higher.





## TOWN CENTRE SURVEYS

A 'pop up' pedestrianization scheme in Fleet town centre has been started by Hart District Council and Hampshire County Council. To supplement the footfall study, which will highlight impact, Hart District Council have commissioned face to face surveys to be conducted. **104** surveys have been completed to date.

Do you live in Fleet?	%
Yes	76
No	24

76% of those interviewed live in Fleet.

What do you generally visit Fleet town centre for?	%
Work	16
Convenience Shopping	32
Comparison Shopping	16
Access to Services	18
Leisure	18
Other	0

32% of those interviewed visit Fleet for Convenience Shopping.

How do you normally travel into Fleet town centre?	%
On Foot	38
Bicycle	4
Motorbike	0
Car	58
Bus	0
Train	0

58% of those interviewed normally travel to Fleet by Car.





On average how long do you stay in Fleet town centre?	%
Less than an hour	43
1-2 hours	32
2-4 hours	11
4-6 hours	6
All Day	9
Other	0

43% of those interviewed normally stay in Fleet for less than an hour.

In terms of safety, does the pedestrianisation of the town centre make you feel?	%
Very Safe	30
Safe	24
No Opinion	24
Unsafe	14
Very Unsafe	8

54% of those interviewed reported that the pedestrianisation of the town centre made them feel either Very Safe or Safe.

Has the pedestrianisation had a positive or negative impact on your visit to the town centre today?	%
Yes (Positive Impact)	57
No (Negative Impact)	43

57% of those interviewed stated that the pedestrianisation had a positive impact on their visit.

Do you think you will visit the town centre more as a result of the pedestrianisation?	%
Yes	43
No	57

57% of those interviewed stated that they would not visit the town centre more as a result of the pedestrianisation.





A Street Artist and Craft Market have been held in Fleet Road recently. Would you be interested in attending events being held in the pedestrianised area?	%
Yes	63
No	37

63% of those interviewed would be interested in attending events being held in the pedestrianised area.

### Are there any improvements you would like to see made to Fleet town centre?

The key theme to emerge was criticisms of the pedestrianisation scheme with comments including:

- *Clarence Rd has become congested and very problematic.*
- *It has a good vibe*
- *Caused more pollution.*
- *Safety concerns regarding nurseries on Clarence and Albert.*
- *Very beneficial scheme*
- *The diversion is causing problems Church Grove, not ideal. The pedestrian area gets too busy.*
- *Barriers are ugly and may not be needed during the week*
- *The diversion has caused traffic on Clarence Rd. Hate the scheme.*
- *Extend the pedestrian area to include more shops. The high street needs to change and adapt*
- *Reopen the high street. Either completely pedestrianise the area and open the bypass or not.*
- *Albert St is now too busy and no one sticks to 20mph.*
- *Less barriers they are ugly, but it is a good scheme*
- *Good scheme with winners and losers.*
- *Get rid of the scheme. Shops are losing trade.*
- *Ridiculous scheme that is killing the town.*
- *Customers can't stop to collect goods.*
- *Very dangerous for elderly and disabled.*
- *Very good scheme*
- *Open the road back up. The scheme is killing the trade. The diversion is too long.*
- *Taxi journeys have increased due to the milage.*
- *The barriers are killing trade and putting people off. Elderly can't walk the distance.*
- *The diversion from Hook is too long.*
- *Road closed signs are putting people off.*
- *Created a longer diversion*
- *Reopen the road as Albert St is now congested. Made it no safer. It's actually discouraged people.*
- *Get rid of the barriers and pedestrian area*
- *Remove the barriers and reinstate on street parking*

