

Footfall Survey Instructions

Introduction

East Hampshire District Council (EHDC) wants, with the support and input from Petersfield Town Council, to undertake a survey to provide evidence on footfall within the town centre to feed into the implementation of the social distancing pop-up schemes.

Pedestrian footfall and cyclist counts are a key indicator of shopping centre vitality. This work involves counting the number of people and cyclists on the streets in different parts of the centre and at different times of the day.

This survey does not require interaction with the public and is designed so that information can be collected in a safe way.

Please follow the instructions below when doing a footfall count so that the results for the different count points are consistent and can be compared to previous counts (if previously conducted).

Instructions to conduct the survey

- **Day and times**

The survey should be undertaken:

- between 10.00 - 15.00 hours
- on 2 different days: one day on a week day, one day at weekend day.

Please note that the surveyor might want to take some food and drink on the day.

- **Count points and schedule**

- Count points

The survey points (or count points) should be selected preferably where the surveyor can sit in their car. If the survey cannot be undertaken from a car, the surveyor can position themselves so that they can observe safely from a maximum socially distanced position from the public and ensure that they do not cause an obstruction.

With PTC support, EHDC will provide a map detailing the location of the count points and on which side of the highway the count is required.

- Schedule

Each one-hour slot should be split into 10 minutes segments.

The surveyor is required to spend 5 mins at each location and count the number of pedestrians and cyclists. The surveyor will need to record the numbers on the Survey Sheet. An additional 5 mins is allocated in the schedule to walk to the next count point.

The surveyor might have some time left at the end of each of the rota/shift hour, but will need to restart a new count at the first count point every hour, ie a new counting schedule should start at 10am, 11 am, 12 pm etc.

- **Equipment required**

EHDC will provide the following equipment for the purpose of the survey:

- 1 tally counter per surveyor
- 1 clipboard per surveyor
- 1 stopwatch per team of surveyors (a stopwatch on a watch or mobile phone may alternatively be used if you have one)
- Footfall survey instructions with Aide Memoire
- Map of the locality showing the footfall/countpoints stations (these will include any specific instructions for each station)
- Footfall Survey Sheet, for recording the counts
- Letter confirming the purpose of the survey.

EHDC will also provide a letter confirming the purpose of the survey if the surveyor is challenged by members of the public. The letter will include the telephone number of a contact at EHDC.

Note: The equipment will need to be returned to EHDC at the end of Day 2 of the survey.

- **Additional Factors**

- Bus timetable – local bus information will need to be recorded on the Survey Sheet.

- **Weather conditions**

- The survey will be cancelled in adverse weather conditions.

Aide Memoire

On Day 1

1. Go to count point for 10am start
2. Complete the top section of the Survey Sheet – name, day, weather conditions etc
3. Set yourself towards the part of the highway selected (for pedestrianised streets, estimate a halfway point, unless otherwise indicated on the map)
4. Set your timer / watch for 5 mins
5. On the hour, count pedestrians and cyclists on the tally counters (do not count children who appear to be under 10 years old)
6. After 5 mins at the count point, record number of pedestrians and cyclists on the Survey Sheet
7. Reset the tally counters
8. Move to the next count point (within 5 mins ideally) – you do not need to wait exactly 5 mins to start the next count
9. Set yourself towards the part of the highway selected for the survey
10. Set your timer / watch for 5 mins
11. Count and record as before; reset tally counter
12. Move to the next count point
13. Repeat to the end of the schedule
14. At end of survey, tally the numbers of pedestrians and cyclists counted during the hour and the day

Day 2 – repeat the above steps

15. At the end of the 2nd day, return the completed footfall survey sheets and equipment to PTC - EHDC to collect from PTC.
16. EHDC to log the results
17. EHDC to feedback to PCT and partners.

In case of any query or emergency, please call:

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