

PMRS


Pedestrian
Market
Research
Services Ltd

WHITLEY BAY

MAY 2017

PEDESTRIAN FOOTFALL STANDARD REPORT

Survey Date: 5th & 6th May 2017

Weather

Friday: Bright and sunny

Saturday: Dry and overcast

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WHITLEY BAY - MAY 2017

NO	OCCUPIER	ADDRESS	NOTE	FRIDAY		SATURDAY		WEEK	
				COUNT	INDEX	COUNT	INDEX	COUNT	INDEX
1	TRADING PLACES ESTATE AGENTS	82 Park View		2.19	139	2.25	126	10.45	132
2	HALIFAX BANK	22-24 Park View		3.69	234	3.54	198	17.01	215
3	PLOICE STATION	21 Park View Centre	T	3.03	192	3.36	188	15.04	190
4	KABOOSHKAS	276 Whitley Road		1.77	112	1.98	111	8.82	111
5	SAINSBURYS LOCAL	13-14 Park View Centre	T	4.95	314	5.46	306	24.49	309
6	VACANT	16 Park Avenue		1.44	91	1.71	96	7.41	94
7	THOMSON TRAVEL	254A Whitley Road		3.66	232	5.88	329	22.45	284
8	B & M BARGAINS H/HLD GDS	238 Whitley Road		3.27	207	3.93	220	16.94	214
9	MONROES	5 South Parade		0.54	34	0.60	34	2.68	34
10	KEBAB KING T/A	222 Whitley Road		1.08	68	1.29	72	5.58	70
11	URBAN BEDROOMS	180 Whitley Road		1.02	65	0.81	45	4.31	54
12	FLOORS FOR YOU CARPETS & FLOORING	3 Esplanade		0.27	17	0.36	20	1.48	19
13	TRAVELABILITY DISAB GDS	138 Whitley Road		0.51	32	0.60	34	2.61	33
14	ELDER & WOLF	171 Whitley Road		0.75	48	0.96	54	4.02	51
15	SUMMER SUN STUDIO	16 Station Road		0.78	49	0.81	45	3.74	47
16	KIT BOX MODELS	9 Station Road		0.63	40	0.75	42	3.25	41
17	BILLY'S PHARMACY	213-215 Whitley Road		1.02	65	1.17	66	5.15	65
18	CHARITY SHOP	245 Whitley Road		1.26	80	1.50	84	6.49	82
19	NO 57 BARBER HAIR	55-57 Victoria Terrace		0.87	55	1.05	59	4.52	57
20	SANTANDER BANK	269 Whitley Road		2.55	162	2.31	129	11.44	144
21	HOLLAND & BARRETT HEALTH FD	287-289 Whitley Road		2.43	154	2.70	151	12.07	152
22	VIRGIN MONEY BANK	303 Whitley Road		1.23	78	1.32	74	6.00	76
23	CARPET CENTRE CARPETS	1 Marden Road		0.81	51	0.87	49	3.95	50
24	DAWSON & SANDERSON TRAVEL	17-19 Park View		1.44	91	1.35	76	6.56	83
25	BAY BKS	6-8 Norham Road		0.45	29	0.30	17	1.76	22
26	VACANT	73-75 Park View		0.78	49	0.75	42	3.60	45
27	THE EDEN VALLEY FARM SHOP	121 Park View		1.14	72	1.50	84	6.21	78
28	ONE SIX THREE INTERIORS	155-157 Park View		1.02	65	1.26	71	5.36	68
29	NAILS MY WAY	168-170 Park View		1.29	82	1.68	94	6.99	88
30	FILLING STATION	116 Park View		1.47	93	1.53	86	7.06	89
AVERAGE				1.58	100	1.79	100	7.92	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

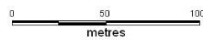
INDEX - percentage of average flow (benchmarked at 100)

WHITLEY BAY



Legend

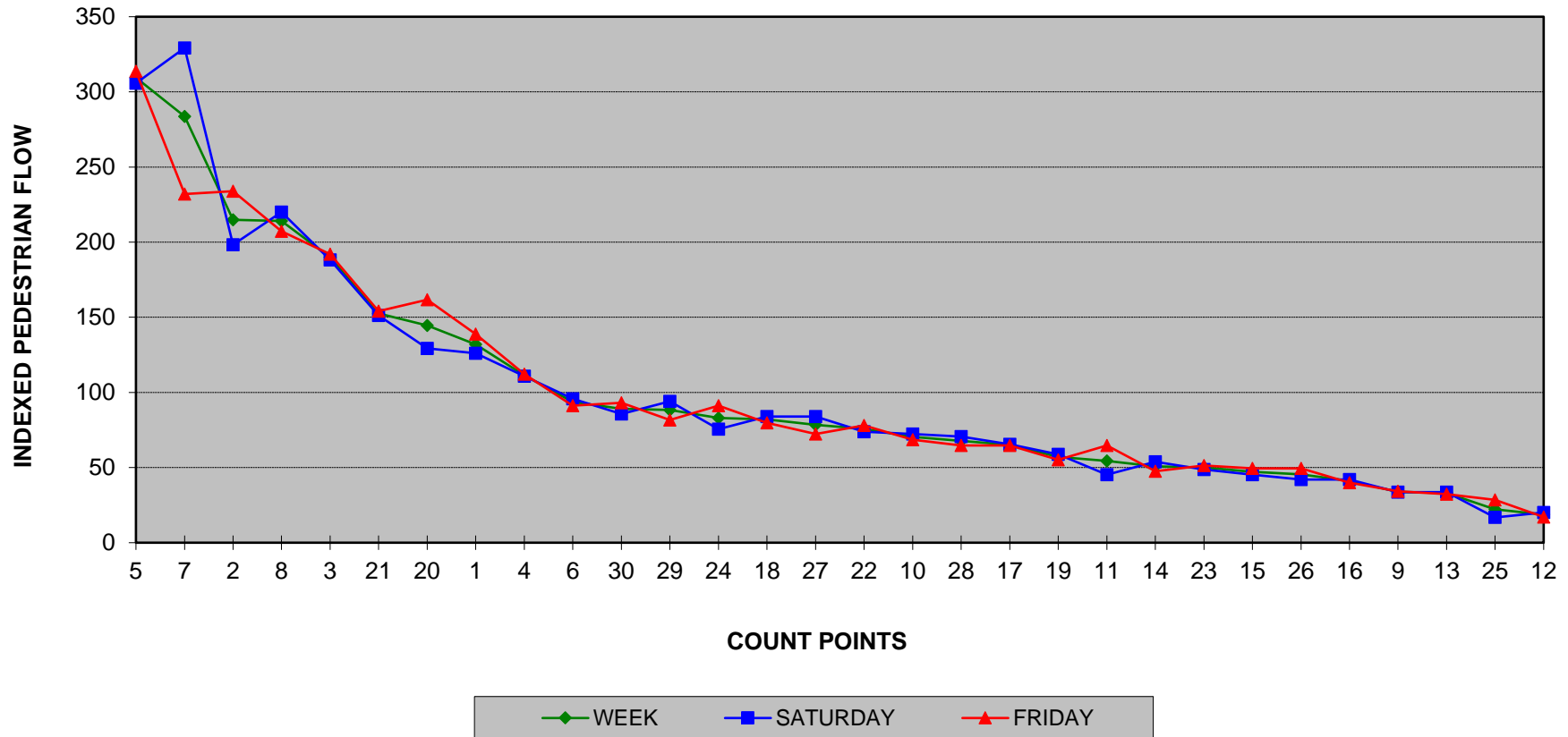
- Railway Station
- Bus / Underground Station
- Car Park
- Count Point
- Count Point not at ground level
- Count Point precedes date of plan
- Pavement
- Shopping Centre
- Pedestrian Area



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CENTRE - WHITLEY BAY MAY 2017			
NO	OCCUPIER	ADDRESS	PRECISE COUNT POINT LOCATION
1	TRADING PLACES ESTATE AGENTS	82 Park View	Pavement width counted on Park View
2	HALIFAX BANK	22-24 Park View	Pavement width counted on Park View
3	PLOICE STATION	21 Park View Centre	Full width of pedestrian mall counted in Park View Centre
4	KABOOSHKAS	276 Whitley Road	Pavement width counted on Whitley Road
5	SAINSBURYS LOCAL	13-14 Park View Centre	Full width of pedestrian mall counted in Park View Centre
6	VACANT	16 Park Avenue	Pavement width counted on Park Avenue
7	THOMSON TRAVEL	254A Whitley Road	Pavement width counted on Whitley Road
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19	NO 57 BARBER HAIR	55-57 Victoria Terrace	Pavement width counted on Victoria Terrace
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WHITLEY BAY MAY 2017 - 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.