

PEDESTRIAN MARKET RESEARCH SERVICES

BURY ST EDMUNDS

May 2010

PEDESTRIAN FLOWCOUNT



PEDESTRIAN MARKET RESEARCH SERVICES

REPORT

Survey Date: 14th & 15th May 2010

Weather

Friday: Breezy with Bright Spells, Overcast Later

Saturday: Warm with Bright Spells, Breezy & Overcast Later

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BURY ST EDMUNDS - MAY 2010

NO	OCCUPIER	STREET & ADDRESS	NOTE	FRIDAY		SATURDAY		WEEK	
				COUNT	INDEX	COUNT	INDEX	COUNT	INDEX
1	PALMERS HOMESTORES H/HLD GDS	61-63 St Andrews Street South		2.07	51	3.27	39	12.57	43
2	CHINESE MEDICINE NATURAL THERAPY	7 Risbyate Street		1.41	35	1.50	18	6.85	23
3	GOLDEN CITY CHINESE REST	107 Risbygate Street		1.29	32	2.07	25	7.91	27
4	MOTHERCARE C/WR & NURS GDS	4 Brentgovel Street		2.19	54	3.69	44	13.84	47
5	CROWN JOOLZ BRIDAL/WR	2-3 St Johns Street		2.28	56	3.24	38	12.99	44
6	JAEGER L&M/WR	90 St Johns Street		2.52	62	5.61	67	19.13	65
7	SPORTS DIRECT SPORTS GDS	30-32 Cornhill	T	8.67	214	16.98	202	60.35	206
8	VACANT	1 Cornhill Walk Shopping Centre	T	1.23	30	4.86	58	14.33	49
9	WILCROFTS HOME COOKED FOOD HSE	13 Brentgovel Street	T	2.55	63	4.53	54	16.66	57
10	SUPERDRUG HEALTH & BEAUTY	37-39 Cornhill	T	5.61	139	13.05	155	43.91	150
11	MARKS & SPENCER	22-24 Butter Market	T	6.03	149	15.87	189	51.53	176
12	WATERSTONES BKS	36 Butter Market		5.19	128	11.07	131	38.26	130
13	SAINTS LICENCED CAFE	Hatter Street	T	2.40	59	3.00	36	12.71	43
14	JAVELIN L/WR	38 Abbeygate Street	T	6.36	157	18.66	222	58.87	201
15	GREGGS BAKER	11 Abbeygate Street	T	9.87	244	21.78	259	74.47	254
16	CLAIRES ACCESSORIES	4 Butter Market		3.48	86	6.12	73	22.59	77
17	J D SPORTS GDS	13 Butter Market		4.47	111	8.64	103	30.85	105
18	E S R SHOE REP	3 The Traverse	T	4.65	115	6.90	82	27.18	93
19	TOYMASTER TOYS & GAMES	62 Cornhill		1.50	37	2.61	31	9.67	33
20	SAFFRON D/C	15 The Traverse	T	4.08	101	8.40	100	29.37	100
21	CAFE ROUGE REST	59 Abbeygate Street		1.32	33	1.89	22	7.55	26
22	ROYAL BANK OF SCOTLAND BANK	90 Guildhall Street		1.44	36	1.68	20	7.34	25
23	ICELAND FROZEN FD	5-6 Cornhill		2.25	56	3.33	40	13.13	45
24	NAT WEST BANK	Central Walk	T	5.67	140	13.50	160	45.11	154
25	W H SMITH BKS	15 Cornhill		4.32	107	7.44	88	27.67	94
26	STEAD & SIMPSON SHOES	Market Thoroughfare	T	5.07	125	11.73	139	39.53	135
27	ANIMAL L&M/WR	Auction Street, The Arc Shopping Centre	T	6.78	168	16.65	198	55.13	188
28	BLACKS OUT/WR & CAMPING GDS	Off Charter Square, The Arc Shopping Centre	T	5.19	128	11.49	136	39.25	134
29	NEW LOOK L/WR	Off Charter Square, The Arc Shopping Centre	T	3.99	99	6.18	73	23.93	82
30	PEACOCKS CLOTHING	Gosnold Street, The Arc Shopping Centre	T	7.41	183	16.83	200	57.04	195
AVERAGE				4.04	100	8.42	100	29.32	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

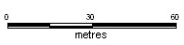
INDEX - percentage of average flow (benchmarked at 100)

BURY ST EDMUNDS



Legend

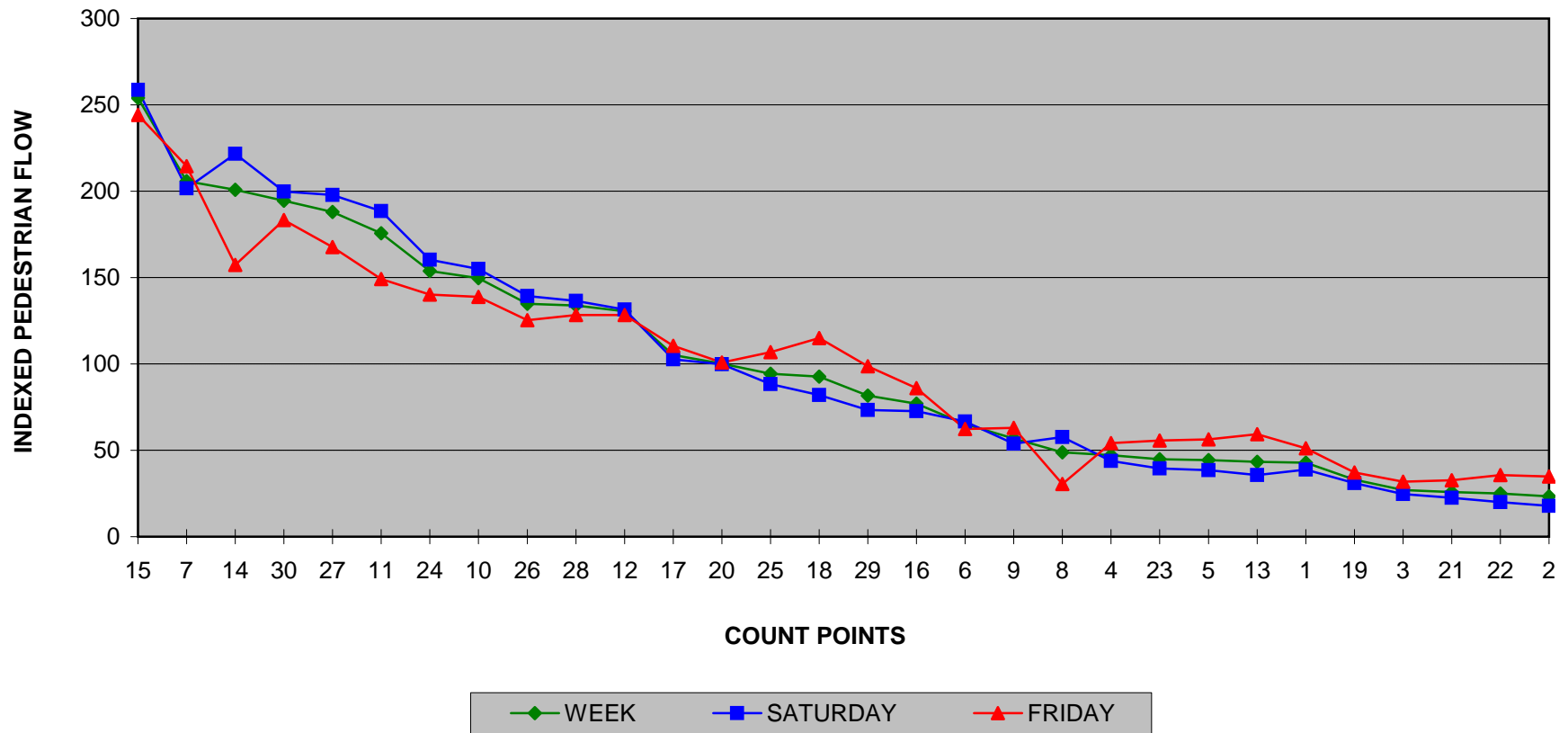
- Railway Station
- Bus / Underground Station
- Car Park
- Count Point
- Count Point not at ground level
- Count Point precedes date of plan
- Pavement
- Shopping Centre
- Pedestrian Area



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CENTRE - BURY ST EDMUNDS MAY 2010			
NO	OCCUPIER	STREET & ADDRESS	PRECISE COUNT POINT LOCATION
1	PALMERS HOMESTORES H/HLD GDS	61-63 St Andrews Street South	Pavement width counted on St Andrews Street South
2	CHINESE MEDICINE NATURAL THERAPY	7 Risbygate Street	Pavement width counted on Risbygate Street
3	GOLDEN CITY CHINESE REST	107 Risbygate Street	Pavement width counted on Risbygate Street
4	MOTHERCARE C/WR & NURS GDS	4 Brentgovel Street	Pavement width counted on Brentgovel Street
5	CROWN JOOLZ BRIDAL/WR	2-3 St Johns Street	Pavement width counted on St Johns Street
6	JAEGER L&M/WR	90 St Johns Street	Pavement width counted on St Johns Street
7	SPORTS DIRECT SPORTS GDS	30-32 Cornhill	Full width of pedestrian walkway counted on Cornhill
8	VACANT	1 Cornhill Walk Shopping Centre	Full width of pedestrian mall counted in Cornhill Walk Shopping Centre
9	WILCROFTS HOME COOKED FOOD HSE	13 Brentgovel Street	Full width of pedestrian walkway counted on Brentgovel Street
10	SUPERDRUG HEALTH & BEAUTY	37-39 Cornhill	Full width of pedestrian walkway counted to car park on Cornhill
11	MARKS & SPENCER	22-24 Butter Market	Full width of pedestrian walkway counted to open market on Butter Market
12	WATERSTONES BKS	36 Butter Market	Pavement width counted on Butter Market
13	SAINTS LICENCED CAFE	Hatter Street	Full width of pedestrianised road counted on Hatter Street
14	JAVELIN L/WR	38 Abbeygate Street	Full width of pedestrian walkway counted on Abbeygate Street
15	GREGGS BAKER	11 Abbeygate Street	Full width of pedestrian walkway counted on Abbeygate Street
16	CLAIRES ACCESSORIES	4 Butter Market	Pavement width counted on Butter Market
17	J D SPORTS GDS	13 Butter Market	Pavement width counted on Butter Market
18	E S R SHOE REP	3 The Traverse	Full width of pedestrian walkway counted on The Traverse
19	TOYMASTER TOYS & GAMES	62 Cornhill	Pavement width counted on Cornhill
20	SAFFRON D/C	15 The Traverse	Full width of pedestrian walkway counted on The Traverse
21	CAFE ROUGE REST	59 Abbeygate Street	Pavement width counted on Abbeygate
22	ROYAL BANK OF SCOTLAND BANK	90 Guildhall Street	Pavement width counted on Guildhall Street
23	ICELAND FROZEN FD	5-6 Cornhill	Pavement width counted on Cornhill
24	NAT WEST BANK	Central Walk	Full width of pedestrian walkway counted on Central Walk
25	W H SMITH BKS	15 Cornhill	Pavement width counted on Cornhill
26	STEAD & SIMPSON SHOES	Market Thoroughfare	Full width counted of pedestrian walkway counted on Market Thoroughfare
27	ANIMAL L&M/WR	Auction Street, The Arc Shopping Centre	Full width of pedestrian walkway counted on Auction Street in The Arc Shopping Centre
28	BLACKS OUT/WR & CAMPING GDS	Off Charter Square, The Arc Shopping Centre	Full width of pedestrian walkway counted in The Arc Shopping Centre
29	NEW LOOK L/WR	Off Charter Square, The Arc Shopping Centre	Full width of pedestrian walkway counted to Debenhams in The Arc Shopping Centre
30	PEACOCKS CLOTHING	Gosnold Street, The Arc Shopping Centre	Full width of pedestrian walkway counted on Gosnold Street in The Arc Shopping Centre

BURY ST EDMUNDS MAY 2010 - 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.