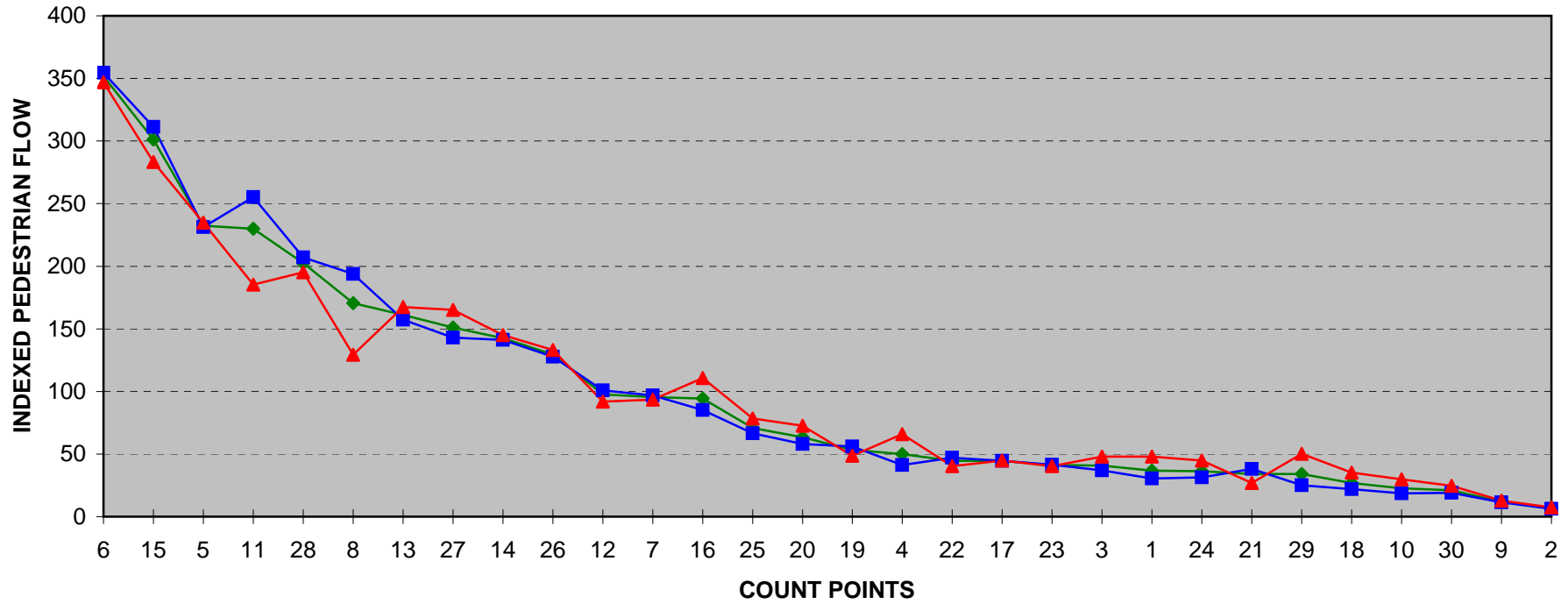


EXPLANATORY NOTES

- 1** The 30 count points are selected from the Goad 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 - 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, and delivery men. In the case of 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.

DARTFORD - RANKED COUNT POINTS based on the indexed flow for the week



WEEK
 SATURDAY
 FRIDAY

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.

CENTRE - DARTFORD 2005			
NO	OCCUPIER	STREET & ADDRESS	PRECISE COUNT POINT LOCATION
1	DARTFORD COBBLER	66 Lowfield Street	Pavement width counted on Lowfield Street
2	TIFFS ACADEMY	Ripley's Market	Full width of pedestrian walkway counted in Ripley's Market
3	VACANT	40 Lowfield Street	Pavement width counted on Lowfield Street
4	BARCLAYS BANK	24 Lowfield Street	Pavement width counted on Lowfield Street
5	ARGOS	4-10 Lowfield Street	Full width of pedestrian walkway counted on Lowfield Street
6	W H SMITH	19-21 High Street	Full width of pedestrian walkway counted on High Street
7	FRESH FOODS DELI	4 Market Place	Full width of pedestrian walkway counted on Market Placet
8	ICELAND	47-49 High Street	Full width of pedestrian walkway counted on High Street
9	MELA INDIAN FOOD	8 Market Street	Pavement width counted on Market Street
10	KOALA BEDS	59 High Street	Pavement width counted on High Street
11	BOOTS	High Street	Full width of pedestrian walkway counted on High Street
12	ATLANTIC CLOTHING	27 Orchards Shopping Centre	Full width of pedestrian walkway counted in Orchards Shopping Centre
13	EVANS	8 Orchards Shopping Centre	Full width of pedestrian walkway counted in Orchards Shopping Centre
14	T MOBILE	35a Orchards Shopping Centre	Full width of pedestrian walkway counted in Orchards Shopping Centre
15	HALIFAX	8-10 High Street	Full width of pedestrian walkway counted on High Street
16	LIVERMOORES ESTATE AGENT	1 Hythe Street	Pavement width counted on Hythe Street
17	KIA KEBAB	29 Hythe Street	Pavement width counted on Hythe Street
18	LA PLAZA HAIR	67 Hythe Street	Pavement width counted on Hythe Street
19	RUSSELL FISH & CHIPS	58 Hythe Street	Pavement width counted on Hythe Street
20	CO-OP DEPARTMENT STORE	Hythe Street	Pavement width counted on Hythe Street
21	MASALA GURU	12-12a Hythe Street	Pavement width counted on Hythe Street
22	OSSIES CAFÉ	10 Copperfields	Full width of pedestrian walkway counted on Copperfields
23	SQUIRES M/W	7 Spital Street	Pavement width counted on Spital Street
24	JAFFLONG RESTAURANT	58 Spital Street	Pavement width counted on Spital Street
25	VACANT	22-26 Spital Street	Pavement width counted on Spital Street
26	MCDONALDS	10-14 Spital Street	Pavement width counted on Spital Street
27	MOTHERCARE	36-38 Priory Court	Full width of pedestrian mall counted in Priory Court
28	PRIYA L/W	6-8 Priory Court	Full width of pedestrian mall counted in Priory Court
29	STAR EXPRESS	25 Lowfield Street	Pavement width counted on Lowfield Street
30	PAYDENS CHEMIST	63-65 Lowfield Street	Pavement width counted on Lowfield Street

DARTFORD - 2005

NO	OCCUPIER	STREET & ADDRESS	NOTE	FRIDAY		SATURDAY		WEEK	
				COUNT	INDEX	COUNT	INDEX	COUNT	INDEX
1	DARTFORD COBBLER	66 Lowfield Street		1.92	48	2.16	31	9.60	37
2	TIFFS ACADEMY	Ripley's Market	T	0.30	8	0.45	6	1.76	7
3	VACANT	40 Lowfield Street		1.92	48	2.61	37	10.66	41
4	BARCLAYS BANK	24 Lowfield Street		2.64	66	2.91	41	13.06	50
5	ARGOS	4-10 Lowfield Street	T	9.42	237	16.35	231	60.64	233
6	W H SMITH	19-21 High Street	T	12.93	325	23.88	338	86.61	333
7	FRESH FOODS DELI	4 Market Place	T	3.75	94	6.84	97	24.92	96
8	ICELAND	47-49 High Street	T	5.19	130	13.71	194	44.47	171
9	MELA INDIAN FOOD	8 Market Street		0.51	13	0.81	11	3.11	12
10	KOALA BEDS	59 High Street		1.20	30	1.32	19	5.93	23
11	BOOTS	High Street	T	7.44	187	18.06	256	60.00	231
12	ATLANTIC CLOTHING	27 Orchards Shopping Centre	T	3.69	93	7.14	101	25.48	98
13	EVANS	8 Orchards Shopping Centre	T	6.72	169	11.13	158	42.00	162
14	T MOBILE	35a Orchards Shopping Centre	T	5.82	146	10.98	155	39.53	152
15	HALIFAX	8-10 High Street	T	11.37	286	22.02	312	78.57	302
16	LIVERMOORES ESTATE AGENT	1 Hythe Street		4.44	112	6.03	85	24.64	95
17	KIA KEBAB	29 Hythe Street		1.80	45	3.15	45	11.65	45
18	LA PLAZA HAIR	67 Hythe Street		1.41	35	1.56	22	6.99	27
19	RUSSELL FISH & CHIPS	58 Hythe Street		1.95	49	3.96	56	13.91	54
20	CO-OP DEPARTMENT STORE	Hythe Street		2.91	73	4.11	58	16.52	64
21	MASALA GURU	12-12a Hythe Street		1.08	27	2.70	38	8.89	34
22	OSSIES CAFÉ	10 Copperfields	T	1.62	41	3.33	47	11.65	45
23	SQUIRES M/W	7 Spital Street		1.62	41	2.94	42	10.73	41
24	JAFFLONG RESTAURANT	58 Spital Street		1.80	45	2.22	31	9.46	36
25	VACANT	22-26 Spital Street		3.15	79	4.71	67	18.49	71
26	MCDONALDS	10-14 Spital Street		5.34	134	9.03	128	33.81	130
27	MOTHERCARE	36-38 Priory Court	T	6.63	167	10.11	143	39.39	152
28	PRIYA L/W	6-8 Priory Court	T	7.83	197	14.64	207	52.87	203
29	STAR EXPRESS	25 Lowfield Street		2.01	51	1.77	25	8.89	34
30	PAYDENS CHEMIST	63-65 Lowfield Street		0.99	25	1.35	19	5.51	21
AVERAGE				3.98	100	7.07	100	25.99	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)

PEDESTRIAN MARKET RESEARCH SERVICES

DARTFORD

2005

PEDESTRIAN FLOWCOUNT

PMRS

PEDESTRIAN MARKET RESEARCH SERVICES

REPORT

Survey Date : 20th & 21st May 2005

Weather: Friday : Overcast with Showers

Saturday : Mild & Unsettled

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