

Dartford Town Centre Area Action Plan

Dartford Town Centre Footfall Surveys 2006-2007

Dartford Borough Council
Planning Policy Team
2008

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Purpose of the Surveys

The surveys have been carried out to assist in the formulation of policies for the Dartford Town Centre Area Action Plan. They have informed the definition of the primary Shopping Area boundary and Primary Shopping Frontages. They have also demonstrated the importance of the role of the markets in the functioning of the town centre.

The surveys will also be used as a baseline for monitoring the future health of the town centre as a whole and in assessing the impact of individual developments within the town centre.

Survey Methodology

When: Surveys were undertaken on Tuesday and Thursday lunchtimes from 12.30 to 13.00 hours. Tuesday is one of the quieter days in the town centre whilst Thursday is Market Day with the Market located on the Priory Shopping Centre surface car park.

Surveys were undertaken on the following days:

26 and 28 September 2006

12 and 14 December 2006

16 and 18 October 2007

11 and 13 December 2007

Quality checking indicated that the Bull's Head Yard and High Street Entrance to the Orchards Shopping Centre figures on 26 September and Boots and Primark Entrances from the High Street on 28 September had not been counted correctly. Therefore, additional surveys were undertaken in October at these points together with counts outside Bon Marche in order that the results could be factored to a 26 and 28 September equivalent.

Where: Fifty-one survey locations have been used. These are set out in Appendix 1.

How: At each survey location the number of people passing in either direction were counted during a two minute period. Children in buggies and prams, toddlers and people cycling or skateboarding were not counted. If less than 8 people were counted in the two minute period the time was extended and then factored to give a one hour count.

A slightly different approach was taken at three of the locations:

1. 'North of the Orchard Theatre' a ten minute count was undertaken to account for the Fastrack bus stop nearby, and that Fastrack operates a 10 minute service.

2. 'Outside Dreams' pedestrians were counted both ways on the footpath on the south side of Westgate Road
3. 'Outside Bath Store' pedestrians were counted both ways on the footpath on the north side of Westgate Road.

Survey Outputs

The survey results are set out in Appendix 2. All counts have been factored to show a one hour count.

The highest pedestrian footfalls are found in the High Street between 33/35 and One Bell Corner, and in Lowfield Street north of the entrance to the Priory Shopping Centre. The Thursday market has an influence and significantly increases footfall at the entrance to the Priory Shopping Centre from the surface car park where the market is located.

Appendix 1: Survey Locations

High Street

- A1 One Bell Corner
- A2 Bon Marche
- A3 33-35
- A4 45
- A5 Wat Tyler
- A6 West of Acacia Hall Complex entrance
- A7 Bottom of East Hill by the Jolly Miller

Hythe Street

- B1 Halifax EA
- B2 Travel Agents
- B3 South of Co-op entrance
- B4 Swanley Computer
- B5 South of pedestrian crossing
- B6 Immediately south of railway bridge

Lowfield Street

- C1 South of One Bell Corner
- C2 North of Priory Shopping Centre entrance
- C3 South of Priory Shopping Centre entrance
- C4 Alms houses
- C5 Social Club
- C6 101
- C7 Glentworth Club

Spital Street

- D1 East of Macdonalds entrance
- D2 East of Priory Centre entrance
- D3 East of Co-op entrance
- D4 Methodist Church
- D5 Westgate House
- D6 Craft Frames West Hill

Orchards Shopping Centre/Bulls Head Yard

- E1 Bulls Head Yard entrance onto High Street
- E2 North of Orchard Theatre entrances
- E3 Orchard Shopping Centre entrance from surface car park
- E4 Orchard Shopping Centre Mall
- E5 Boots entrance onto shopping mall
- E6 Primark entrance onto shopping mall
- E7 High Street entrance to shopping mall

High Street entrances

- F1 Boots entrances onto High Street
- F2 Market Place
- F3 Primark entrances onto High Street

- F4 Iceland entrances onto High Street
- F5 Market Street
- F6 Bullace Lane

Priory Shopping Centre

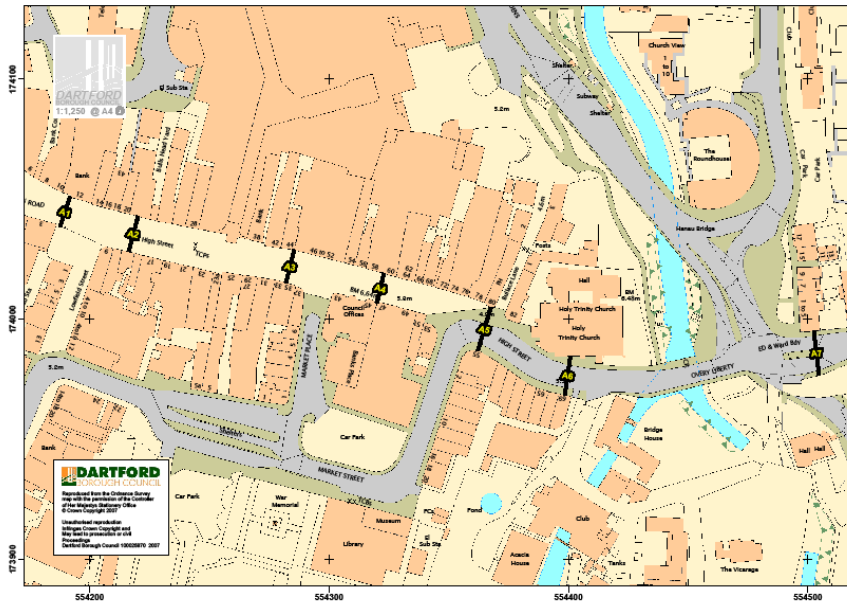
- G1 Lowfield Street entrance
- G2 Lift and stair well
- G3 Entrance to Cleve Court entrance from shopping mall
- G4 Entrance to Sainsbury/Cleve Court from surface car park
- G5 Spital St entrance to shopping mall
- G6 Litten Tree/Granada entrance on Spital Street

Spital Street Entrances

- H1 Entrance to Copperfields from Spital Street
- H2 Orchard Street
- H3 Kent Rd entrance onto Spital St
- H4 Kent Rd entrance onto Westgate Rd
- H5 Outside Dreams
- H6 Outside Bath Store

Maps showing Survey Locations

High Street



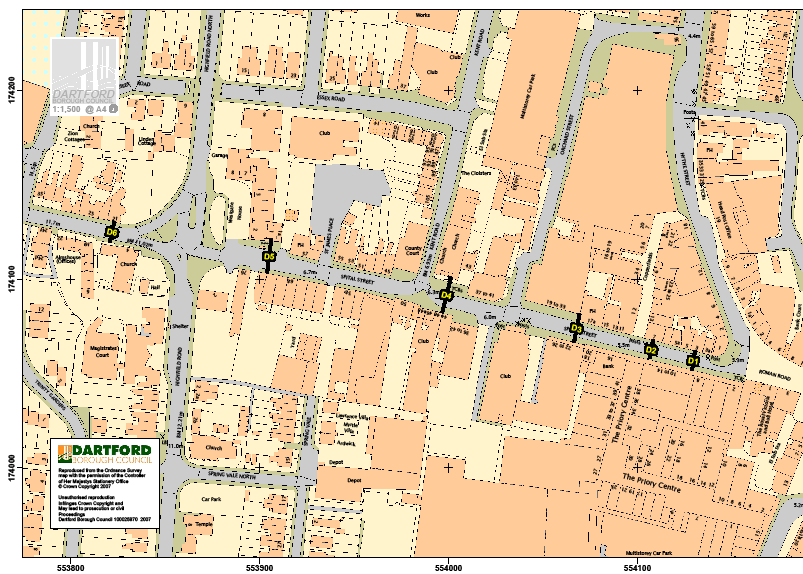
Hythe Street



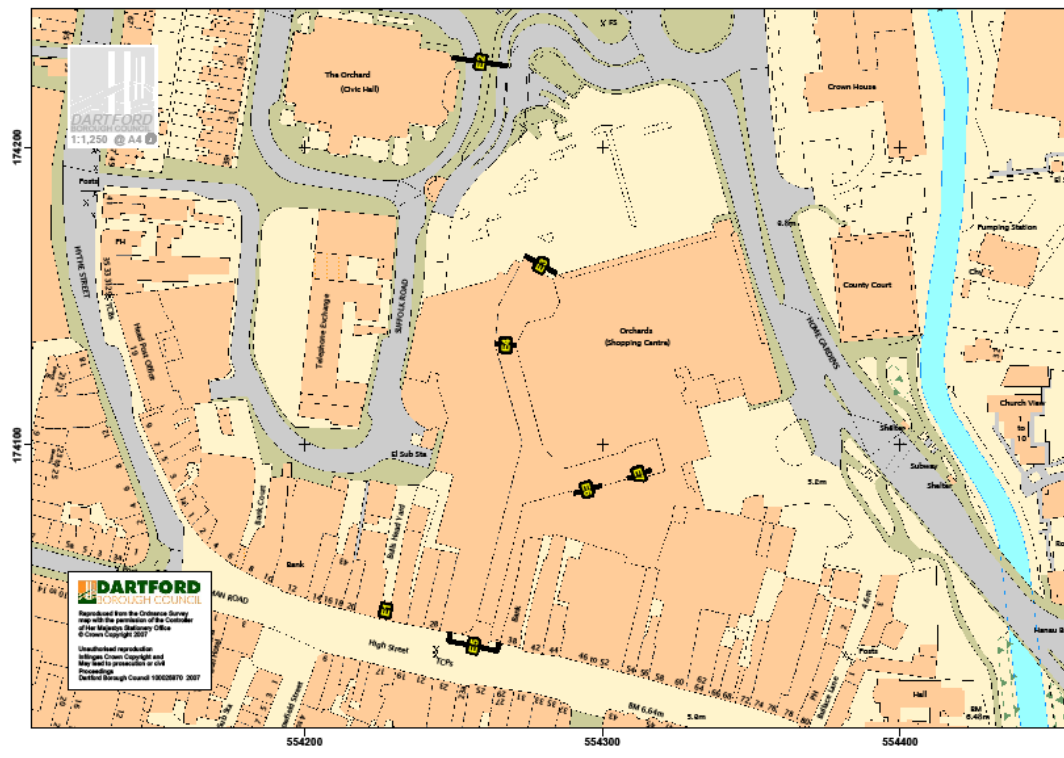
Lowfield Street



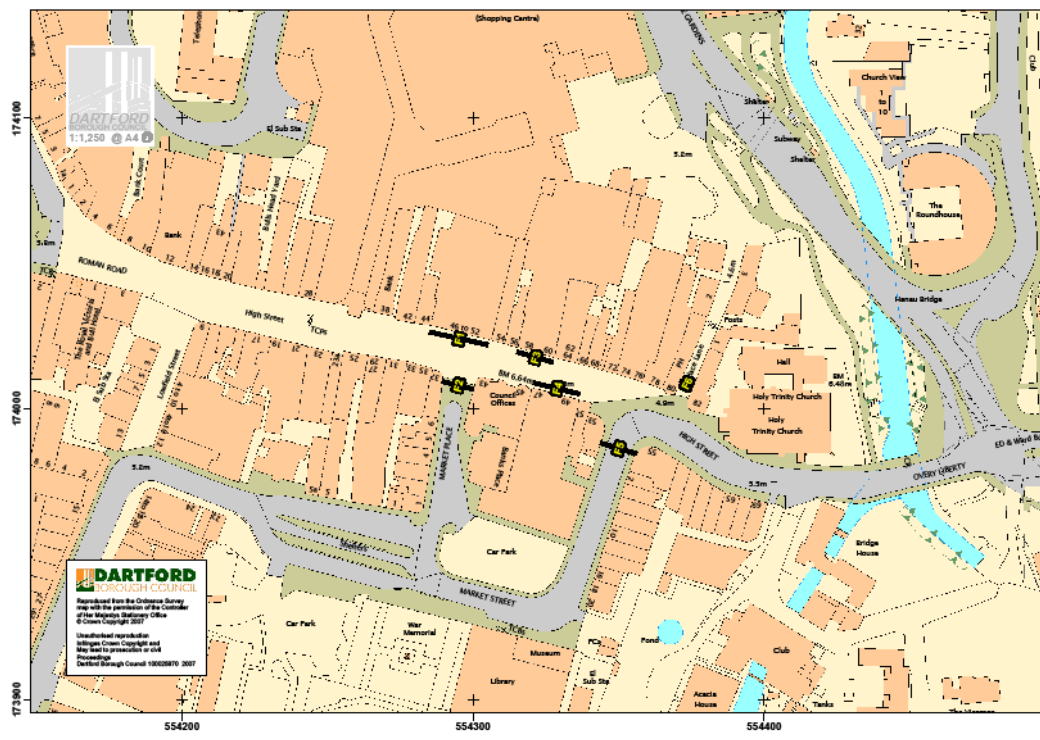
Spital Street



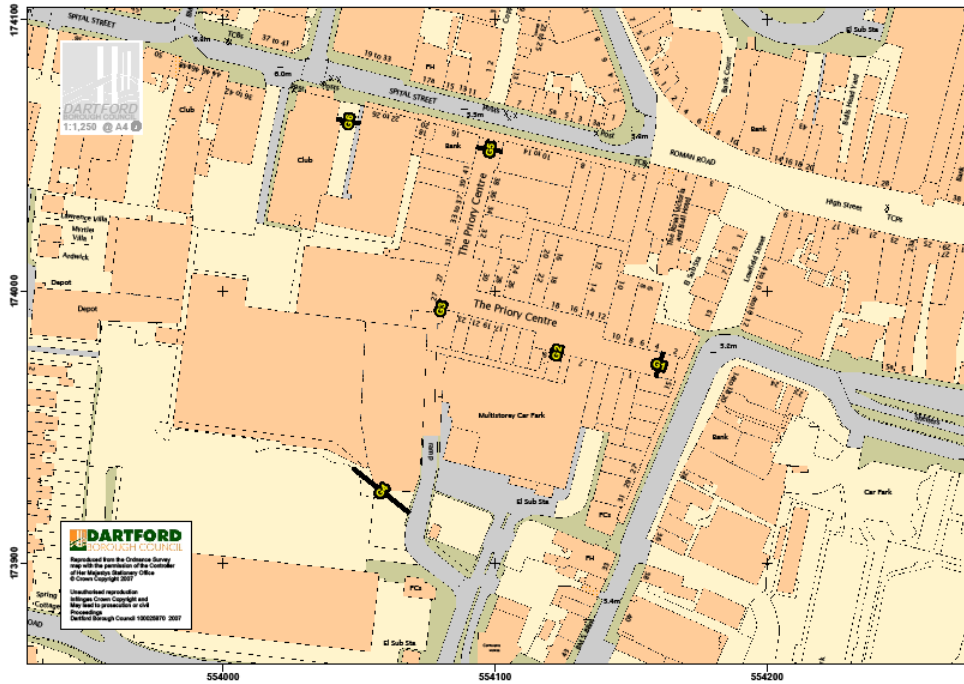
Orchards Shopping Centre/Bulls Head Yard



High Street Entrances



Priory Shopping Centre



Spital Street Entrances



Appendix 2: Footfall Survey Results

Location		Date:	26/09/2006 Tuesday	28/09/2006 Thursday	12/12/2006 Tuesday	14/12/2006 Thursday	16/10/2007 Tuesday	18/10/2007 Thursday	11/12/2007 Tuesday	13/12/2007 Thursday
		Weather:	Sunny with clouds	Overcast	Sunny & fresh	Cloudy & Cool	Overcast	Dy & Sunny	Cold & Sunny	Cold & Sunny
Site no	Description	Time:	Number of pedestrians per hour							
<i>High Street</i>										
A1	One Bell Corner	12.30	2280	1890	1800	No Data	1650	2580	2040	2520
A2	Bon Marche	12.35	2760	2820	3480	4140	3030	3030	3480	3330
A3	33-35	12.40	2520	2220	2400	3180	1920	2160	2130	1770
A4	45	12.45	1860	2040	1710	1320	1140	1950	1110	1290
A5	Wat Tyler	12.50	930	1200	780	No Data	870	1020	570	780
A6	W/o Acacia Hall entrance	12.55	690	480	420	510	180*	240	240	390
A7	Bottom of East Hill	13.00	300	No Data	240	No Data	240	270	240*	360
<i>Hythe Street</i>										
B1	Halifax EA	12.30	1140	1230	1260	1380	No Data	2490	1470	1530
B2	Travel Agents	12.35	114	990	1410	1680	No Data	870	570	1350
B3	s/o Co-op entrance	12.40	870	1350	1800	1290	No Data	660	810	1350
B4	Swanley Computer	12.45	810	990	1140	1110	No Data	480	900	1170
B5	s/o ped crossing	12.50	240	270	360	450	No Data	570	360	390
B6	s/o railway bridge	12.55	324	192	240*	180*	No Data	60	180*	240
<i>Lowfield Street</i>										
C1	s/o One Bell Corner	12.30	1440	2730	2340	2460	1470	2160	2670	2700
C2	n/o Priory entrance	12.35	1830	2280	2370	3090	1950	2160	1770	2910
C3	s/o Priory entrance	12.40	480	500*	810	570	420	630	870	450
C4	Alms houses	12.45	540	420	450*	330*	270*	300*	180	210
C5	Social Club	12.50	340*	480*	720*	630	390*	480*	330	570
C6	101	12.55	510*	280*	300*	810	270*	300*	150	420
C7	Glentworth Club	13.00	144*	No Data	1180*	390*	240*	90*	210	150

Location		Date:	26/09/2006 Tuesday	28/09/2006 Thursday	12/12/2006 Tuesday	14/12/2006 Thursday	16/10/2007 Tuesday	18/10/2007 Thursday	11/12/2007 Tuesday	13/12/2007 Thursday
		Weather:	Sunny with clouds	Overcast	Sunny & fresh	Cloudy & Cool	Overcast	Dy & Sunny	Cold & Sunny	Cold & Sunny
Site no	Description	Time:	Number of pedestrians per hour							
<i>Priory Shopping Centre</i>										
G1	Low St entrance	12.30	2010	1980	2370	2070	1500	1710	1830	3390
G2	lift and stair well	12.35	930	2460	660	840	360	1020	390	810
G3	Cleve Court entrance	12.40	1680	2640	1890	3330	1410	2490	1260	2970
G4	Sainsbury/Cleve Ct	12.45	1110	3060	1260	1470	1110	1980	1230	3000
G5	Spital St entrance	12.50	1260	1770	1530	1020	960	1590	1380	2190
G6	Litten Tree/Granada	12.55	570	1050	150	240	240	240	330	210
<i>Spital Street Entrances</i>										
H1	Copperfields	12.30	600	450	720	690	360	570*	780	No data
H2	Orchard Street	12.35	30*	260	90*	120*	180*	120*	180*	No data
H3	Kent Rd/Spital St	12.40	150*	240	60*	270*	420	210*	150	No data
H4	Kent Rd/Westgate Rd	12.45	30*	240	210	270	240	180*	240	No data
H5	Dreams	12.50	150*	180	270	210	330	180*	150	No data
H6	Bath Store	12.55	360	630	510	540	960	480*	1050	No data

