



Produced by:  
 The Town Centres Team  
 Planning Services  
 Kirklees M.C.  
 P.O. Box B93  
 Civic Centre III  
 Off Market Street  
 Huddersfield  
 HD1 2JR  
 Tel: 01484 221628  
 Fax: 01484 221613  
 Email: carol.dean@kirkleesmc.gov.uk

# DEWSBURY TOWN CENTRE AUDIT 2001

## FACT SHEET 1: PEDESTRIAN FOOTFALL

### Introduction

This document, produced by Kirklees MC's Planning Service, is designed to provide supplementary information on pedestrian footfall to accompany the 2001 Town Centre Audit for Dewsbury (in A1 folded form). This is one of a series of Fact Sheets that contain detailed analysis of the indicators of town centre performance presented in the main publication.

### Pedestrian flow: Methodology

Pedestrian footfall counts are undertaken annually (May/June) in Dewsbury to measure the volume and pattern of shopper/visitor movement throughout the town centre. The surveys are undertaken on 2 week-days (a market day and a non-market day) and on a Saturday. 10 count locations are included in the assessment covering both primary and secondary shopping frontages and important pedestrian links. The location of these survey points are identified on the map overleaf.

### 2001 pedestrian footfall

Figure 1 below shows the results of the 2001 assessment of pedestrian flow in Dewsbury town centre. This data gives 2 hour-long samples (starting from 10:30am, and from 2:30pm) at the 10 count locations to illustrate the street-by-street pattern of movement and volume of pedestrians. The numbers clearly show that:

- The highest pedestrian footfall continues to be recorded along the principal retail axis – the Princess of Wales Precinct, Longcauseway, Market Place and Lower Foundry Street.
- The subway under the ring road to the south is an important pedestrian route linking the retail warehouse park to the town centre. This is particularly true on a Saturday when the number of car-borne shoppers increases.

Figure 1: Morning and afternoon hour samples 2001

Date	22 <sup>nd</sup> May Non-market day		23 <sup>rd</sup> May Market day		26 <sup>th</sup> May Saturday	
Weather	Dry, sunny		Dry, sunny		Warm	
Time	a.m.	p.m.	a.m.	p.m.	a.m.	p.m.
1. Train sta'n - out	Est*	Est	Est	Est	152	130
2. Bus sta'n - out	212	172	692	238	945	402
3. PoW Precinct	1155	904	1994	1718	1702	1522
4. Westgate	773	707	1544	1077	1793	1677
5. RWP Subway	626	404	1104	672	1834	1664
6. Longcauseway	1172	754	2961	1515	2758	3124
7. Market Place	1055	778	2250	1472	3359	3062
8. Northgate	543	432	728	379	870	883
9. Foundry Street	385	96	2936	1816	3583	3644
10. Halifax Road	259	206	297	303	224	259

\* Measured data is unavailable for weekdays at the train station

- Pedestrian numbers are significantly greater during the morning samples than the afternoon samples – most noticeably on a market day.
- Pedestrian numbers at all count locations in the town (including the subway link to the retail warehouse park) are substantially greater on a market day compared to a non-market day.

### Time series data

Figures 2 and 3 presented below illustrate the changes in pedestrian numbers in Dewsbury town centre during the last 12 months. These show that:

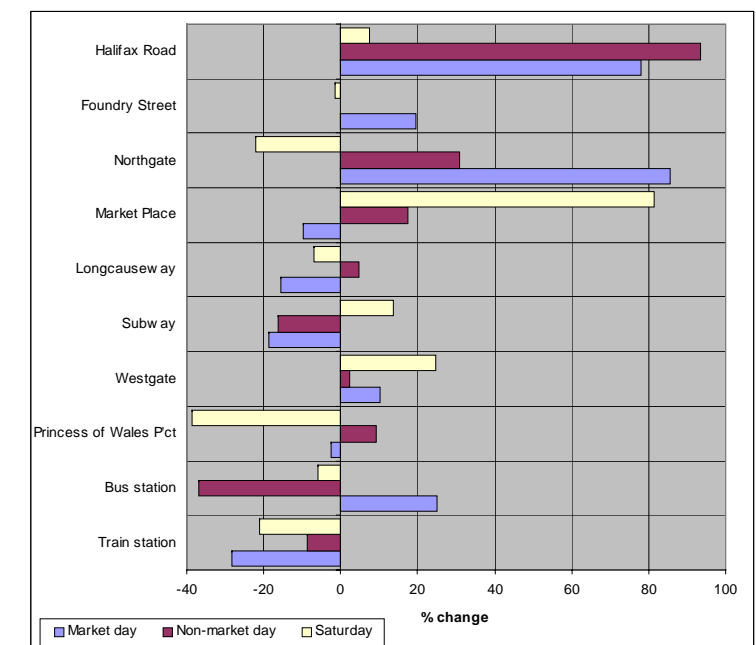
- There has been a net increase of 2% in pedestrian numbers recorded in the town since spring 2000.
- Both market day and non-market day figures have strengthened during the morning count.
- Afternoon pedestrian numbers have shown a slight decline.

Figure 2: Percentage change in pedestrian numbers 2000 - 2001

Market day	a.m.	+7.7
	p.m.	-6.8
Non-market day	a.m.	+20.1
	p.m.	-11.4
Saturday	a.m.	+6.9
	p.m.	-3.7
Net change		+2.0

However, the 2% increase in pedestrian numbers in the town masks more substantial changes to the pattern of movement on a street by street basis. These are illustrated below:

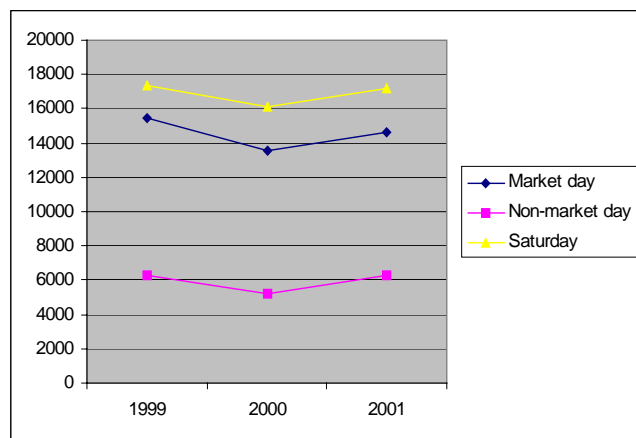
Figure 3: Street by street percentage change 2000 - 2001



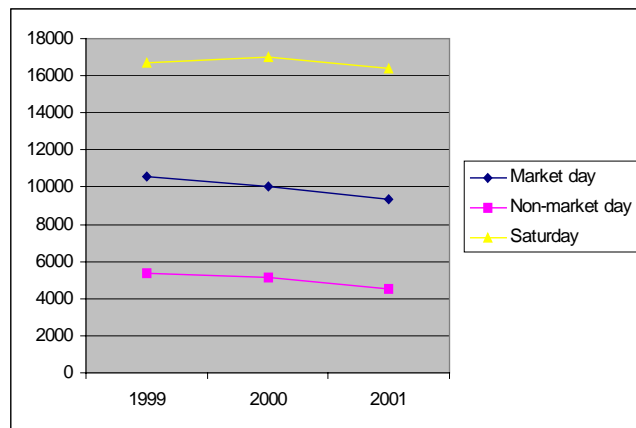
- Footfall along the Precinct is markedly lower than in previous assessments – particularly on a Saturday
- Counts along Westgate have seen increases, not only in the last 12 months but year on year.
- There has been an important shift in the pattern of circulation of people around the town – resulting in the formation of 2 parallel ‘channels’ of movement along Westgate and along Longcauseway leading to the subway and the bus station.
- Northgate and Halifax Road have seen an increase in pedestrian volumes – reflecting the growing importance of the ‘leisure’ sector that is beginning to evolve in this part of the town.
- Despite a drop in numbers using the bus station on a Saturday and non-market day this year, public transport continues to be of great importance in accessing the town centre.

Changes in the volumes of pedestrians visiting the town centre since the 1999 assessment are given in terms of the morning and afternoon sample totals in Figures 4 and 5:

**Figure 4: Morning hour samples – 1999 to 2001 (spring)**



**Figure 5: Afternoon hour samples – 1999 to 2001 (spring)**



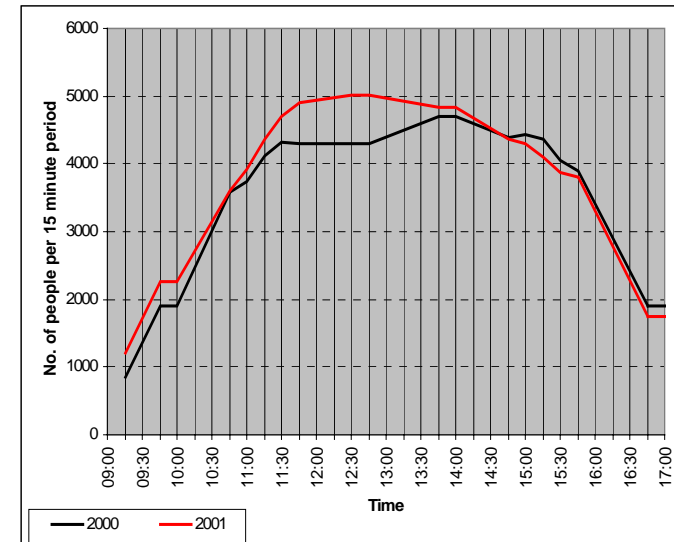
- The increase in morning pedestrian numbers is clearly evident.
- The influence of the market on the volume of people in the town centre is well illustrated, particularly during the morning.

### 9:00a.m. to 5:00p.m. daily profiles

Since 1999, the assessment of pedestrian footfall has been extended to cover the 9a.m. to 5p.m. period using a series of ‘pinch’ counts through the day in addition to the traditional hour samples. Figure 6 illustrates the profile of pedestrian numbers on a Saturday in both the 2000 and 2001 assessments.

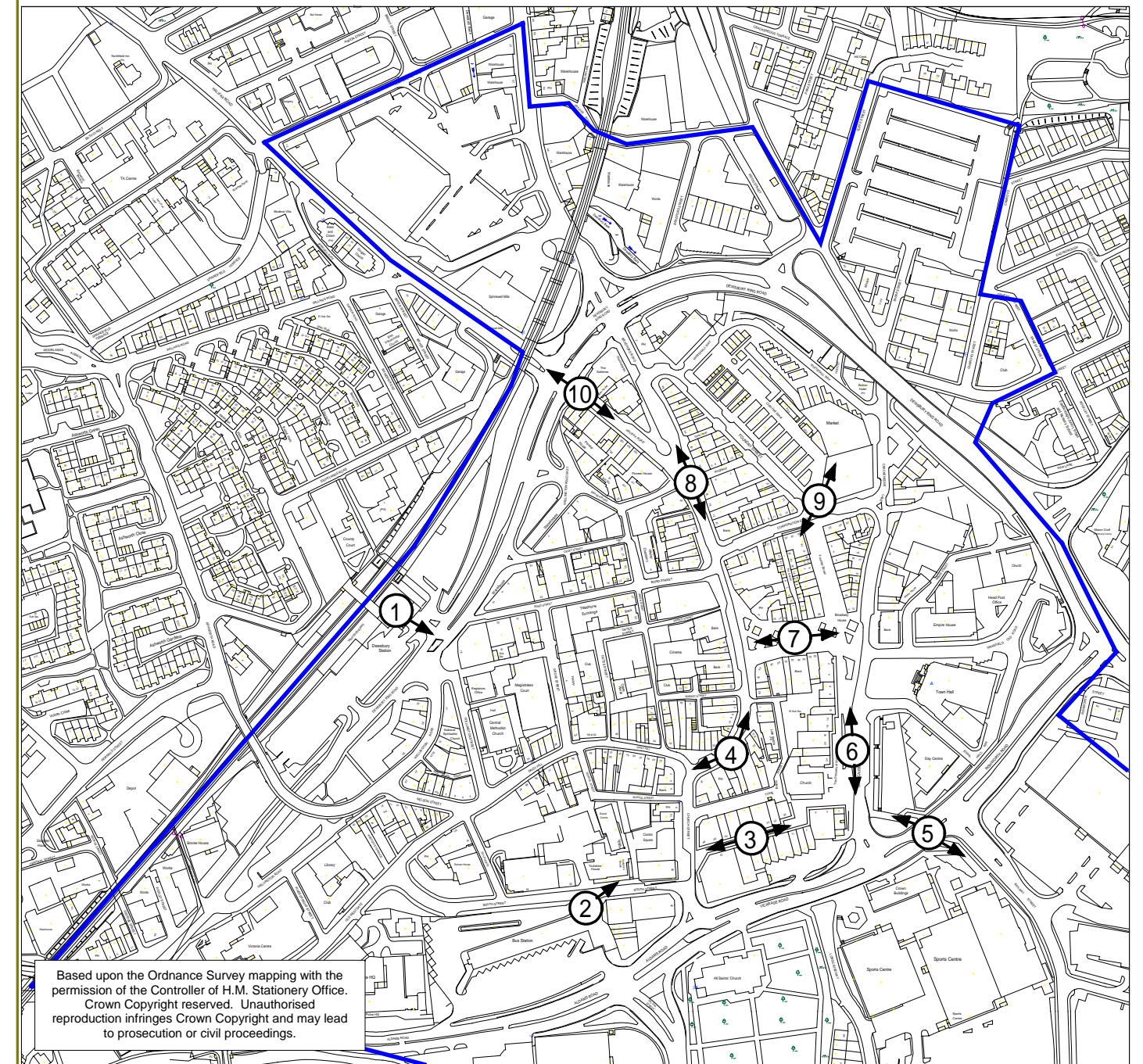
- The profile of pedestrian movement (on any day) has changed little since the 1999 or 2000 assessments, although a slight decline in numbers is evident at certain times of the day.
- The time of day at which the volume of pedestrians begins to ‘tail off’ is earlier than in previous years (1:00/1:30pm as opposed to 2:30/3:00pm).
- Westgate, the Princess of Wales Precinct, Halifax Road and Northgate all experience a significant ‘peak’ in flow around lunchtime, which is less evident elsewhere.
- Generally speaking, Saturdays produce the most constant levels of pedestrian numbers throughout the 9:00am to 5:00pm period – weekdays are more prone to ‘peaks’ and ‘troughs’.

**Figure 6: Saturday profiles 2000 and 2001 (spring)**



Although every care and effort has been taken to ensure the accuracy of the data and statements contained in this publication, Planning Services does not accept responsibility for any errors or inaccuracies which may have occurred therein.

### Dewsbury town centre study boundary and pedestrian count points



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#### Key to map:

— Study boundary

○ → Count point and direction of flow

- 1 Train station
- 2 Bus station
- 3 Princess of Wales Precinct
- 4 Westgate
- 5 Subway

- 6 Longcauseway
- 7 Market Place
- 8 Northgate
- 9 Foundry Street/Corporation Street
- 10 Halifax Road