



Northgate Survey and Count Research Report

Prepared for:	Michael Brown
Prepared by:	Paul Latimer
Fieldwork dates:	10th to 18th October 2015
Report date:	22nd October 2015

Background and methodology

Research consisted of an on street survey in the Northgate area alongside a pedestrian counting exercise. This was a repeat of the same approach taken in January 2015, prior to the completion of improvements in the Northgate area.

The street survey took place over a week period from 10th to 18th October 2015 to deliver more than 350 completed interviews. Four sampling points were used along Northgate, these being between Palace Street and Broad Street, between Broad Street and St John's Place, between St John's Place and Union Street and between Union Street to Kingsmead Road. Approximately one quarter of interviews took place at each sampling point.

One-in-three pedestrians were intercepted as a form of random sampling. Interviewers used hand held computers to speed up both interviewing and data processing.

The pedestrian count took place on Saturday 17th October between the hours of 0800 and 1800, using a single sample point midway along Northgate, noting the direction of travel of each individual.

The report charts results from the October research as 'Post' data and compares this directly to the January 'Pre' research.

1. On street surveys

Survey key findings

1. As in our previous research, a large proportion of our respondents could be classified as “locals”. Those ‘living locally’ to Northgate (64% vs. 60% previously) accounted for our largest group, 8% were ‘students’ (down from 13% previously) and 5% were ‘working’ in the area (also slightly down vs. last time).
2. Non-locals made up 23% of the sample, vs. 20% in the Pre research.
3. Asked about the main reason for being in the Northgate area on the day of the interview, the most common response in the Post survey was for ‘non-food shopping’ (20%) up from 14% in the Pre survey. Those ‘walking into or away from town’ made up 15% (vs. 20% in the Pre research).
4. Cumulatively those who were engaged in any sort of shopping accounted for 40% of respondents: 20% were ‘non-food shopping’, 8% were ‘grocery shopping’ and 12% were ‘just browsing’. All in all these figures are up from around one-third of respondents shopping in any capacity from the Pre research.
5. In both surveys within ‘other reasons’ the most common responses were ‘to visit the doctors’, ‘to go to the job centre’ or for a ‘hair appointment’.

Survey key findings

6. Once again, reflecting the high proportion of locals in our sample, over 60% of respondents visited the Northgate area at least once a week, although this is slightly down vs. the Pre survey. 27% visited every day (vs. 29% in the Pre research) and 21% visited 2 to 3 times a week (vs. 23% in the Pre survey).
7. Our Post survey generated an average visit frequency amongst respondents of 91 times per annum (down slightly from 97 times per annum in the Pre research).
8. Again the survey went on to ask respondents to rate the Northgate area on *four* different measures: the Choice of shops, cafés and restaurants; Safety/security of the area; Pleasant atmosphere, and Cleanliness. In each case a 5-point scale was used.
9. Choice of shops, cafés and restaurants: the most common rating score in the Post survey was 'quite good' (41%) ahead of 36% marking this as 'very good', hence taking the top two ratings together (very good and quite good) gives a single figure of 76%. This figure is up sharply from just 55% in the Pre research. Analysis by gender and age shows females (80%) to be slightly more positive this time, whilst again the ratings generally decline as age of respondent rises.

Survey key findings

10. Safe/secure environment: in total 86% of respondents rated this as very or quite good, also up from the Pre research (72%). As many as 52% gave the top score this time. Again there is some variance in results between males (89%) and females (82%). As with the Pre survey there is no clear pattern of rating by age, in this survey the 55-64 year olds scored this weaker than other cohorts.
11. Pleasant atmosphere: this was rated 89% 'very or quite good' overall, again a very positive increase from just 62% in the Pre research. No fewer than 58% rated this as 'very good'. There is again a small difference between males (90%) and females (87%). The overall pattern by age suggests a decline in approval ratings as age rises.
12. Cleanliness: this once again scored the weakest of all four criteria, with just 72% rating this as 'very good or quite good', but again this was up strongly from the 50% figure in the Pre research, and over 40% gave this the top score. There is a clear difference between male (78%) and female (67%) respondents in the Post research. There does however seem to be a clearer relationship here between age and approval rating than we saw from the Pre research.

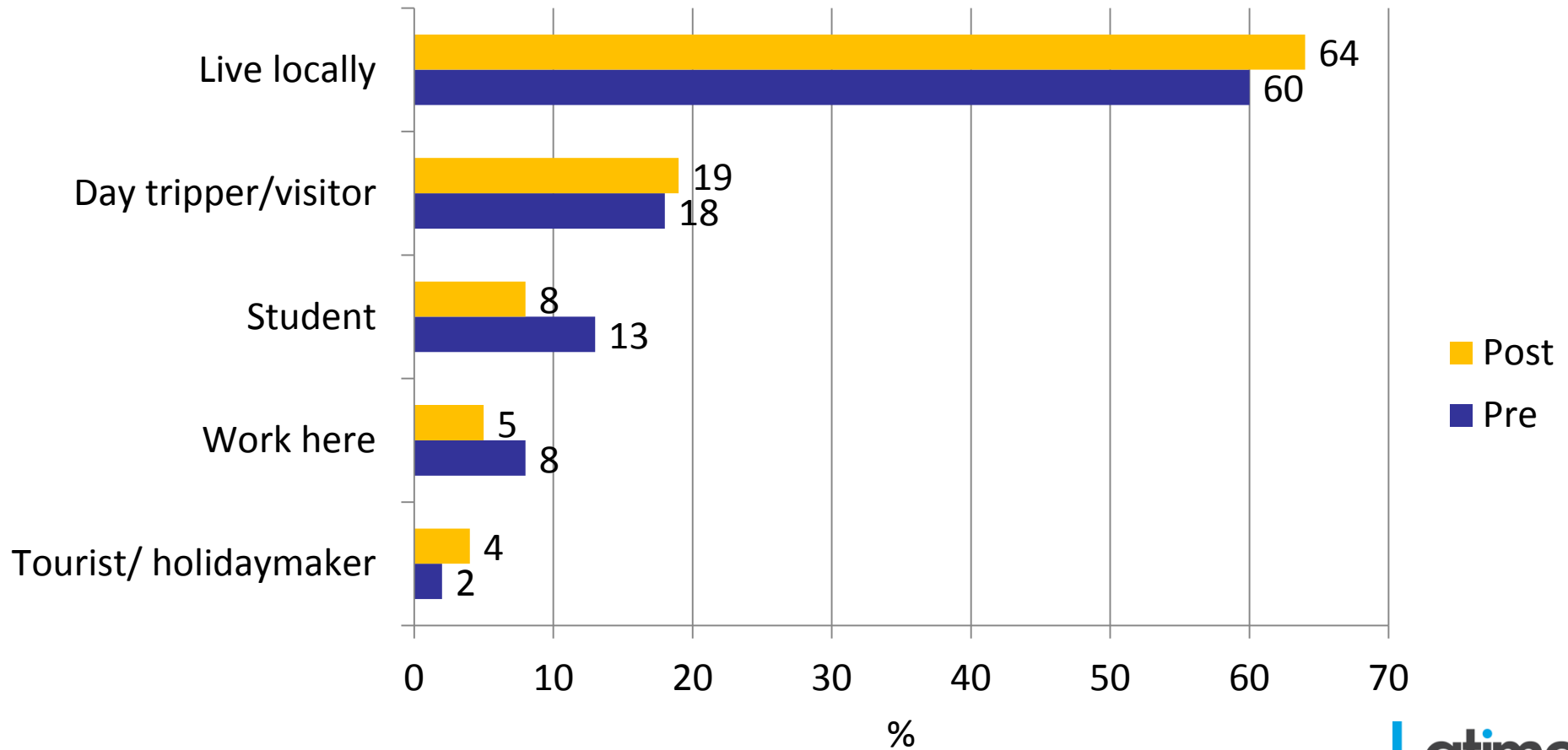
Survey key findings

13. In terms of the sample itself, the age profile once more shows a good distribution across all groups. Those aged 18-24 (27%) again made up our largest group, and the other cohorts ranged from as small as 12% up to 18%.
14. The gender profile in this Post survey showed a small skew to Females (54%), perhaps reflecting the greater proportion of shoppers in our sample.

Respondent profile

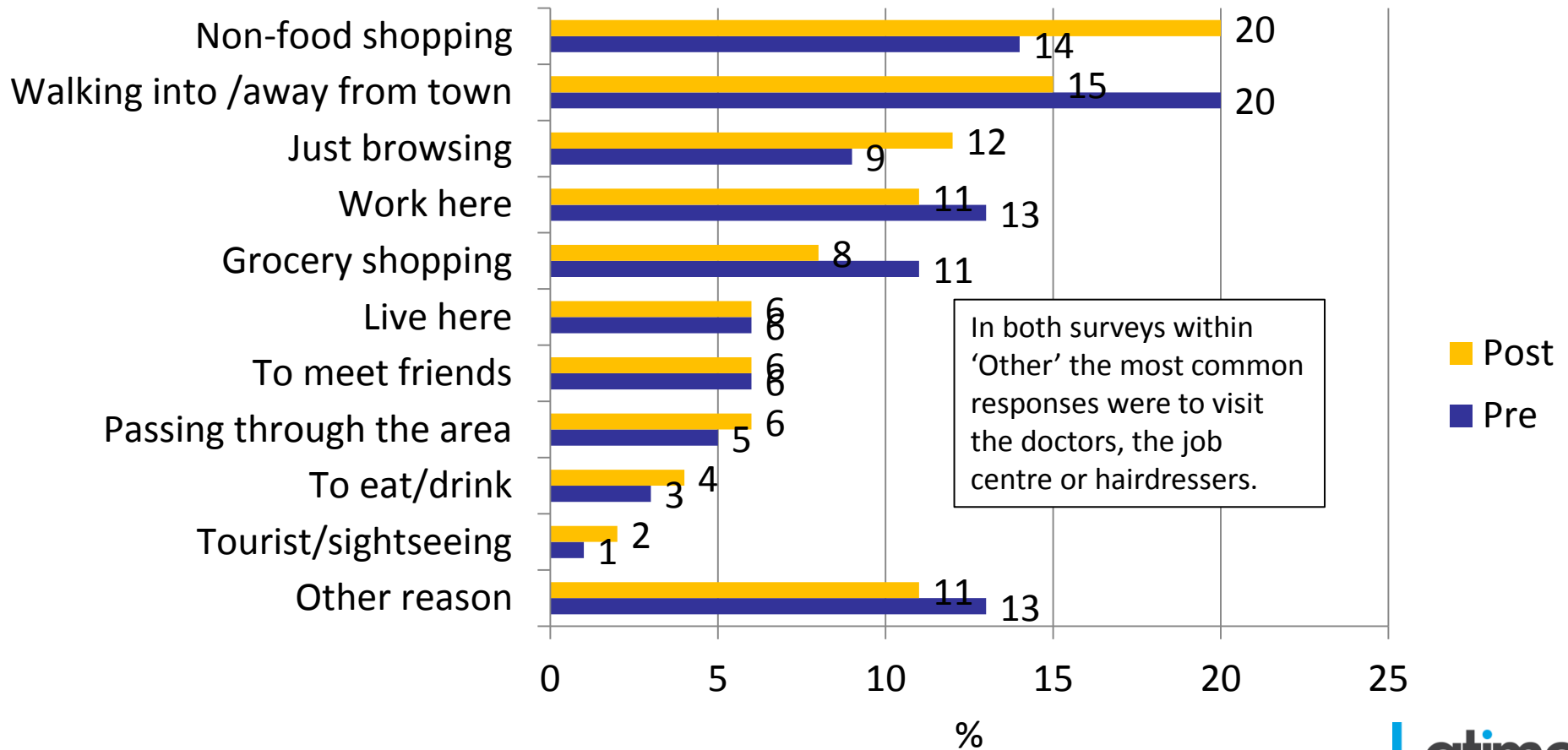
Which of these best describes you?

(n = all respondents)



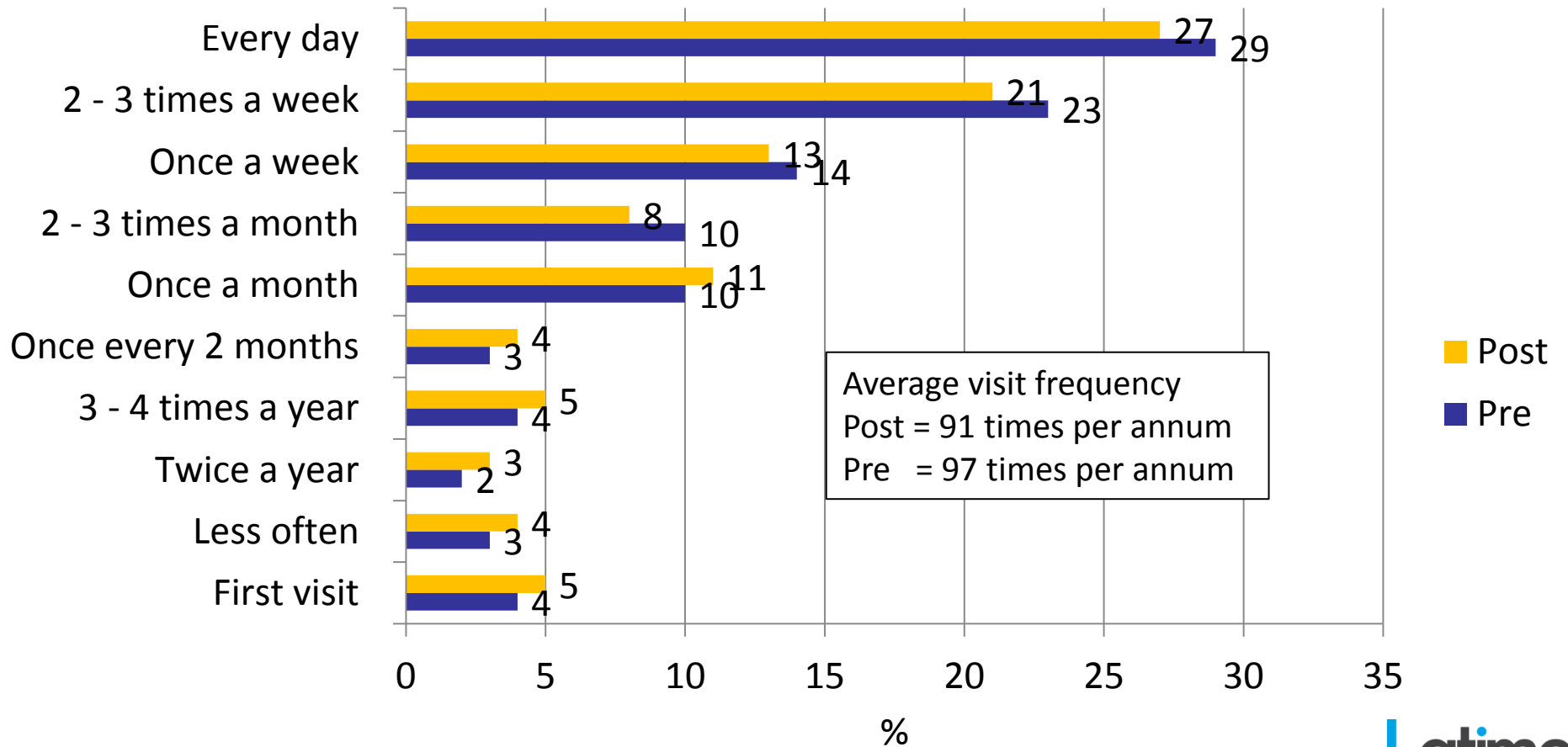
Main reason being in Northgate

What is your main reason for being in the Northgate area of Canterbury today?
(n = all respondents)



Visit frequency

How often do you visit the Northgate area of Canterbury?
(n = all respondents)

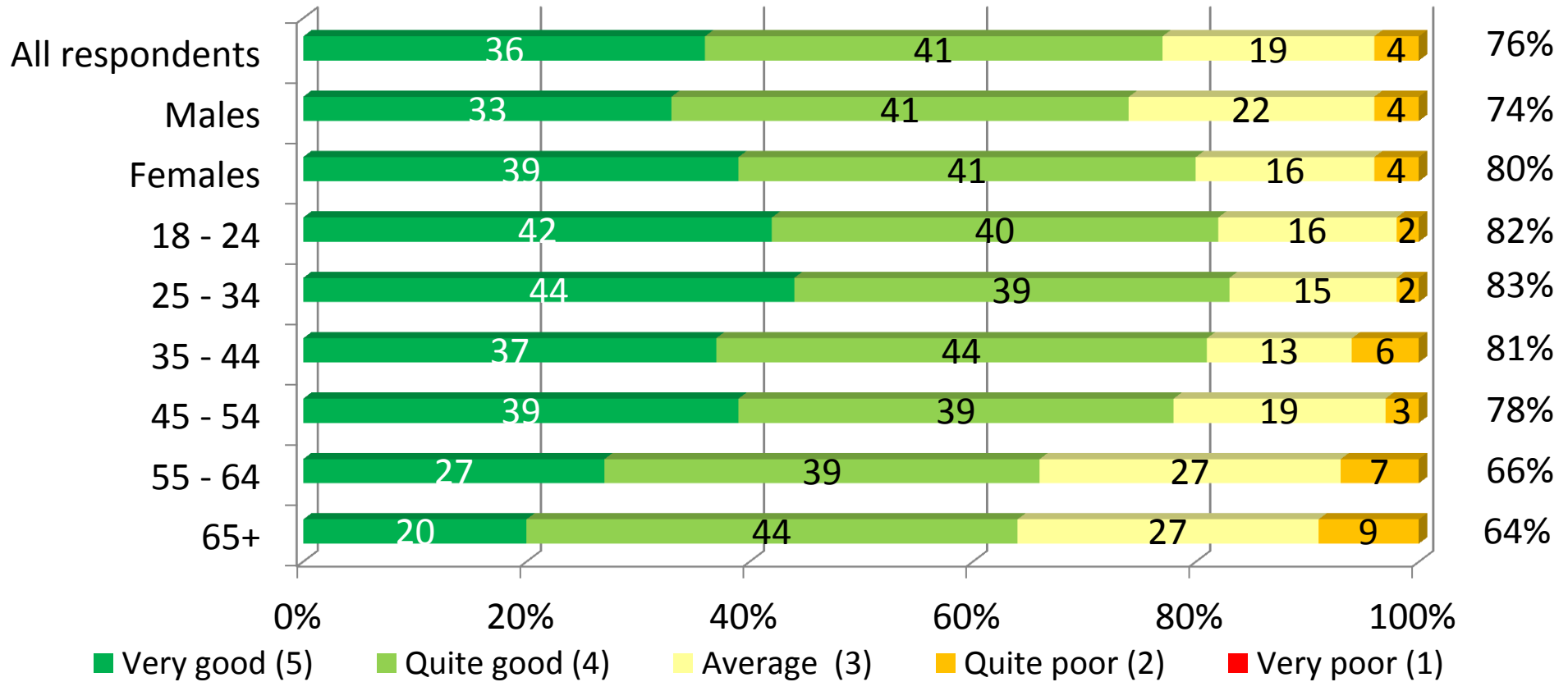


Choice of shops, cafés and restaurants (Post)

How would you rate Northgate for its Choice of shops, cafés and restaurants?
(n = all respondents)



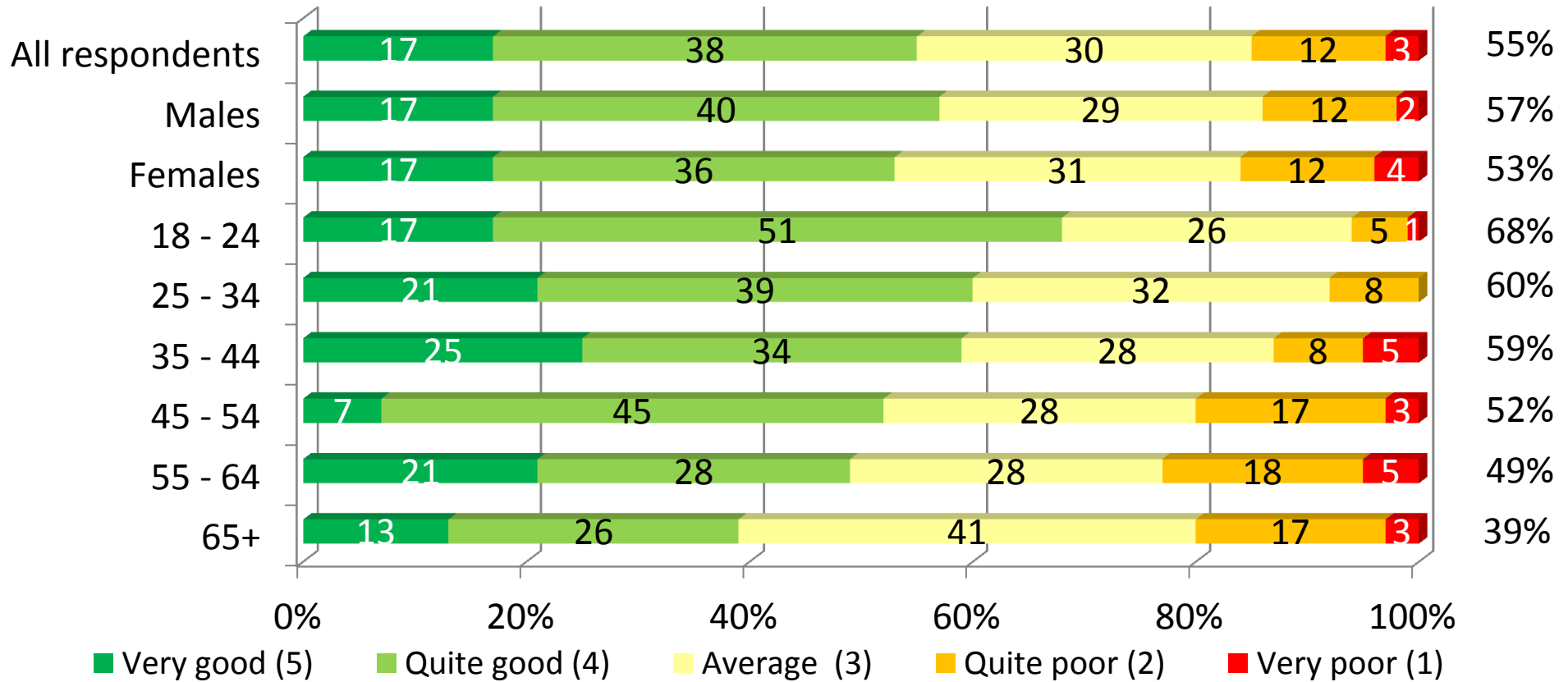
Very/quite good scores



Choice of shops, cafés and restaurants (Pre)

How would you rate Northgate for its Choice of shops, cafés and restaurants?
(n = all respondents)

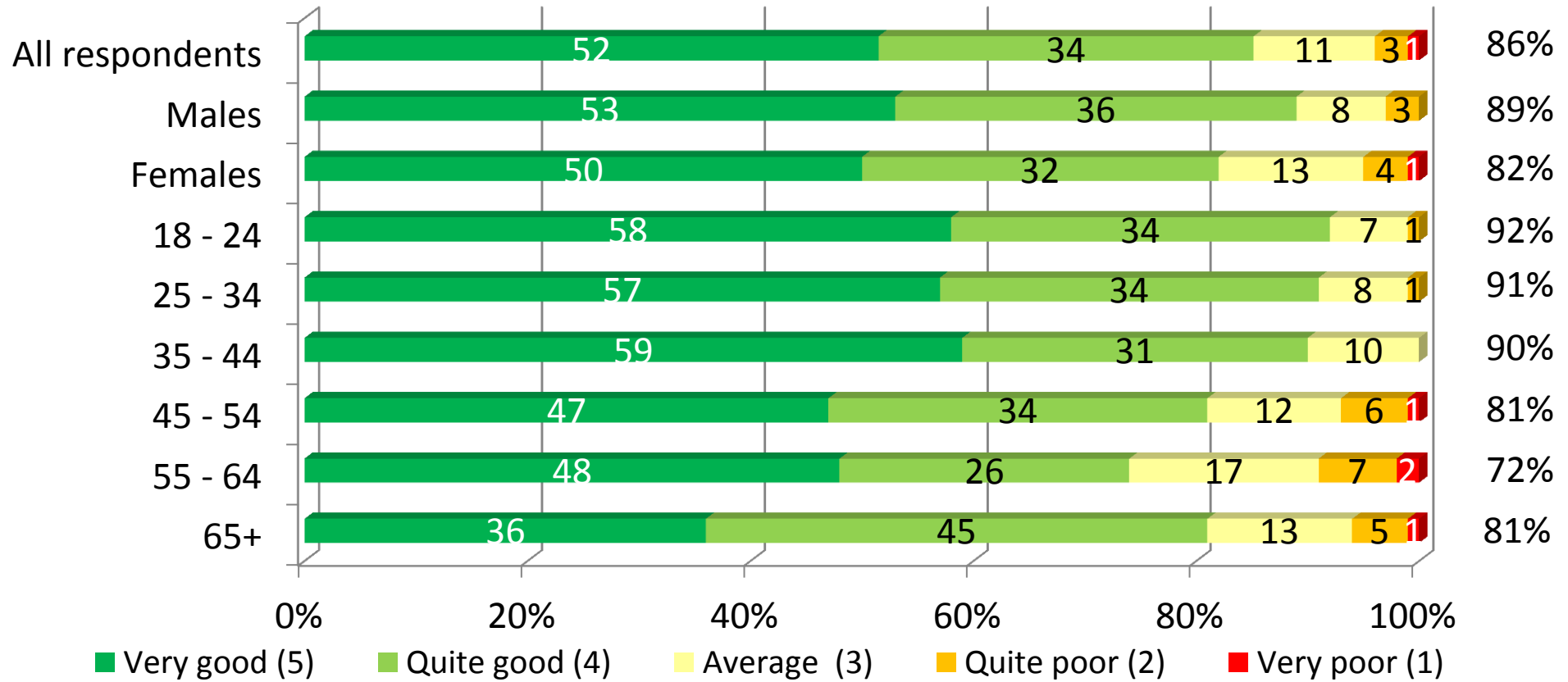
Very/quite good scores



Safe/ secure environment (Post)

How would you rate Northgate for its Safe/ secure environment?
(n = all respondents)

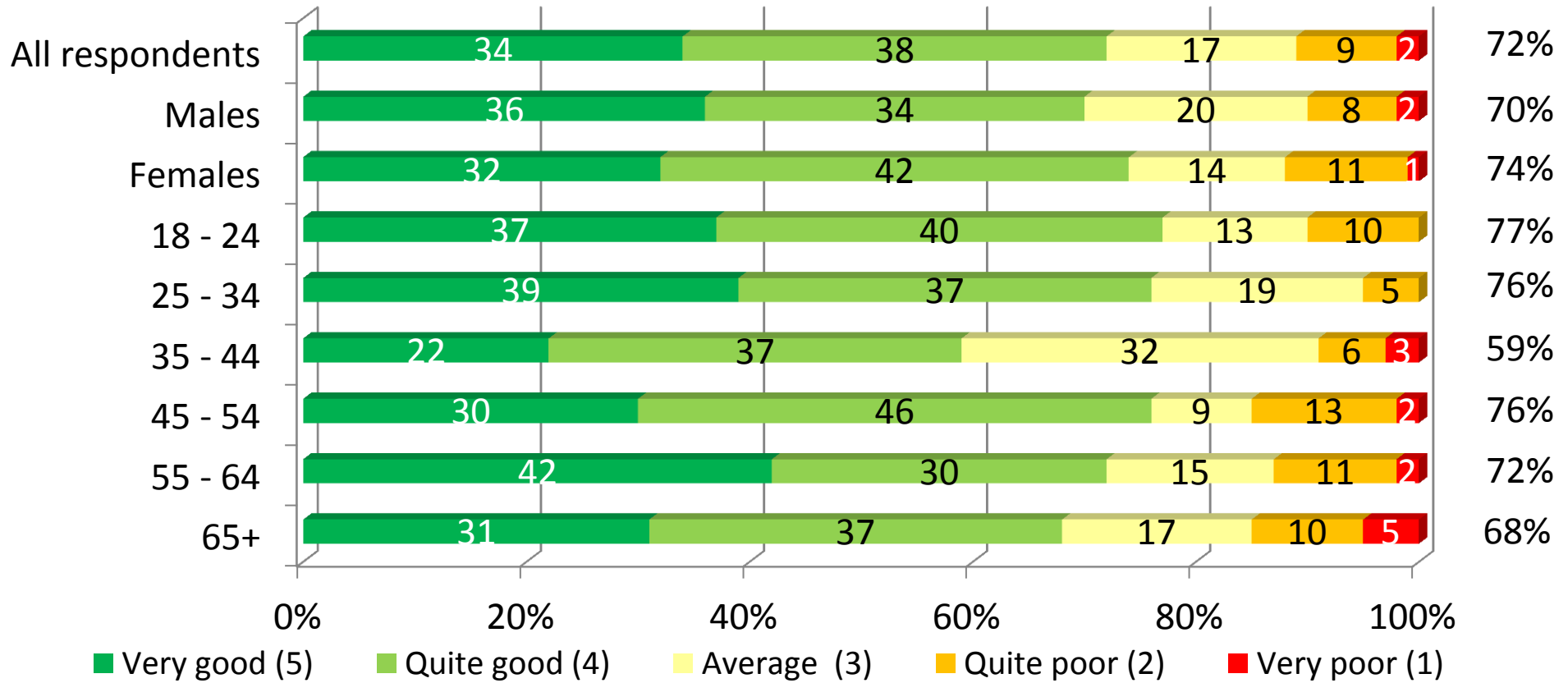
Very/quite good scores



Safe/ secure environment (Pre)

How would you rate Northgate for its Safe/ secure environment?
(n = all respondents)

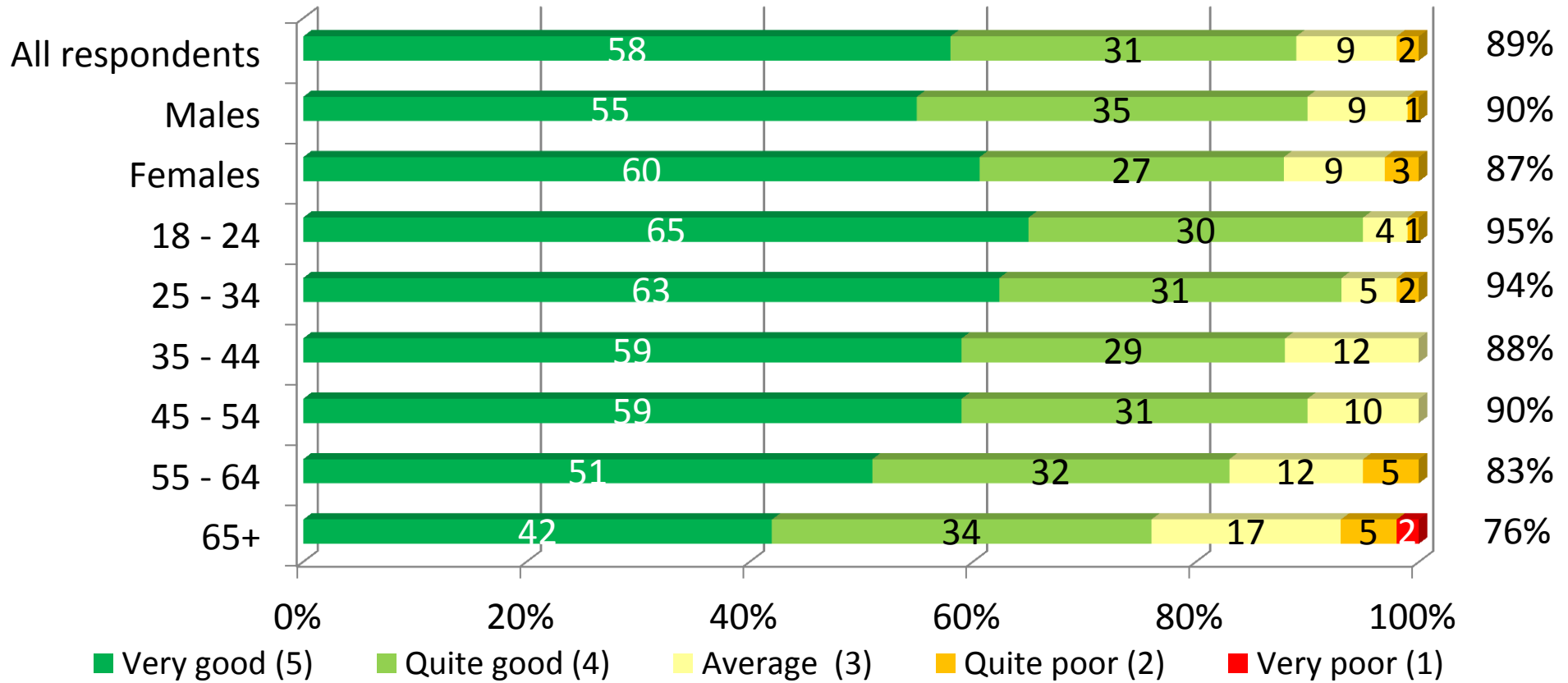
Very/quite good scores



Pleasant atmosphere (Post)

How would you rate Northgate for its Pleasant atmosphere?
(n = all respondents)

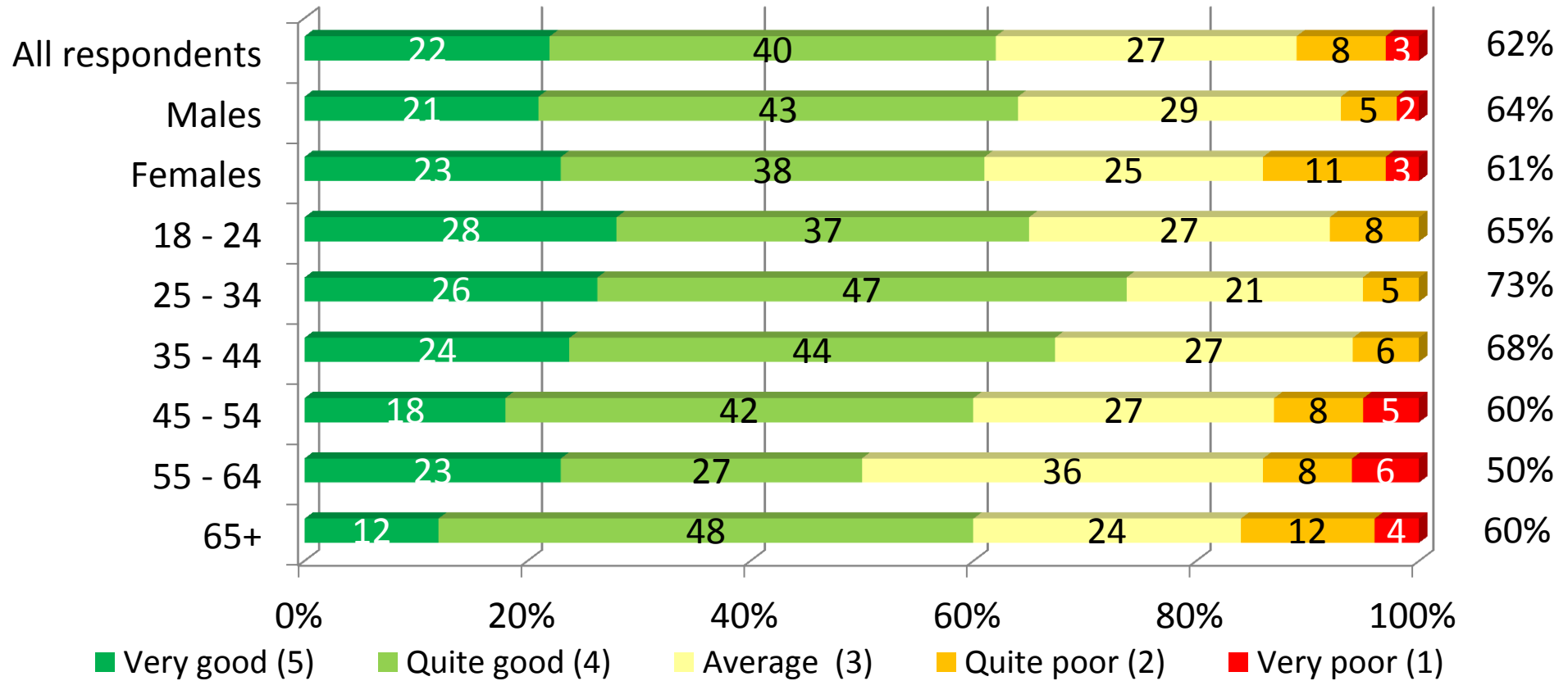
Very/quite good scores



Pleasant atmosphere (Pre)

How would you rate Northgate for its Pleasant atmosphere?
(n = all respondents)

Very/quite good scores

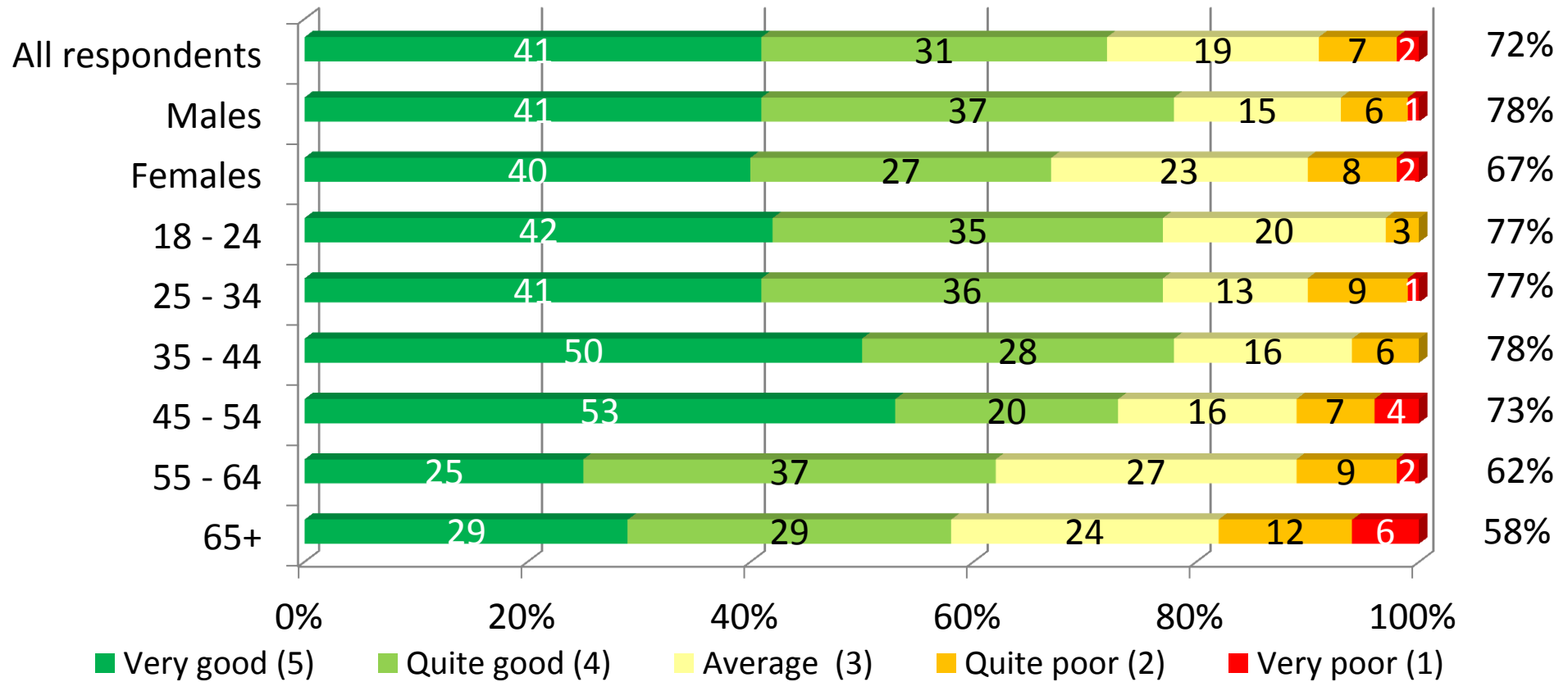


Cleanliness (Post)

How would you rate Northgate for its Cleanliness?

(n = all respondents)

Very/quite good scores

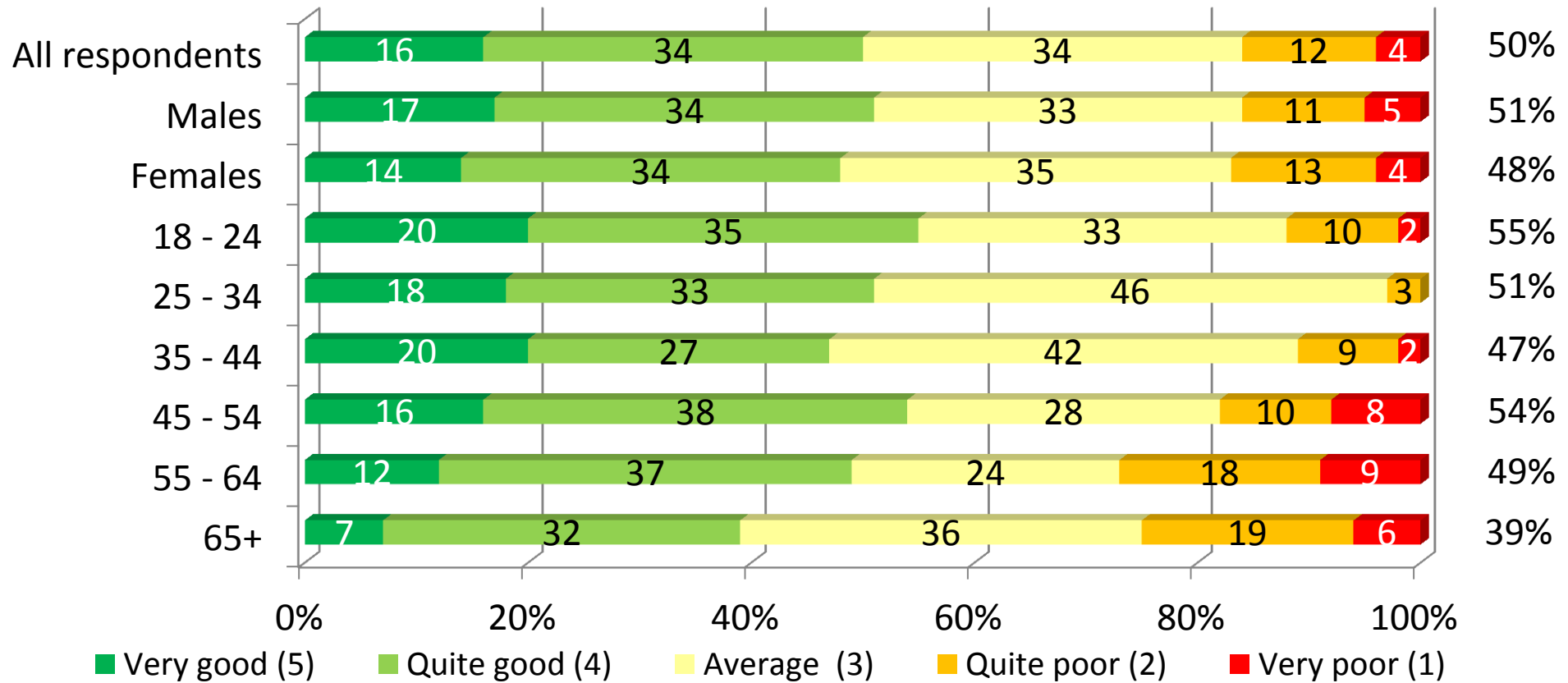


Cleanliness (Pre)

How would you rate Northgate for its Cleanliness?

(n = all respondents)

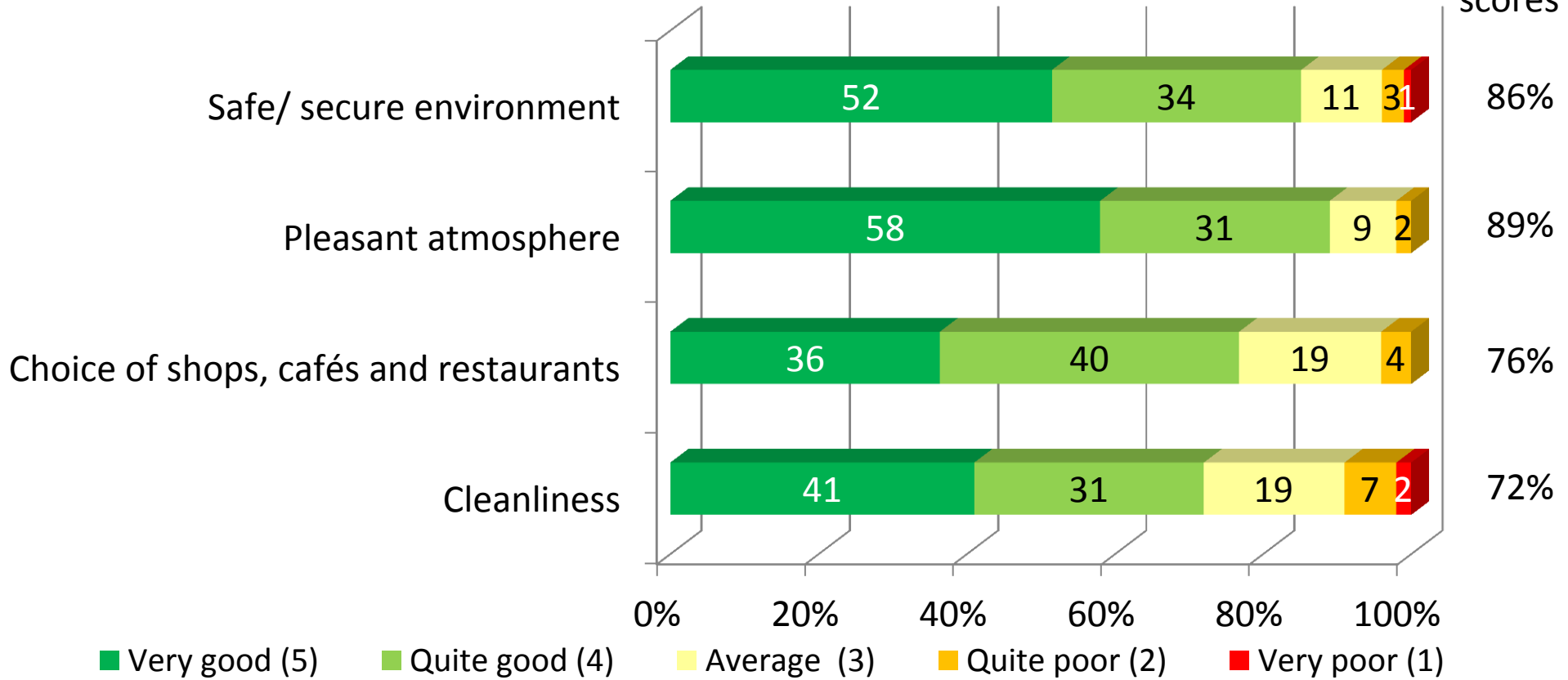
Very/quite good scores



Ratings summary (Post)

How would you rate the Northgate area?
(n = all respondents)

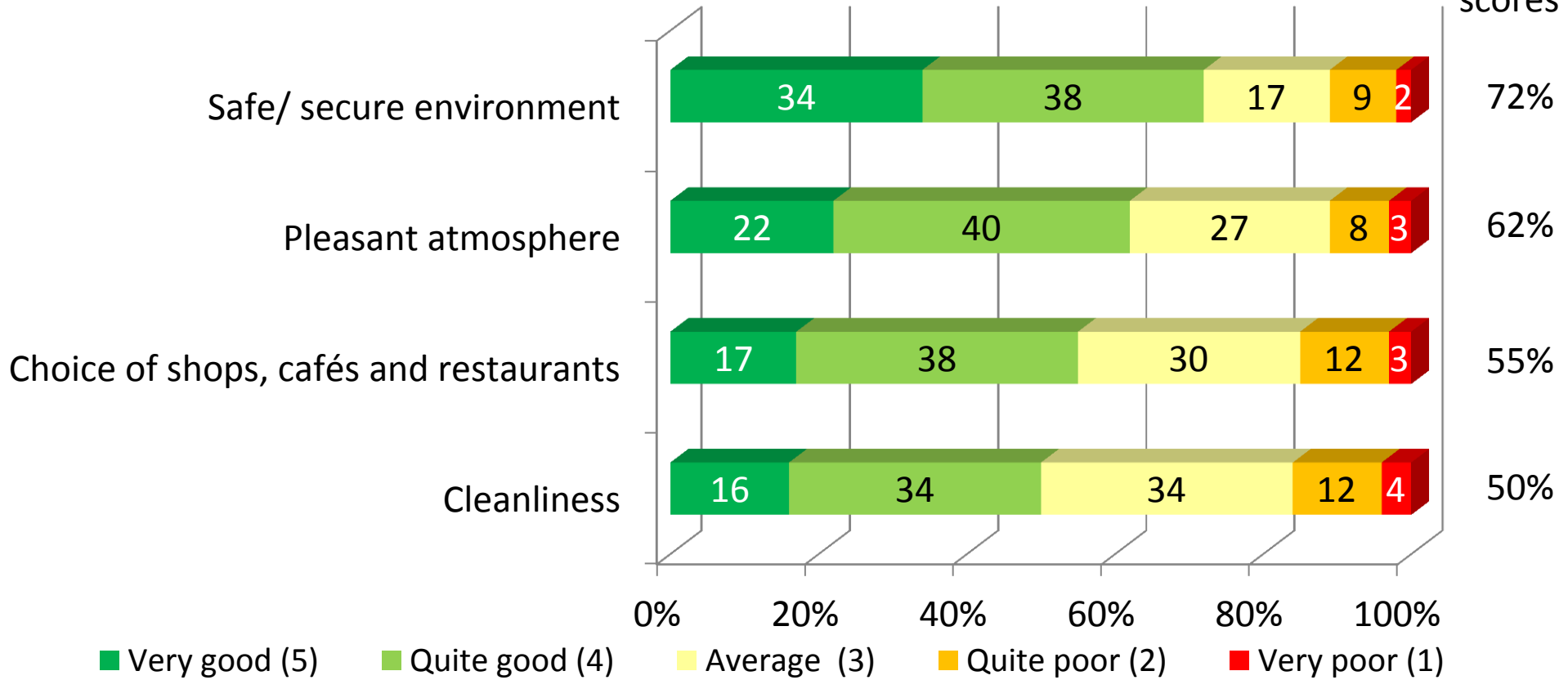
Very/quite good scores



Ratings summary (Pre)

How would you rate the Northgate area?
(n = all respondents)

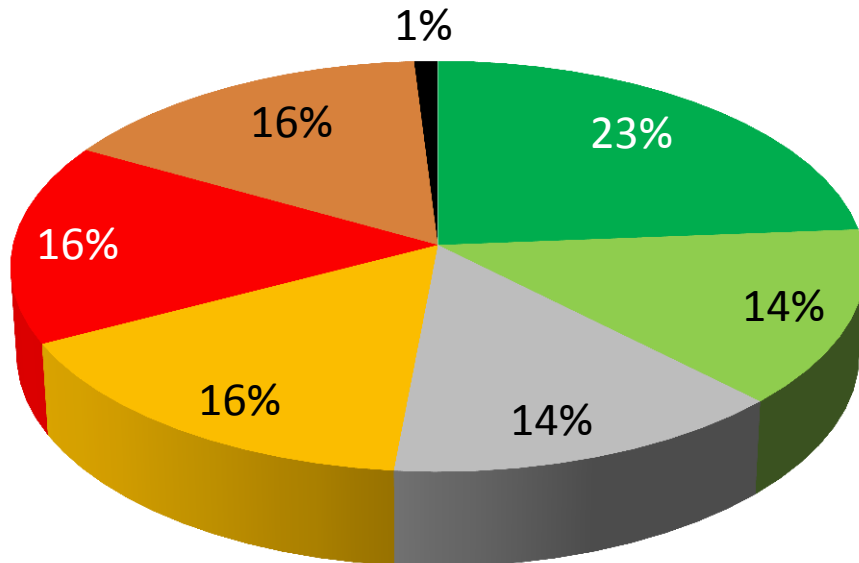
Very/quite good scores



Age profile

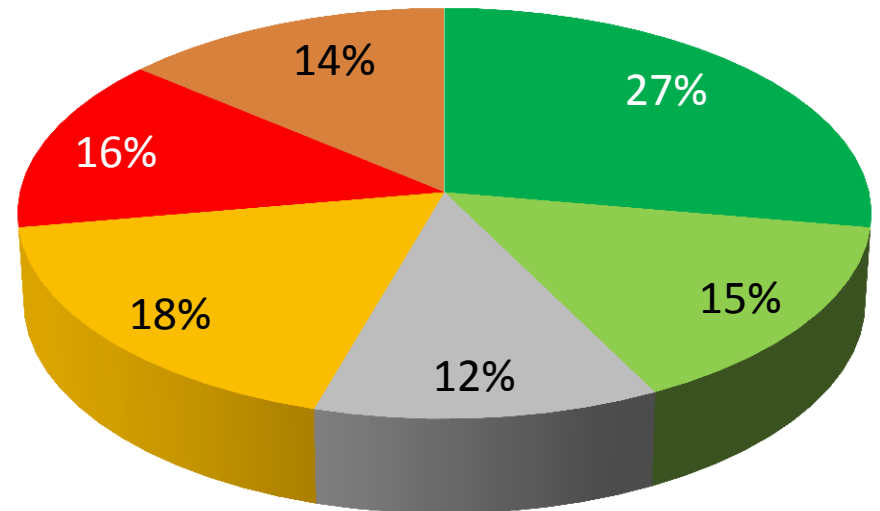
Age of respondent
(n = all respondents)

Pre



- 18 - 24 years
- 25 - 34 years
- 35 - 44 years
- 45 - 54 years
- 55 - 64 years
- 65 years+
- Not prepared to answer

Post

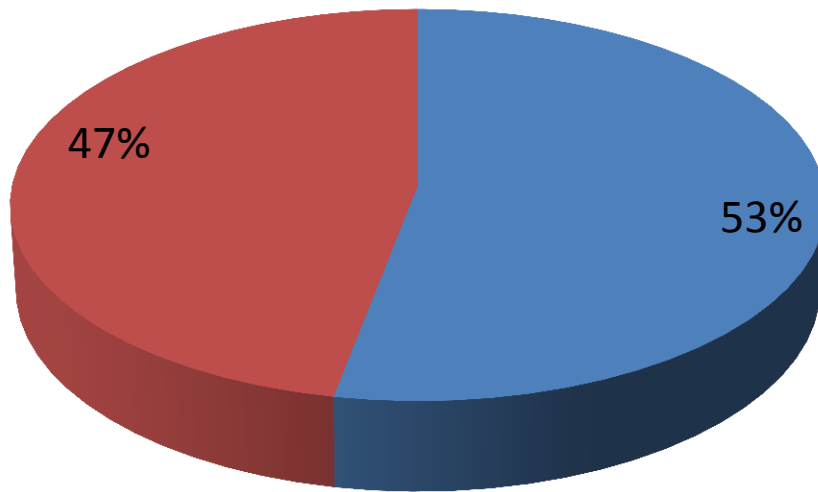


- 18 - 24 years
- 25 - 34 years
- 35 - 44 years
- 45 - 54 years
- 55 - 64 years
- 65 years+
- Not prepared to answer

Gender profile

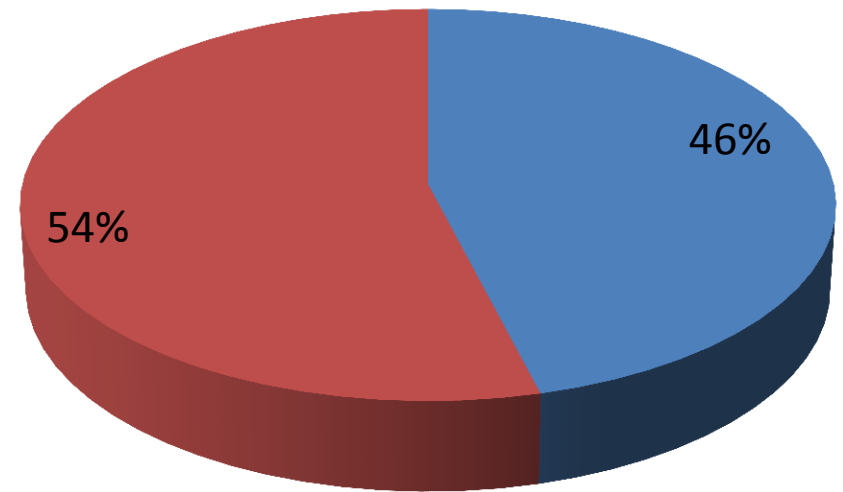
Gender of respondent (n = all respondents)

Pre



■ Male ■ Female

Post

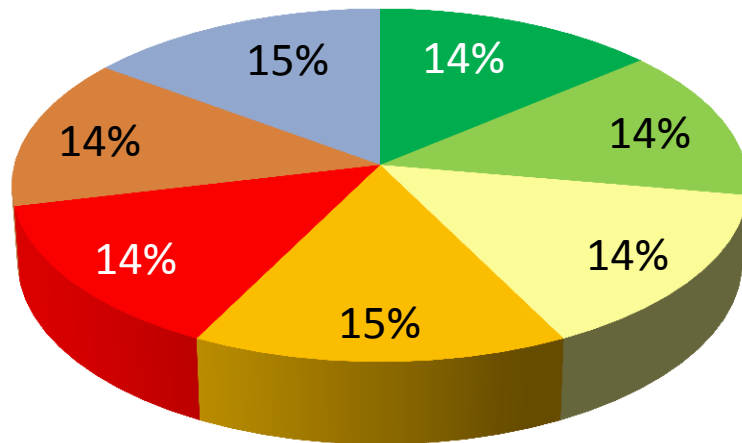


■ Male ■ Female

Interview day

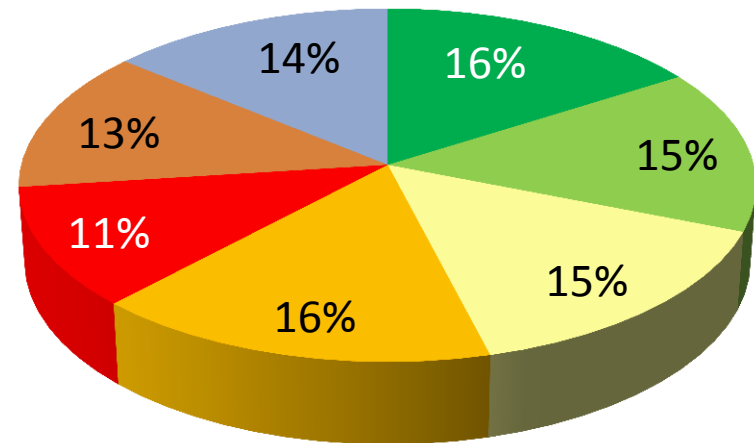
Day of interview
(n = all respondents)

Pre



- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

Post

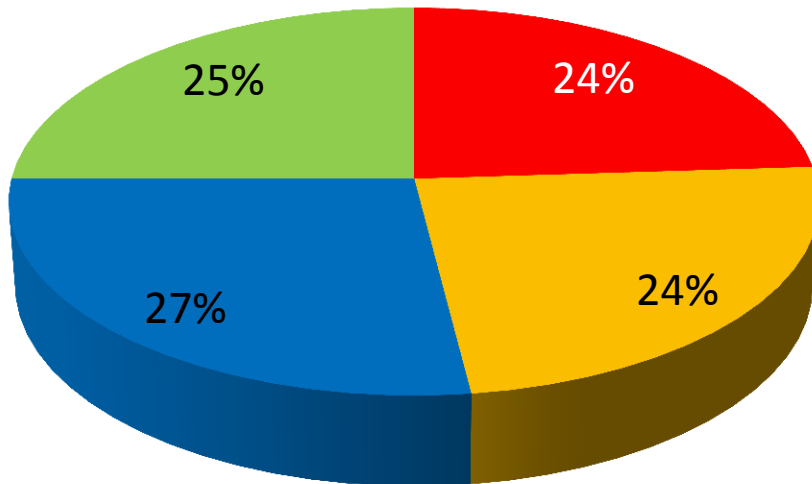


- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

Interview location

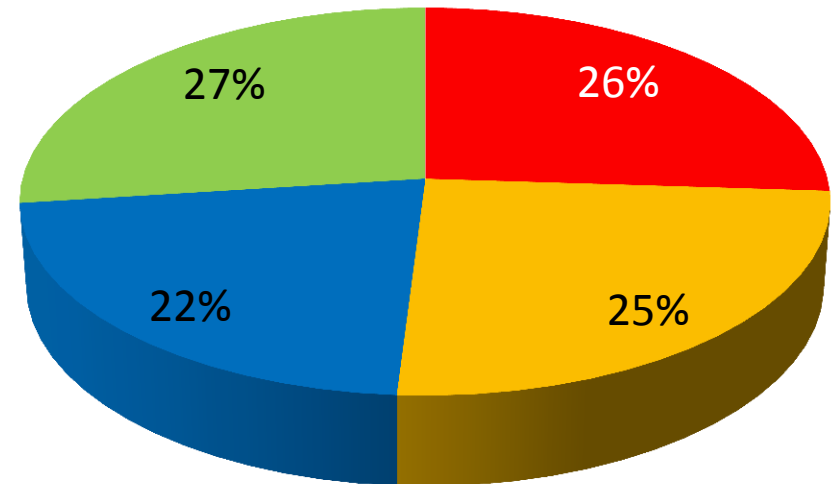
Specific location of interview
(n = all respondents)

Pre



- Palace Street to Broad Street
- Broad Street to St John's Place
- St John's Place to Union Street
- Union Street to Kingsmead Road

Post



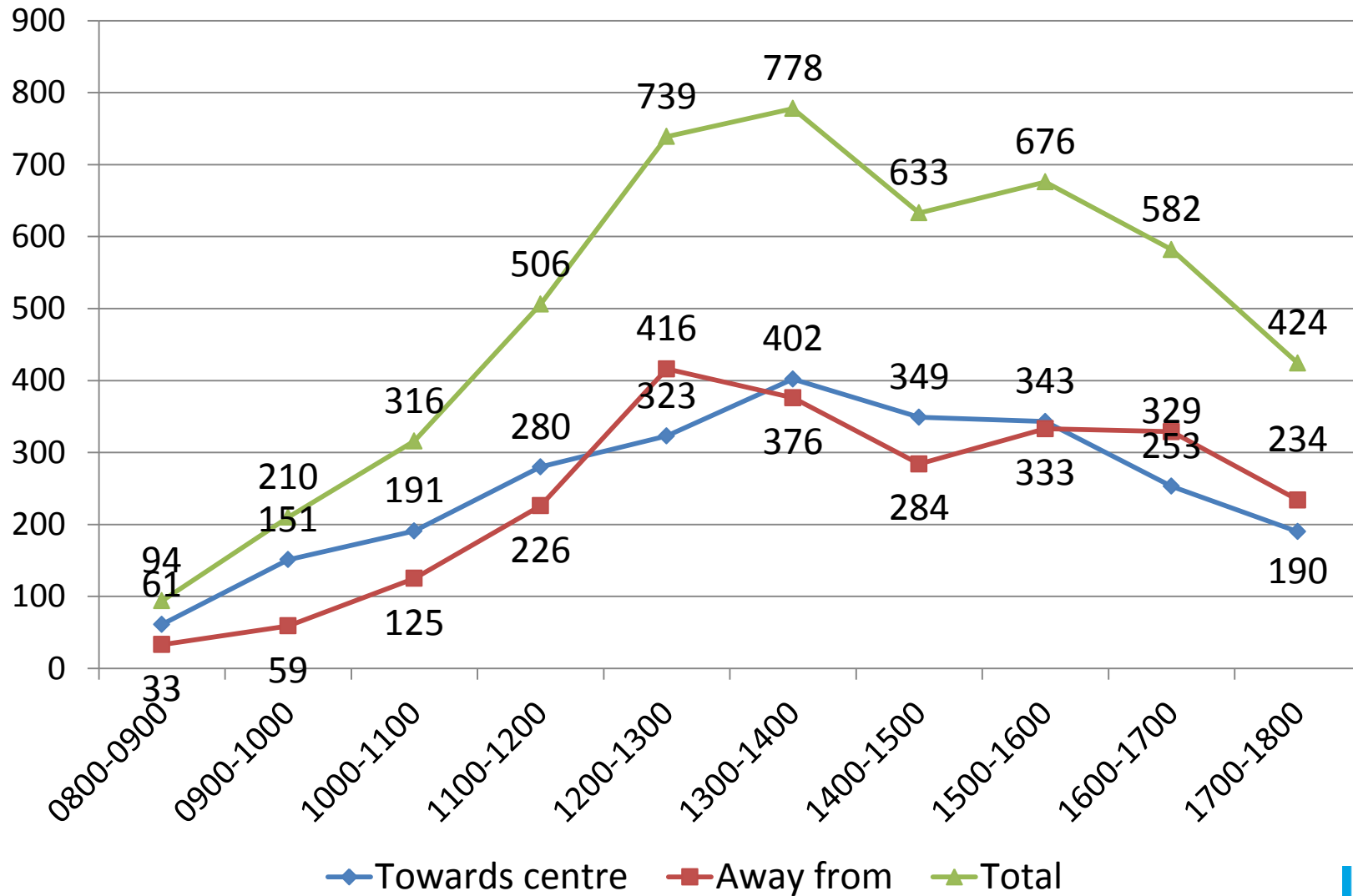
- Palace Street to Broad Street
- Broad Street to St John's Place
- St John's Place to Union Street
- Union Street to Kingsmead Road

2. Pedestrian counts

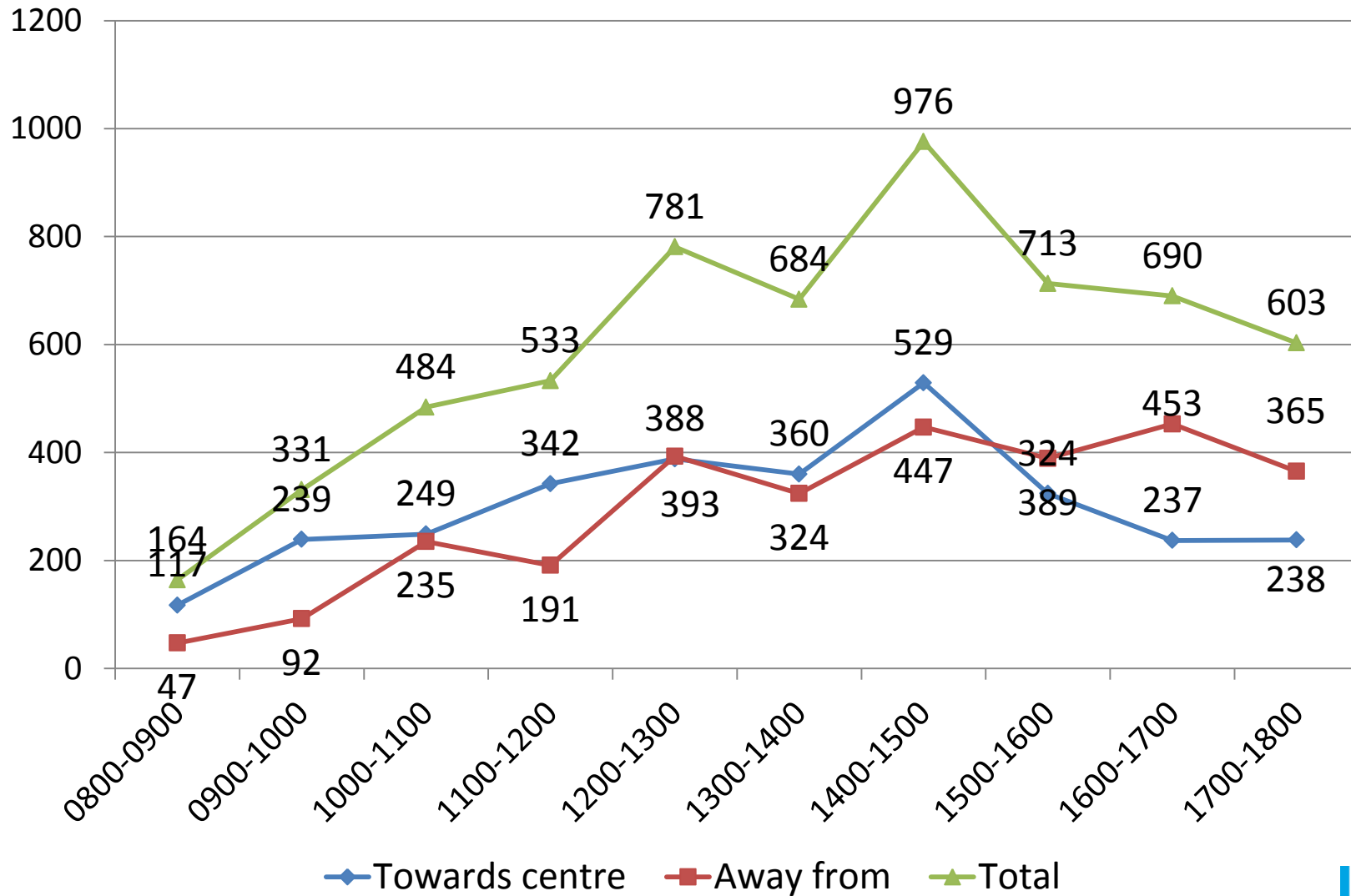
Count key statistics

- In January the gross count across the day was 4,958, or an average of 496 per hour.
- The October count gave a gross figure of 5,959 or an average 596 per hour, which is an increase of 20% over January.
- In January 51% of the total (i.e. 2,543) were going *towards* the city centre and 49% (2,415) travelling *away from* the centre.
- In October the exact same proportion, 51% (3,023) were going *towards* the city with 49% (2,936) travelling *away from* the city.
- In January the peak hours were 1300-1400 with a gross footfall of 778, of which 402 were moving towards the centre and 376 away from the centre, and 1200-1300 with 739 gross footfall, of which 416 were going away from the city centre and 323 towards the city centre.
- In October the single peak hour was 1400-1500 with a gross footfall of 976, of which 529 were going towards the centre and 447 from the city.
- In January those travelling into the city centre were the larger group in seven of the ten hours, the exceptions being 1200-1300, 1600-1700 and 1700-1800. In October those travelling to the city were the larger group in six of the ten hours, the exceptions being 1200-1300, and the three hours from 1500 onwards.

Pre



Post



Conclusions

1. There are some significant differences between the Pre and Post research.
2. Gross footfall in Northgate is up +20%.
3. Profile of users now shows a skew towards females (54%) and we also appear to have more people whose main reason for being in Northgate is to shop.
4. Conversely average visit frequency has fallen slightly, from 97 visits per annum to 91 visits, or a reduction of 7%.
5. Ratings however have shown significant improvements, if we look at the 'very good/ quite good' scores in each criteria we can see some good movements:
 - Safe/secure environment, scored 86% (+14 percentage points)
 - Pleasant atmosphere, scored 89% (+27 percentage points)
 - Choice of shops, cafés and restaurants, scored 76% (+21 percentage points)
 - Cleanliness, scored 72% (+22 percentage points)