

Footfall

Component Factor

Yes, part of Activity Priority ([view](#))

Ranking

Footfall	Rank	Score	Descriptor
Influence	1 st out of 237	4.67 out of 5	Highly Influential
Control	68 th out of 237	3.33 out of 4	Controllable
Priority	4 th out of 237	15.56	Very high priority

Description/Definition

Footfall, or pedestrian counting, refers to ‘the number of people walking up and down a given town centre (or single street) regardless of their reasons for doing so’ (Coca-Stefaniak, 2013:24). As a whole, footfall counting generates data and information about the way places are used over time and space, and their propensity for further development (Monheim, 1998).

Why does it matter? (Influence)

Footfall has traditionally been linked to the level of attractiveness of a location, the ability to satisfy a catchment’s needs, and can also reveal gaps in terms of consumer behaviour and activities (Hart et al., 2014). As a measure of the actual day-to-day patterns of people, footfall highlights different forms of activity and allows us to explore the diversity of town centre uses and identify new classifications that depend on how these centres are actually used (Mumford et al., 2020).

What can you do about it? (Control)

Footfall obtained from continuous footfall counting is an objective criterion by which place managers can sense-check the designation of centres in networks and hierarchies. Thus, it is important to prioritise footfall counting as a method that assists towards effective decision-making.

References

Coca-Stefaniak, A. (2013). Successful town centres: Developing effective strategies. Technical report, London, UK. Available at: <http://gala.gre.ac.uk/14927/>.

Hart, CA., Stachow, GB., Rafiq, M., et al. (2014). The customer experience of town centres. Available at: <https://dspace.lboro.ac.uk/2134/32649>

Monheim, R. (1998). Methodological aspects of surveying the volume, structure, activities and perceptions of city Centre visitors. *GeoJournal* 45(4): 273–287.

Mumford, C., Parker, C., Ntounis, N., & Dargan, E. (2020). Footfall signatures and volumes: Towards a classification of UK centres, *Environment and Planning B: Urban Analytics and City Science*. doi: 10.1177/2399808320911412.