



**Purbeck District Local Plan Part 1  
Monitoring Report  
for  
Town Centre Pedestrian Counts  
2007 – 2014**



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## 1 Introduction

This is Purbeck District Council's report on town centre pedestrian counts since 2007.

In this report we use our adopted planning policies to measure our progress and to assess how well we are doing.

We make use of existing data in order to avoid duplicating work that is carried out elsewhere. The following links provide data for Purbeck District Council:

Dorset Data Book 2011 <http://www.dorsetforyou.com/399531>

For further details please contact:

Planning Policy

Purbeck District Council

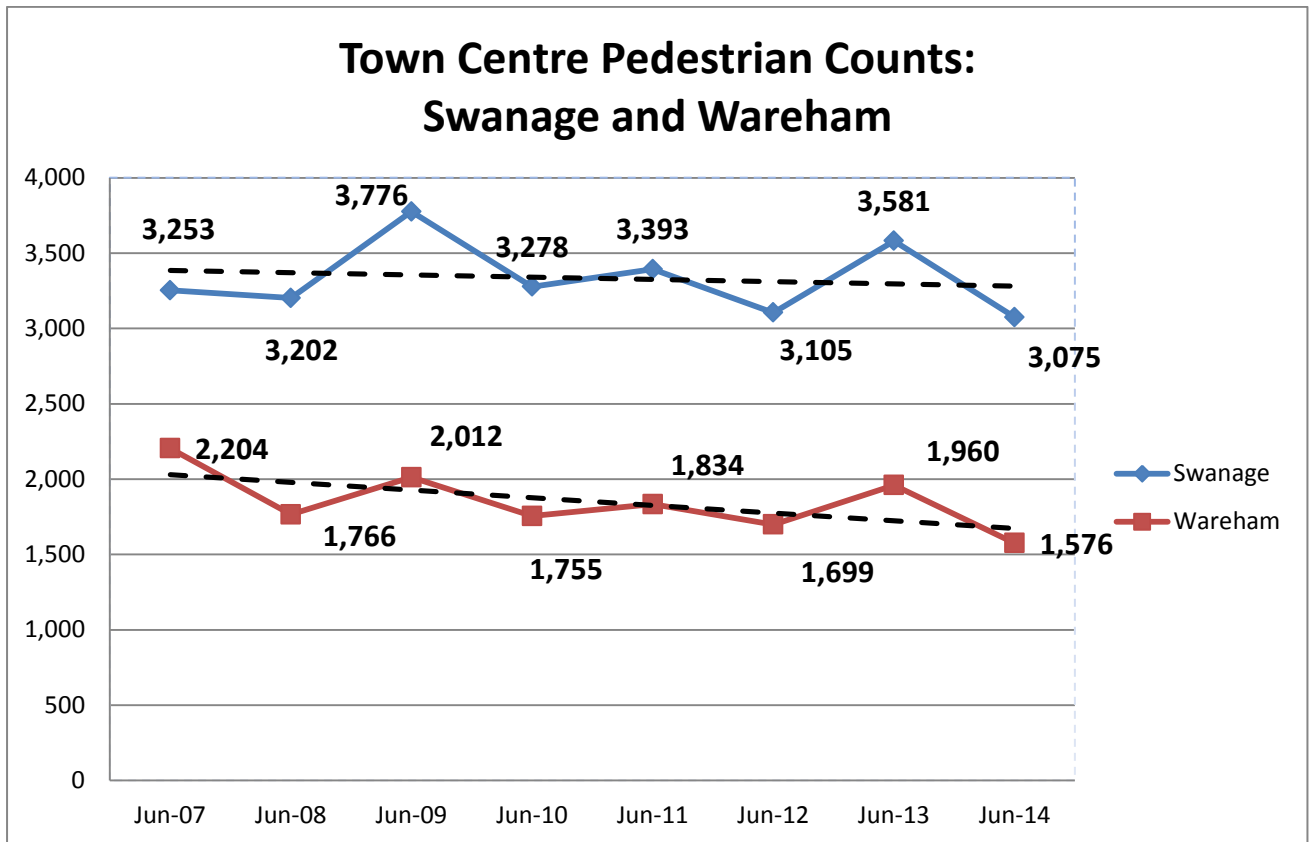
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## 2 Town Centre Pedestrian Counts: summary of data



## 3 Analysis

### Timing

The pedestrian counts have been held annually on set dates during May and June of each year since 2007.

### Results

The results suggest a decline in pedestrian numbers in both Swanage and Wareham, with the Wareham decline being steeper than in Swanage.

However, in 2009 and 2013 there was an increase in pedestrian numbers in both towns.

## **Factors affecting the results**

The decline in both Swanage and Wareham may reflect several factors. The general economic downturn since 2007 may have made a negative impact upon the shopping patterns of both local people and visitors with fewer shopping trips being made as a result.

Traditionally, short break holidays and day trips have been important to the local economy, but some visitors may now be reducing their spending and making fewer visits to town centres. Other factors which potentially affect consumer choice include an increase in online shopping and associated home deliveries, which can reduce the need for visits to local high streets. The presence of larger shopping areas outside of the district can also provide significant retail competition.

Finally, the weather conditions on the days of the pedestrian counts can also influence the results, with particularly fine or adverse weather affecting the corresponding footfall rates accordingly. The weather during the holiday season in 2013 was very good, and this could have attracted additional tourists to the area and may account for the significant rise in counts in both towns.

In 2014, on the other hand, there was torrential rain on one of the count days in both Wareham and Swanage. One torrential downpour coincided exactly with the beginning of the counting session. Shoppers ran for cover and there was almost no one in the street for some time.

## 4. How well are we doing?

### Table of monitoring targets

The table shows where we have reached our targets (✓) and where we have not reached our targets or where we would like our outcomes to improve (✗).

What we measure	Target	On target?
<b>Town Centre Health Checks</b>		
Pedestrian counts for Swanage and Wareham	Long-term trend of increase by 2027	✗

## 5 Summary and Recommendations

Our target is for a long-term trend of increased numbers of pedestrians. Our data is showing a downward trend, although 2013 was more promising. The lower figure in 2014 is likely to be because of severe and unusual weather conditions during the survey time.

As stated above, the reasons for the decrease are many, including a prolonged economic downturn. If/when the economy recovers, it will be useful to see whether pedestrian numbers increase.

There are no recommendations to make.