

## Path Following Survey

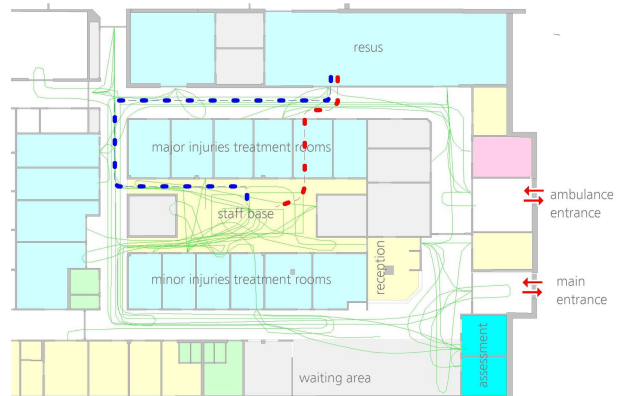
*A survey that shows the routes that people take to or from key destinations*

Path following surveys provide an overview of the complicated patterns of pedestrian movement within an area that is easy to understand. By tracking many individual pedestrian path pathways, a cumulative picture of movement patterns is given.

### Benefits

Path following surveys can answer the following questions:

- Where are pedestrians going when they leave a specific point of interest?
- How do shoppers move through retail environments?
- How legible is a building or urban layout?
- Where should signage be located to assist wayfinding?



Path following surveys showing movement around an Accident and Emergency department

### Recent examples

- Advised NHS Estates on improving the design of Accident and Emergency Departments.
- Provided the Home Office with evidence on safety and security issues for public buildings such as schools.
- Advised Cambridge University on wayfinding and landscaping strategies for the Sidgwick Site development.

