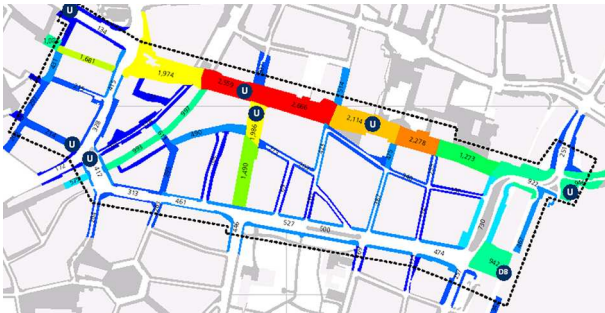


## Pedestrian Flow Survey

Pedestrian flow data provides key evidence about the potentials and problems of a site. Major planning decisions, such as the location of commercial land uses or transport facilities, are strongly dependent on understanding and utilising the resource of foot traffic.

Intelligent Space have developed an extensive database of pedestrian flows for both British and international cities. This provides an unparalleled source of comparative data for new projects to be measured against.

We use a wide variety of technology to undertake pedestrian surveys from camera based counts to on-site survey teams.



Pedestrian flow survey results from Duisberg town centre, Germany

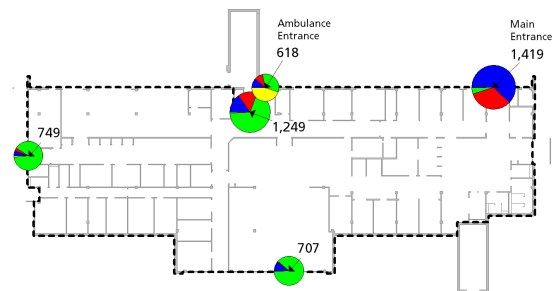
### Flow surveys provide a range of benefits

- Identify the importance of walking relative to other modes of transport in the use of an area.
- Compare the resource of 'passing trade' in a town centre or shopping centre to competing centres.
- Benchmark the level of pedestrian activity before and after developments.
- Show the hierarchy of streets for pedestrian movement within an area.

- Benchmark the occupancy of a public space or building in each hour of the day.
- Quantify the mix of different types of users (for example, adults and children) in an area and the direction of their movement.

Intelligent Space's flow surveys have delivered value to a wide range of previous clients

- Flow surveys were used to provide before and after monitoring for major streetscape improvement schemes at Streatham High Road and Shoreditch Triangle by Transport for London and the city of Duisburg's town centre streetscape strategy.
- Flow surveys have been used to calibrate pedestrian models in cities such as London, Leeds and Reading for retail development analysis and transport planning.
- Flow surveys have been used to underpin major transport infrastructure schemes such as London's Cross River Tram.
- We provided the GLA and London policy stakeholders with the first accurate estimates of the Notting Hill Carnival crowd.



Flow survey results from a hospital department

