

# Measuring Walking in London

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Project Director



# Experience

Installed  
first  
people  
counter  
in  
1993

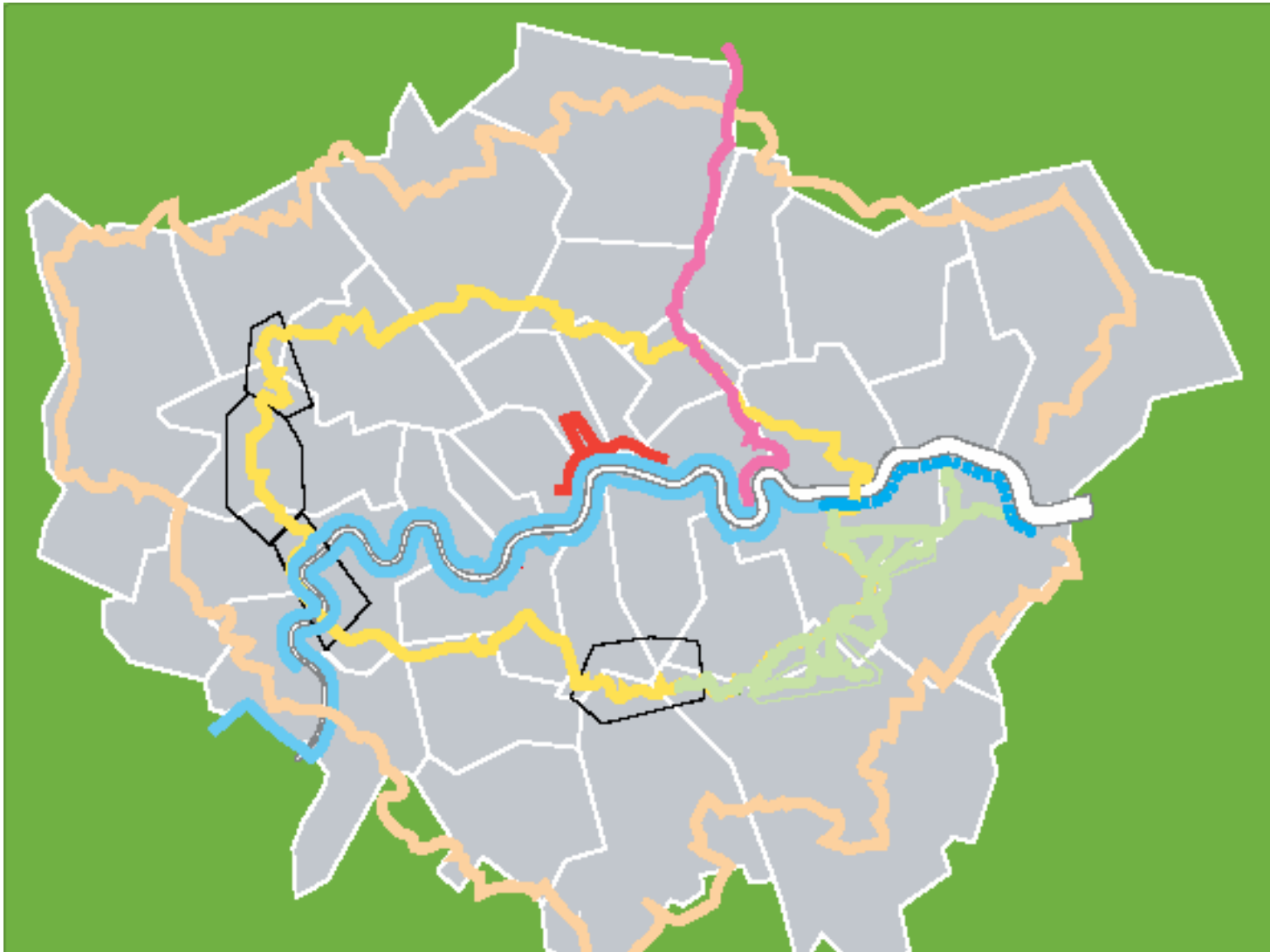


Currently  
finding  
locations  
for  
30  
in  
London

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# Strategic Walks



# Key Performance Indicators

KPI	Data source
User numbers	Electronic counters
User satisfaction	User survey
	Feedback forms
Impact of promotion	Feedback forms
	Counts after events
	Leaflet requests

# Electronic Counters

## 5 per route

- Overall user numbers
- Changes in overall use
- Seasonal usage patterns
- Weekly usage patterns
- Usage by type of walker
- Impact of investment and promotion on user numbers



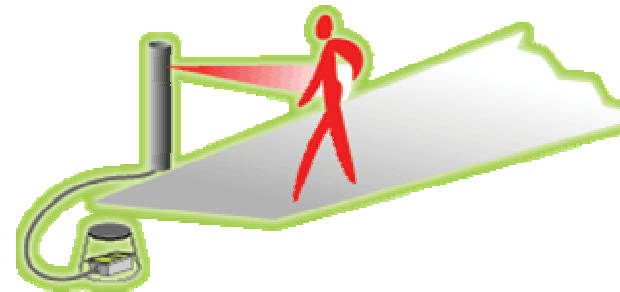
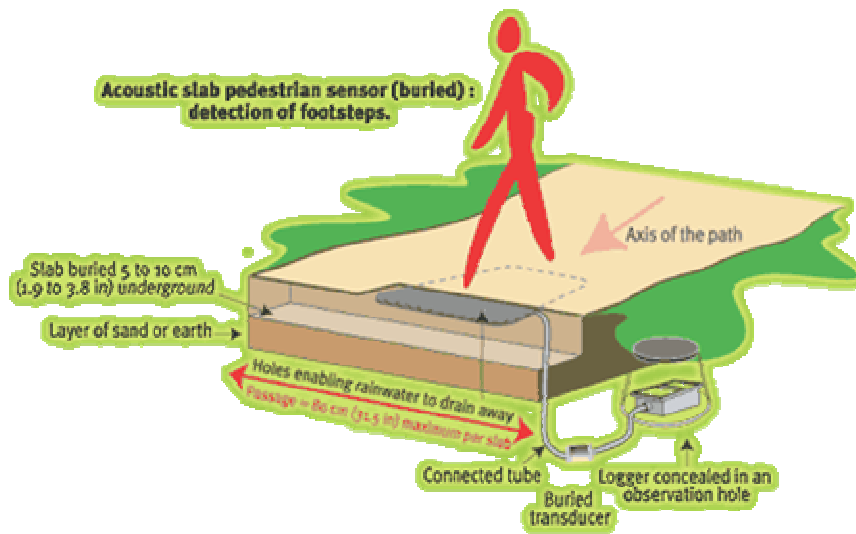
# Electronic Counters

Counter locations include sites with :

- High daily use
- Comparatively low use
- Station link routes
- Paths used to access workplaces or schools
- Paths leading to key local destinations
- Paths used mostly for leisure uses
- Any other significant local factors (e.g. tourism sites etc)

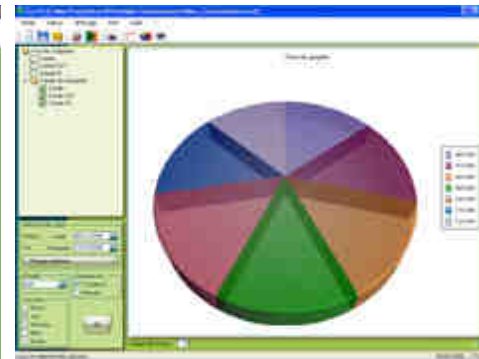
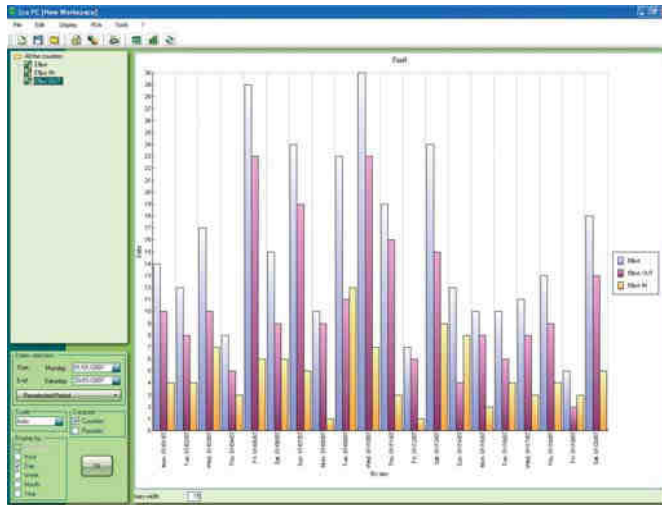
# Electronic Counters

## Eco counter

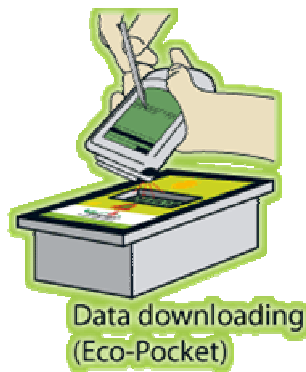


[www.eco-compteur.com](http://www.eco-compteur.com)

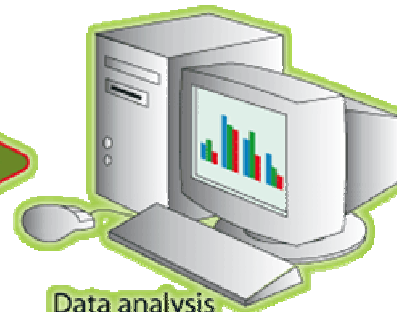
# Telemetry



Data storage and backup



Data downloading  
(Eco-Pocket)



Data analysis  
and presentation (Eco-PC)



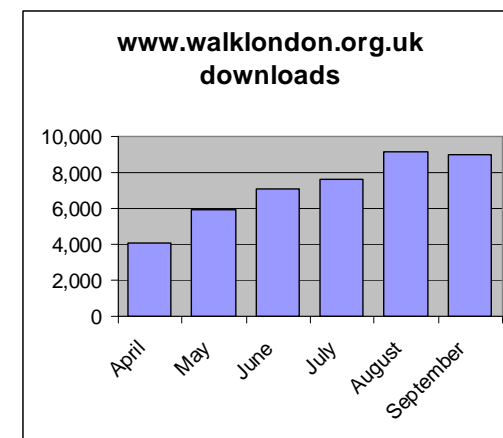
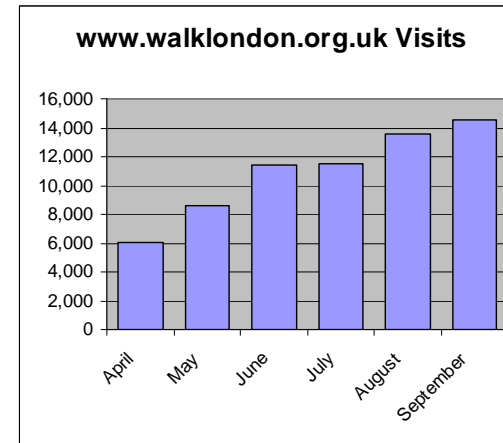
# User Survey

- Why there? / where are they going?
- Why walking ?
- How long? / how often?
- Satisfaction
- Age / ethnicity



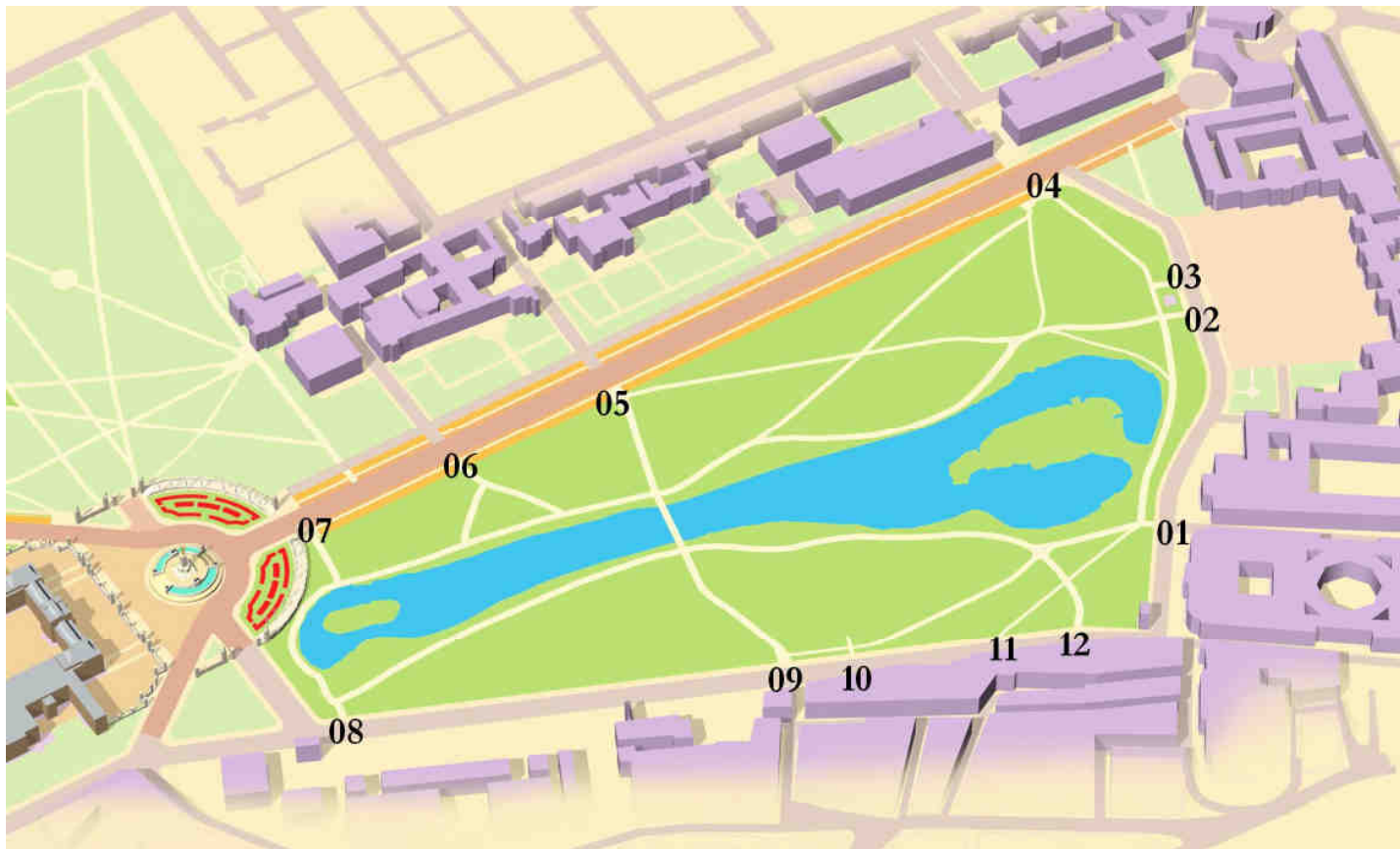
# Other measures

- Use of the website
- Leaflet downloads / requests
- Feedback on website:  
*“I think this is a wonderful initiative, promoting health and happiness.”*
- Email feedback form



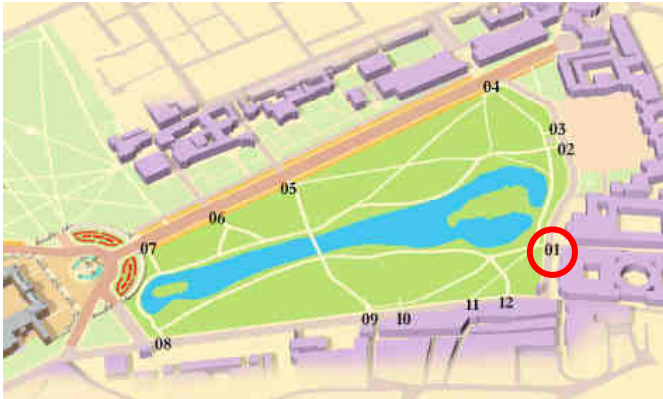
# Other locations

## Royal Parks - St James Park



# St James' Park Manual Count

Tuesday 7<sup>th</sup> February 2007



# ACCESS POINT

# 1



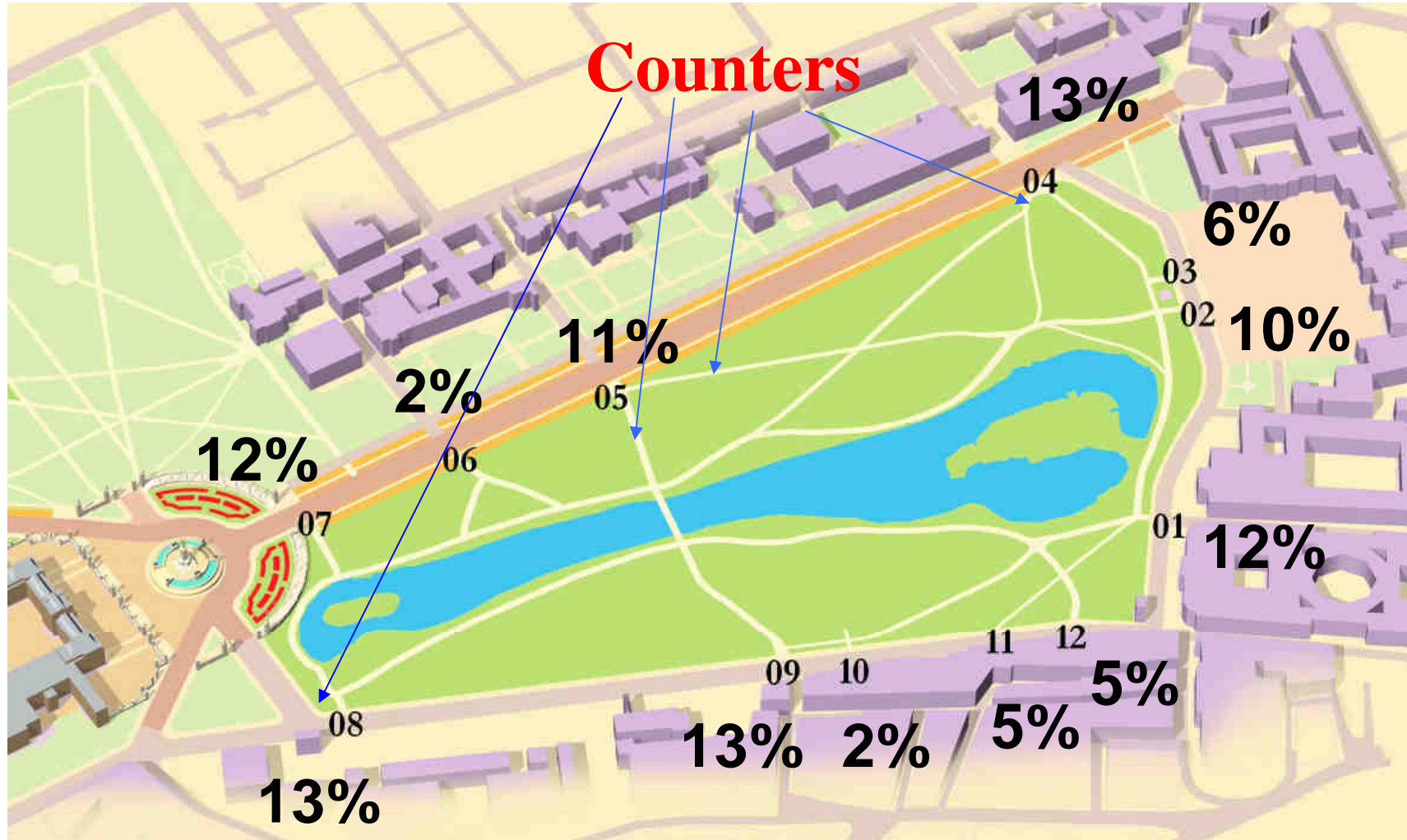
Time Period	Path 01	
	in	out
08:00-09:00 Hour	185	250
09:00-10:00 Hour	107	227
10:00-11:00 Hour	186	149
11:00-12:00 Hour	150	189
12:00-13:00 Hour	423	464
13:00-14:00 Hour	352	619
Total	1403	1898
% of Total	10%	13%
Combined total	3301	
Mean %	12%	
<b>Rank</b>	<b>5</b>	



# St James' Park Manual Count

Tuesday 7<sup>th</sup> February 2007

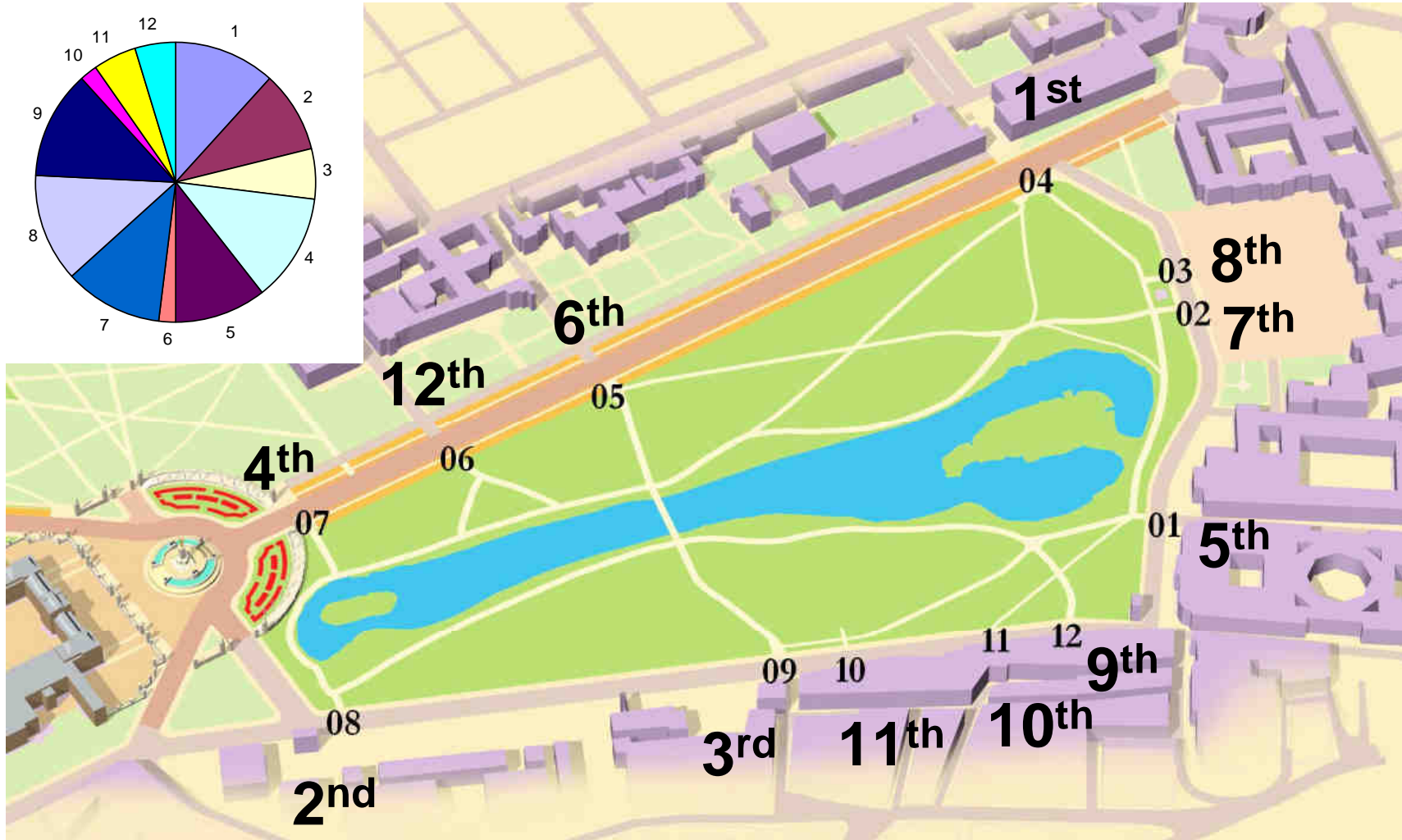
# SUMMARY % OF MOVEMENT



# St James' Park Manual Count

Tuesday 7<sup>th</sup> February 2007

# SUMMARY RANKING



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