POLICY AND RESOURCES COMMITTEE

3rd April 2023

TOWN CENTRE DATA SOFTWARE

RESERVES EXPENDITURE

South Hams District Council are investing time and resources in supporting the towns of South Hams and West Devon to develop hyper local economic plans.

Part of this is to make use of technology to identify current (and past) visitor patterns to look at where improvements could be targeted.

This could be looking at the success of of events, parking and transport arrangements, seasonality, effectiveness of marketing and much more.

To do this they have looked at a one year licence to use the software of Place Informatics TOWNANDPLACE.AI across South Hams and West Devon.

It would enable the Town Council, Chamber of Commerce, or any partner working with us in the town to look at data relating to the whole town, specific streets in the town, or specific areas and compare that data to historical Ivybridge data, or compare to any other town in the whole country, including of course others in the South Hams.

The scale of the software is comprehensive, and more information on the function of it is attached.

The subsidised (50%) cost to the Town Council would be £825 and the Chamber of Commerce have offered to contribute £100 as a donation, meaning the net cost would be £725 for 1 year access.

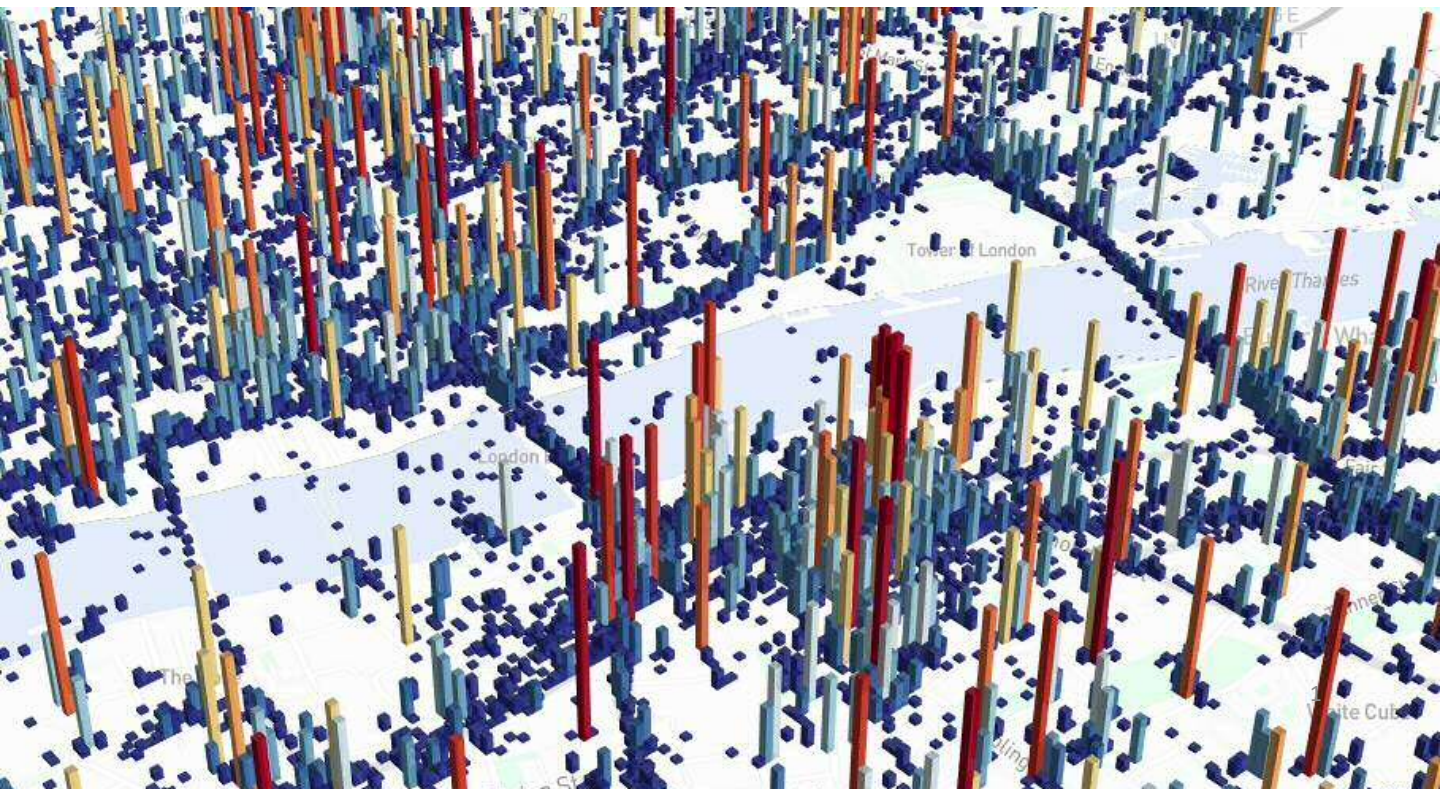
I attended a demo of the service and it does look very impressive. Totnes have previously separately commissioned the provider to work with them on tourism specific data.

There is a reserve suitable to use for this service, 9302/903 Tesco (S106) Town Initiatives, which currently stands at £9228.

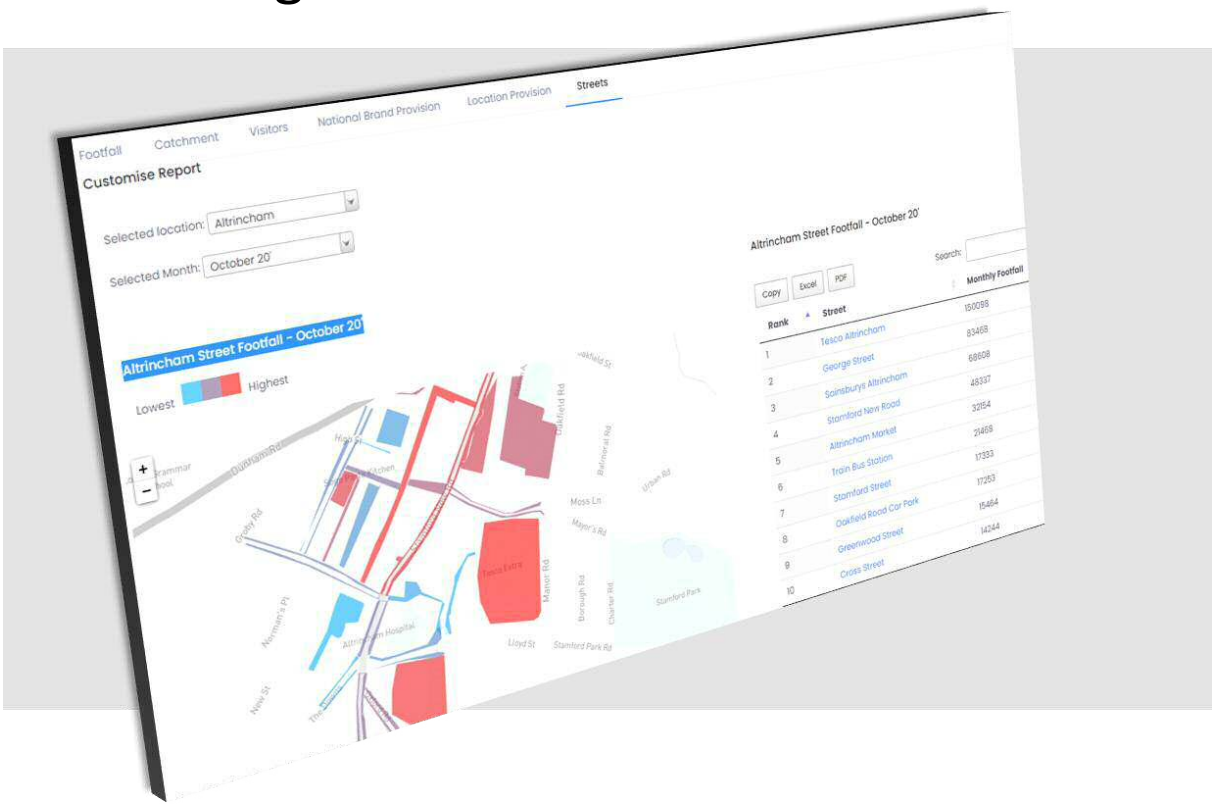
Jonathan Parsons
Town Clerk

Place Informatics

TOWNANDPLACE.AI



Introducing **TownandPlace.AI**



For all those involved in ensuring our retail locations are vibrant places which are appealing to residents, businesses, tourists and investors – trusted, robust and up to date visitor behaviour is crucial to making informed decisions.

2,500+ Town Centres

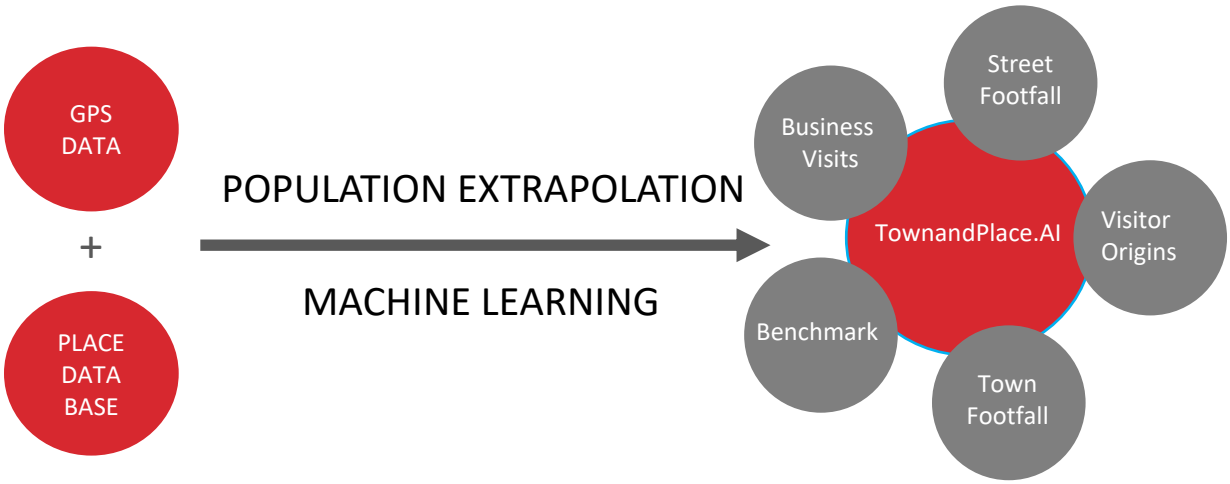
No hardware

GDPR compliant

Access today

Place Informatics town centre footfall and behaviour insights platform TownandPlace.AI provides instant access to footfall, dwell time, visit frequency, catchment and so much more for more than 2,500+ town centres across the UK through one online platform. With no hardware or infrastructure required, you can access invaluable insights today!

How it works



Place Informatics mobile location data is sourced from over 1.6 million permission based, 45+ GDPR compliant apps, providing national coverage and a true geo-demographic representation of the UK population.

Place Informatics proprietary place database includes 300,000+ manually created polygons (geo shapes) which are used to calculate visits to town centres, shopping centres, green spaces and even beaches!.

About Place Informatics

Place Informatics provides footfall and behaviour insight for retail parks, shopping centres, leisure parks, town centres and outlet parks.

Since 2015 Place Informatics has been providing retail real estate, local government and business improvement district clients access to online visitor behaviour dashboards, providing valuable performance measurement data and insight which supports investment decisions.

Our behaviour insights platform include

TownandPlace.AI	2.500+ town centres
PlaceDashboard.AI	4,000+ retail, Leisure, Outlet and Shopping Centres
HeritageActionZones.AI	68 Heritage Actions Zones
TourismUK.AI	10,000 + tourism locations

Clients who trust Place Informatics data…

Data Accuracy

Place Informatics processes 4,000 million GPS events per month, captured from 12 million unique phones, from 250+ different app types. To achieve the most robust behaviour patterns each phone must deliver a minimum of 30+ GPS data events per day. This equates to at least 1 hour physical movement per day.

For the defined digital polygon area of each town centre the following statistical random sample panel sizes are required

Catchment Population	Confidence Level		
	90%	95%	99%
100	50	80	99
500	81	218	476
1000	88	278	906
10000	96	370	4900
100000	96	383	8763
1000000+	97	384	9513

TownandPlace.AI calculates footfall insight at a 95%-99% confidence level for all town centres.

Double Counting

Sophisticated algorithms avoid the issue of double counting of visitor footfall. Place Informatics records only one unique visit per phone, ensuring a highly accurate recording of how busy a location is – not how many times the same phone passes a camera or sensor during the same visit trip.

Data Extrapolation

Data extrapolation removes any possible bias in the behaviour patterns of the mobile sample. An extrapolated or 'True' footfall volume is provided, using machine learning to robustly calculate how many people actually visit a retail location based on GPS behaviour patterns of a large sample of phones and which postcode the phone originates from. Example

Sample phones	1,000 phones recorded at the shopping centre
Extrapolated footfall	25,000 unique individual visits

Methodology

TownandPlace.AI requires no hardware implementation in any town centre.

In order to calculate footfall and visitor behaviour indices, digital polygons are required to be created in our proprietary place database, to record the movement of mobile phones using GDPR compliant GPS signal data.

Digital Polygons are created for the following location types:

- Town centre
- Streets
- Green spaces
- Car Parks
- Beach

The digital polygon for each town centre is fully editable, ensuring a precise measurement of visitor behaviours across the whole area including car park, stores and walk ways.

Example:
Digital polygon for Altrincham town centre

TownandPlace.AI: Data Dashboards

The following data dashboards are available through TownandPlace.AI

I. Footfall:
- Monthly
- Weekly
- Daily
- Street footfall – Monthly and weekly

II. Data history: Track footfall data from March 2019

III. Visitor origin postcode catchment areas including % share of postcode population using the retail location
- Core – >15% of population
- Local Visitor – 3% to 15 % of population
- Tourist – 0.5% to 2.9% of population

IV. Visitor behaviour:
- Visit frequency
- Dwell time
- Tenant visit footfall

V. Loyalty: % visitors to the town centres who also visit:
- Town centres
- Shopping centres
- Retail, leisure and outlet parks

VI. Reporting:
- Monthly town centre PDF performance report
- Events Performance Report: Measure the impact of every event on footfall, visitor origin postcodes and site occupancy
- Export data via CSV, PDF or JPEG

VII. Benchmarking:
- Benchmark footfall and all visitor behaviour indices against 4,000+ town centres

VIII. Heat mapping:
- Easily visualise precise visitor movement patterns across the entire town centre

TOWN CENTRE FOOTFALL DATA

Footfall data for your town centre is a available from March 2019.

For every town centre footfall is available for the following time periods

- Monthly
- Weekly
- Daily

Data includes

- Growth indices
- History graphs
- Year on Year
- Quarter on Quarter
- Progressive Year growth

Monthly town centre Footfall Data

Growth Indices

Benchmark your town centre growth against the previous year, 2019 and compare against your region and the UK growth performance

Summary

The figures show footfall growth for 2021 vs 2020

Location	Jun	Jul	Aug
Scarborough	+98.15%	+127.12%	+56.81%
Yorkshire and the Humber	+22.64%	+21.6%	+4.97%
UK	+14.88%	+29.77%	+6.14%

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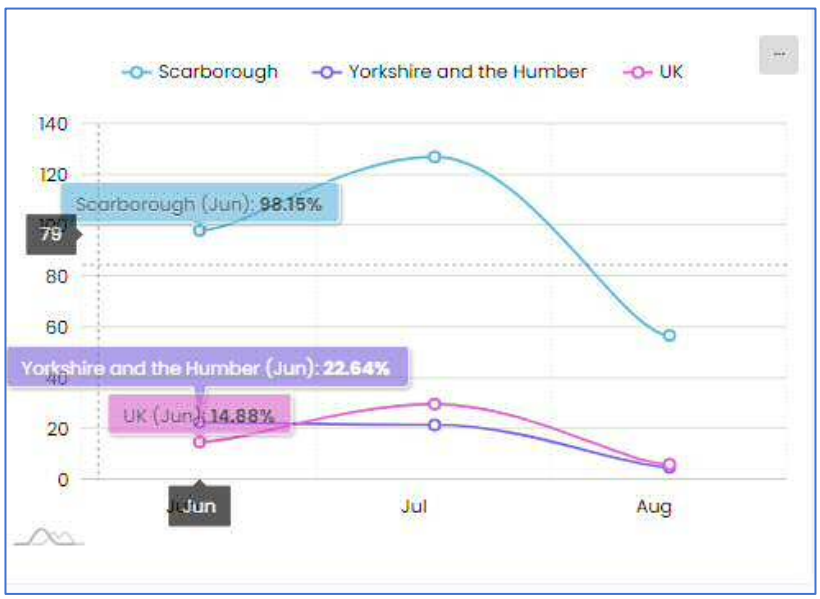
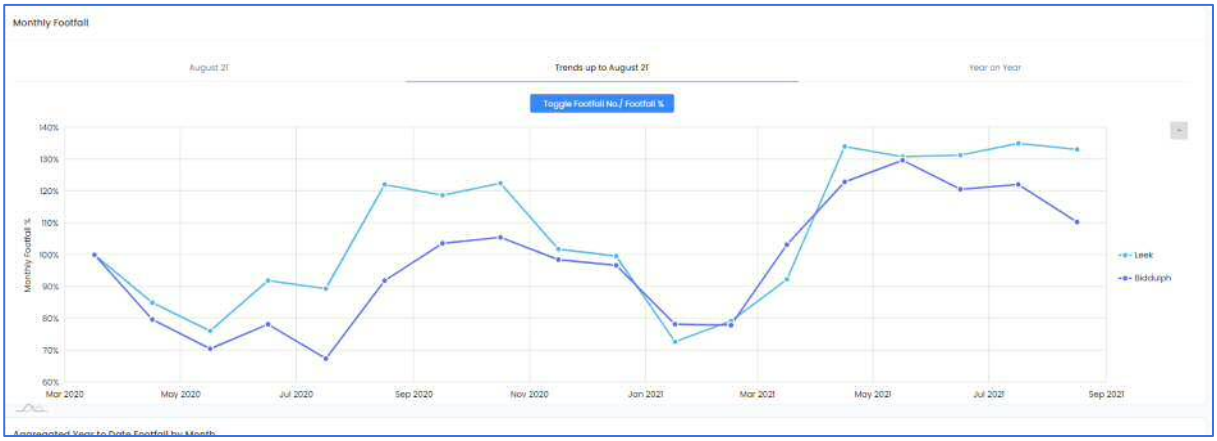
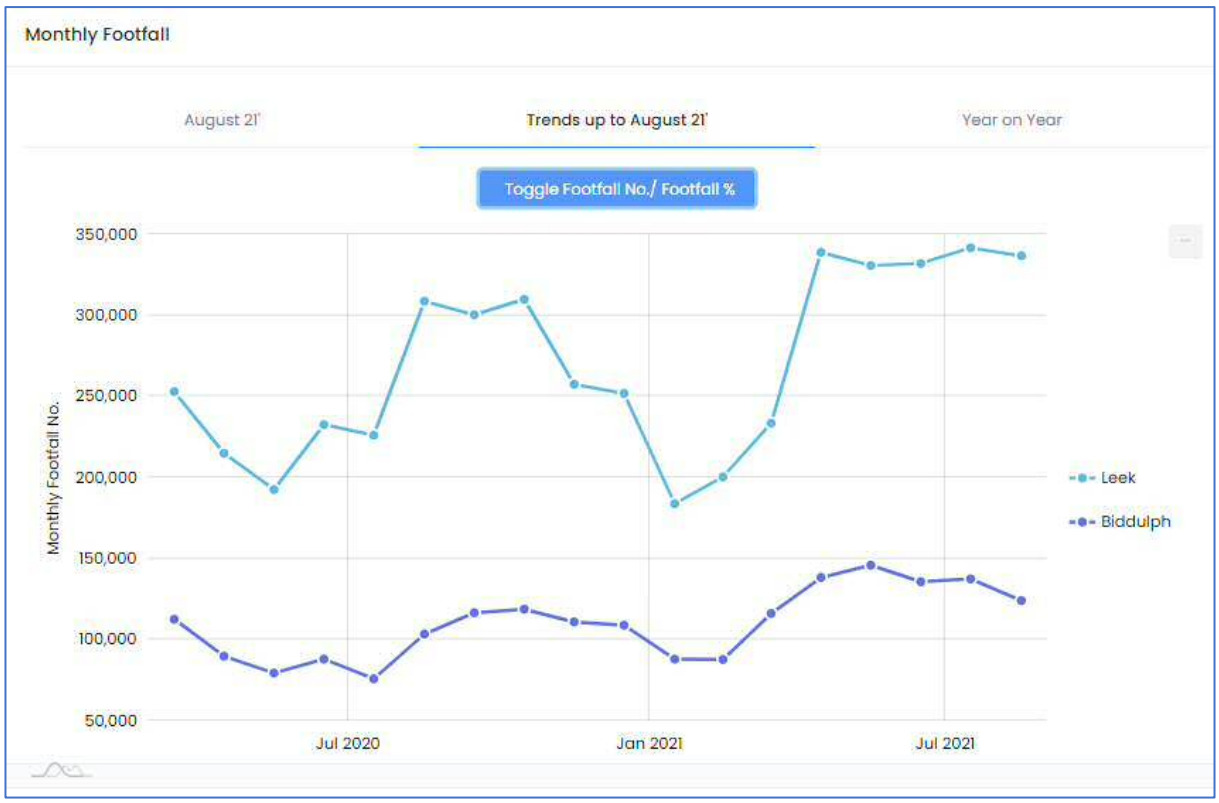


Monthly town centre Footfall Data

Monthly footfall growth indices – track growth over time

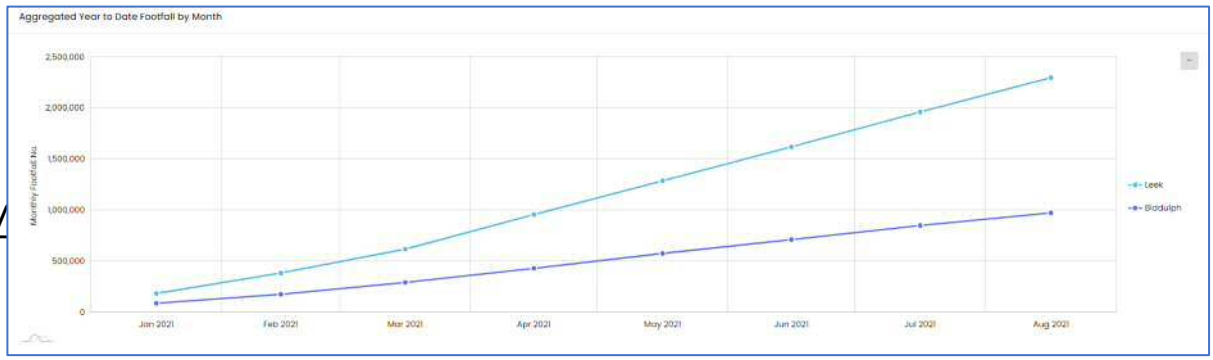


Monthly footfall volume



Monthly town centre Footfall Data

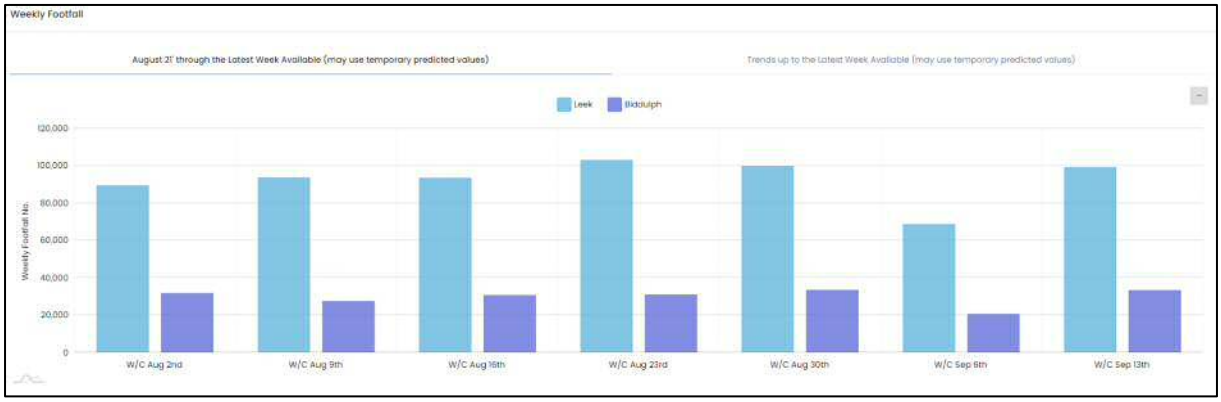
Year to date aggregated Footfall



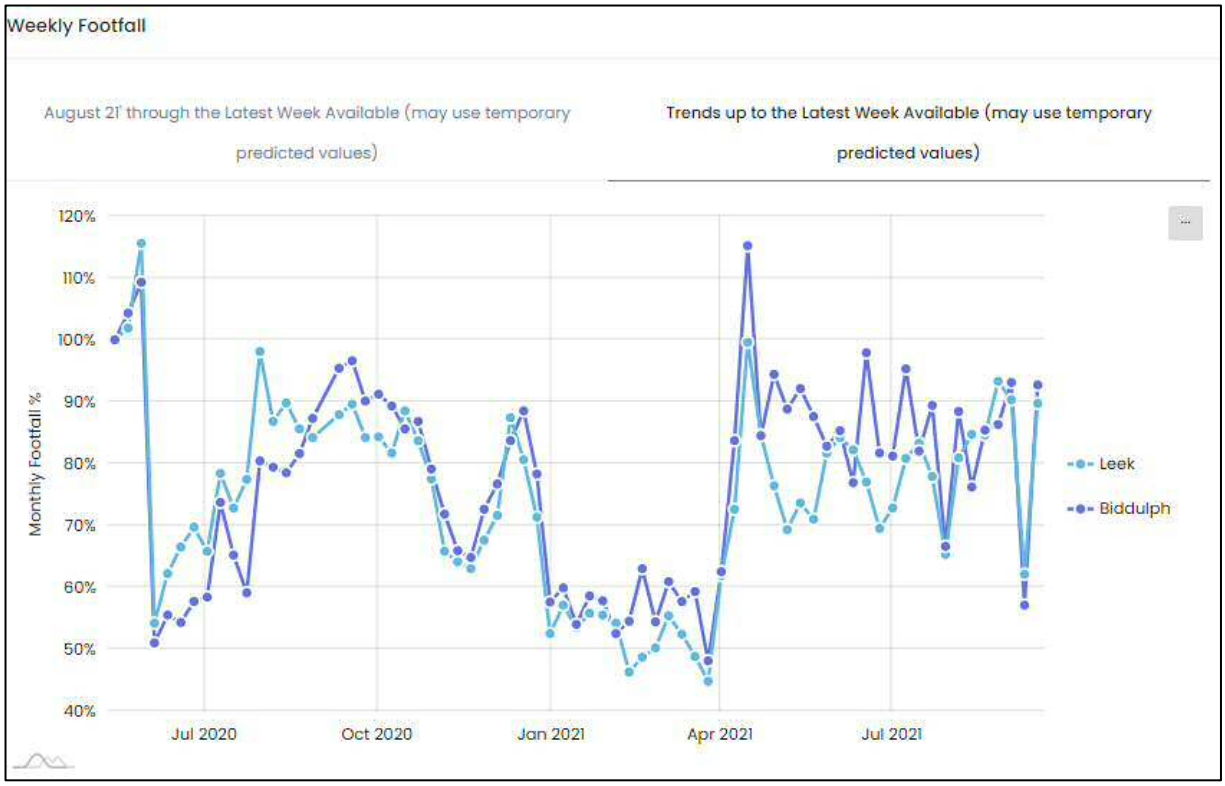
Extract from monthly rolling quarter PDF report

Weekly town centre Footfall Data

Weekly footfall – most recent weeks

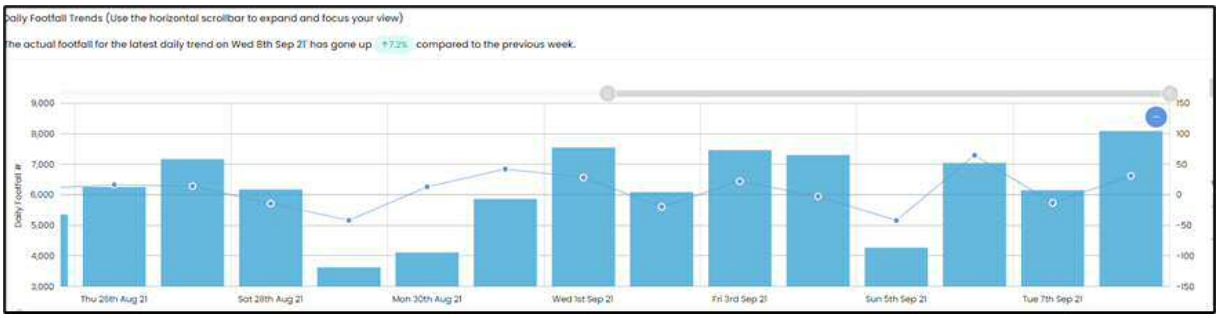


Weekly footfall volume history

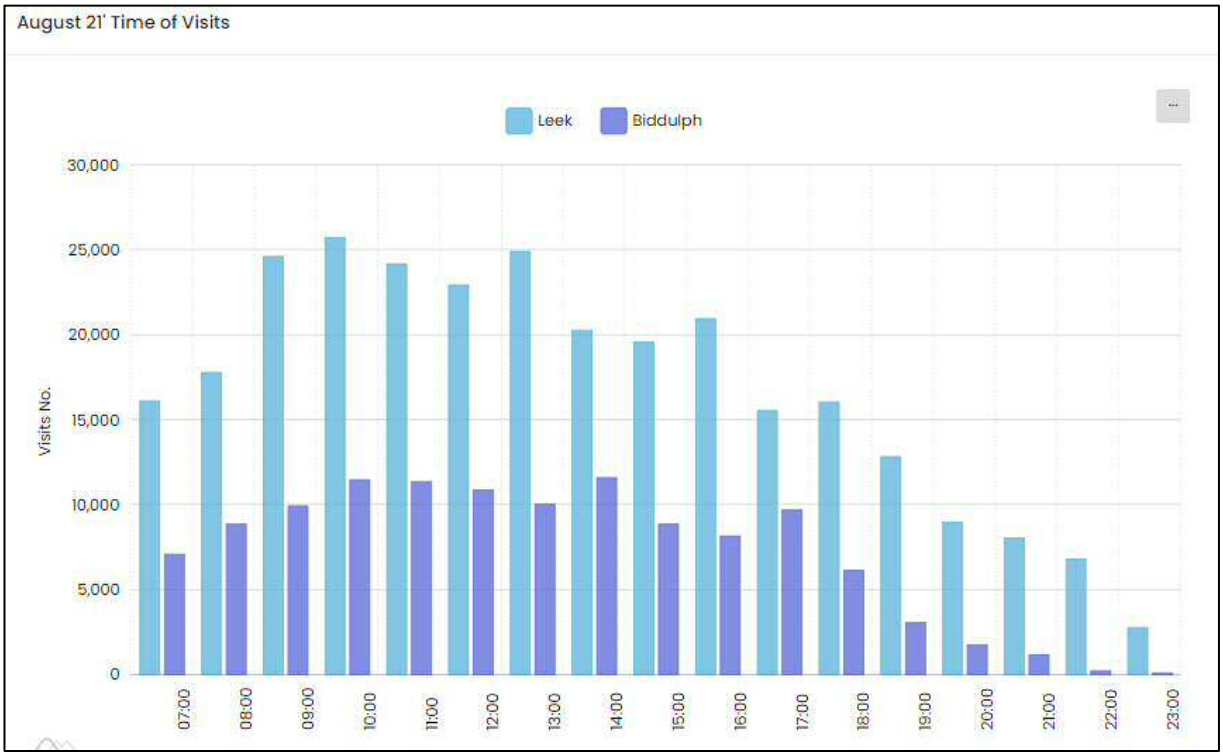


Daily town centre Footfall

Daily footfall volume (overlayed with growth change_

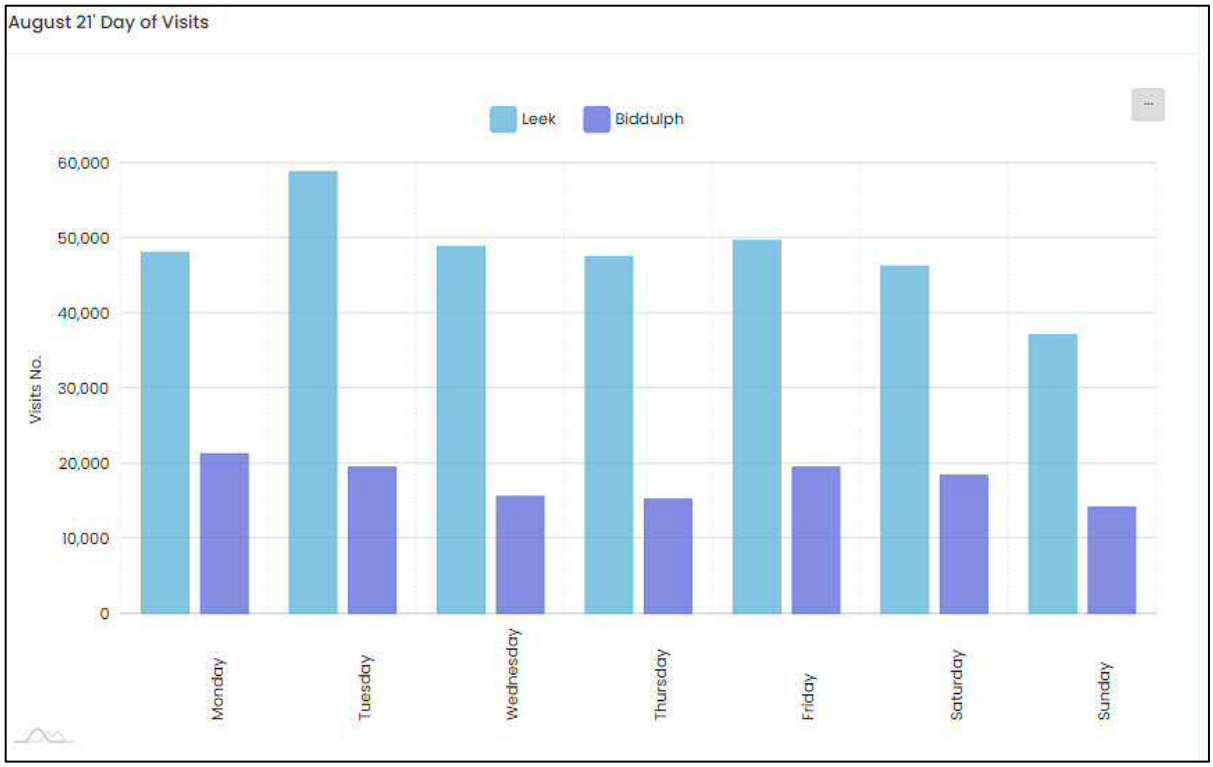


Hour of day footfall

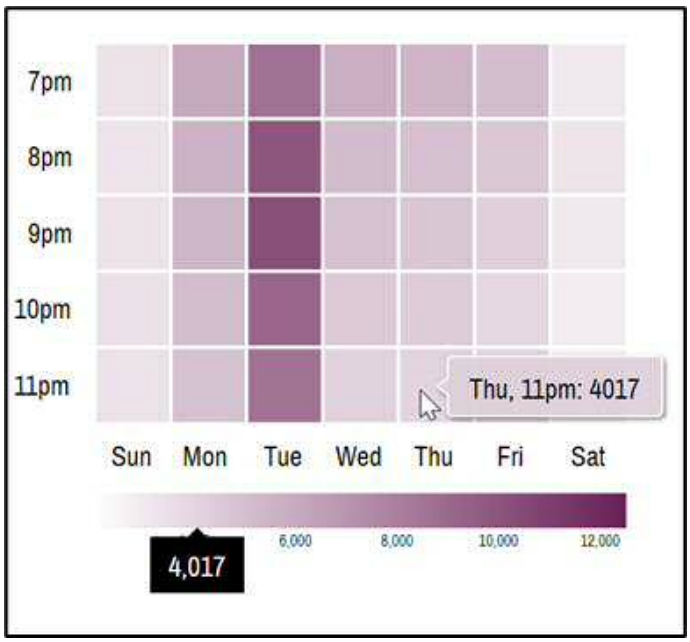


Daily Footfall

Day of week footfall

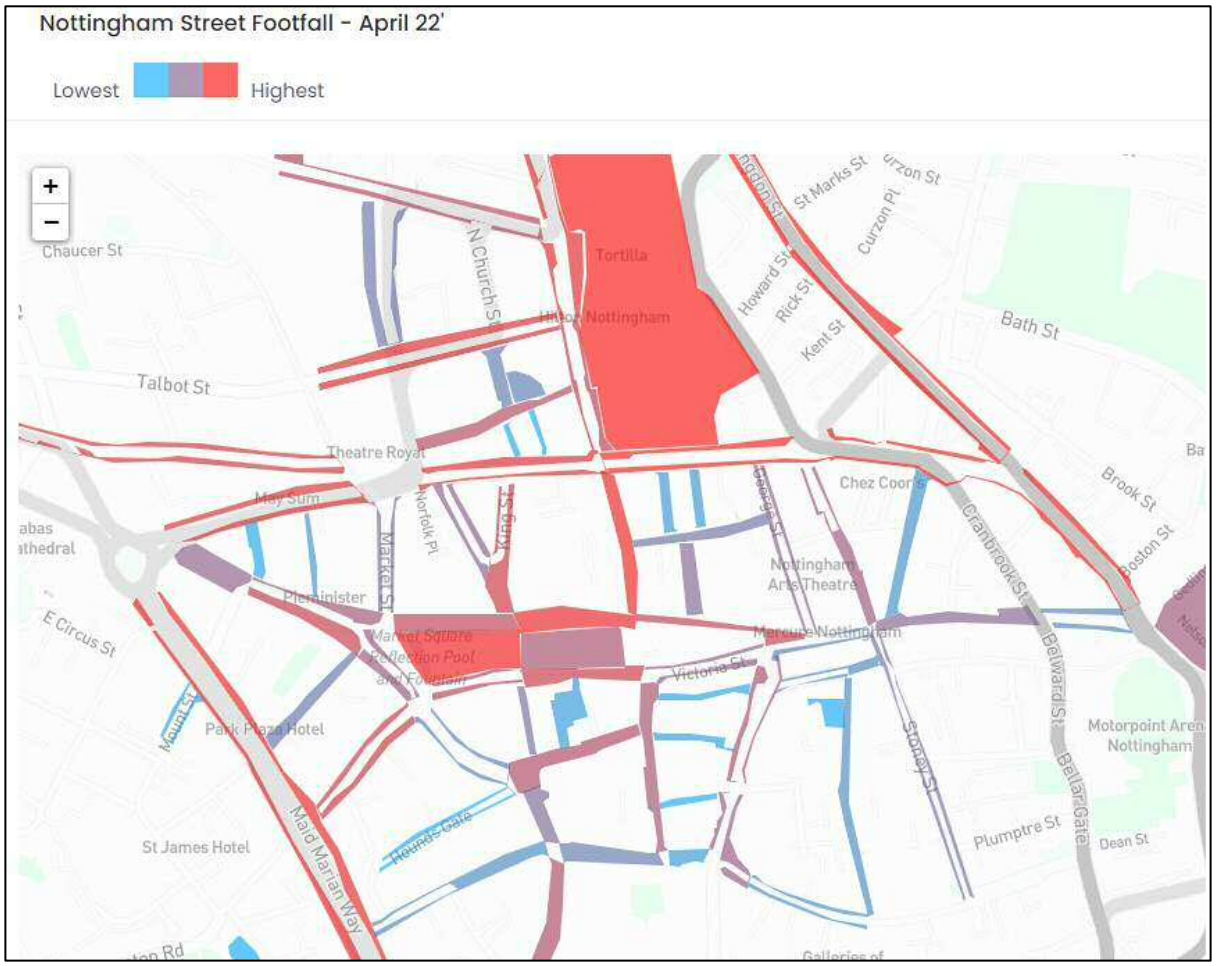


Day of week/ hour of the day combined



Street Footfall

Street footfall heat map



Street monthly footfall

Nottingham Street Footfall - April 22'

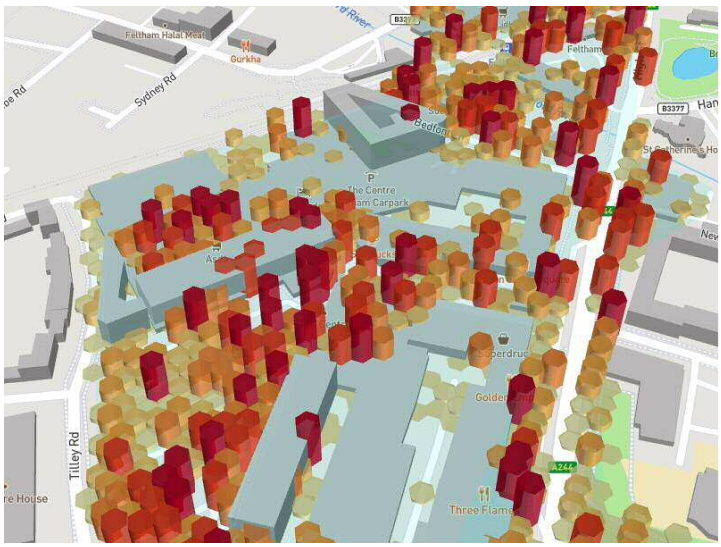
Copy Excel Search:

Rank	Street	Monthly Footfall
1	Victoria Centre	961284
2	Huntingdon Street	532194
3	Lower Parliament Street	361008

Heat and Density Mapping

Location Heat Map - By day of week and day time period: Morning, Afternoon, Evening

Density Mapping - Easily identify where the busiest footfall locations are



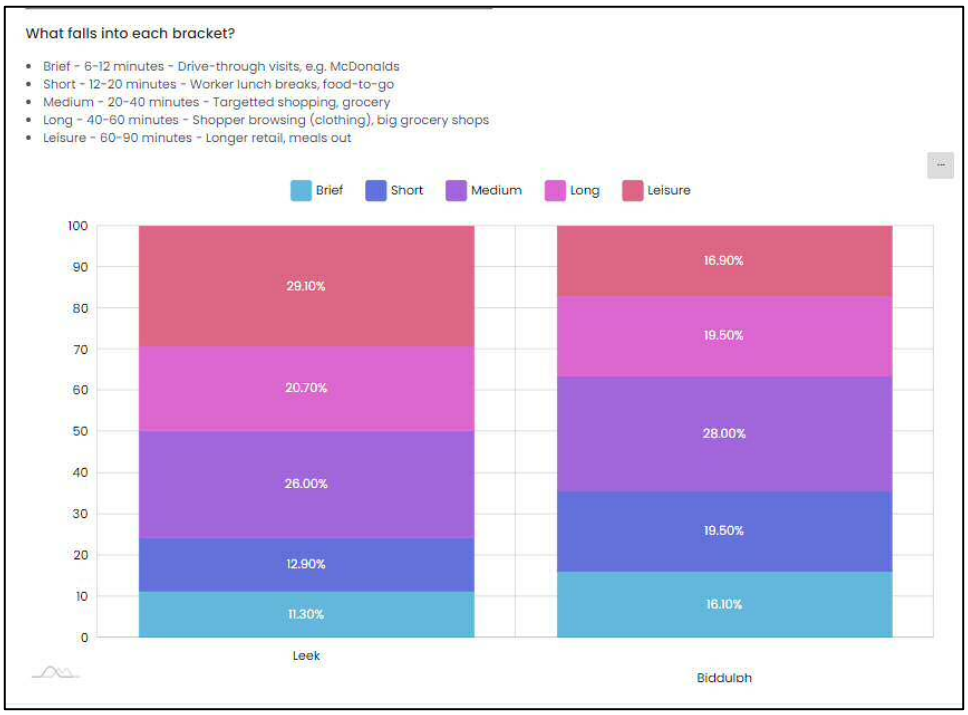
TOWN CENTRE SATISFACTION DATA

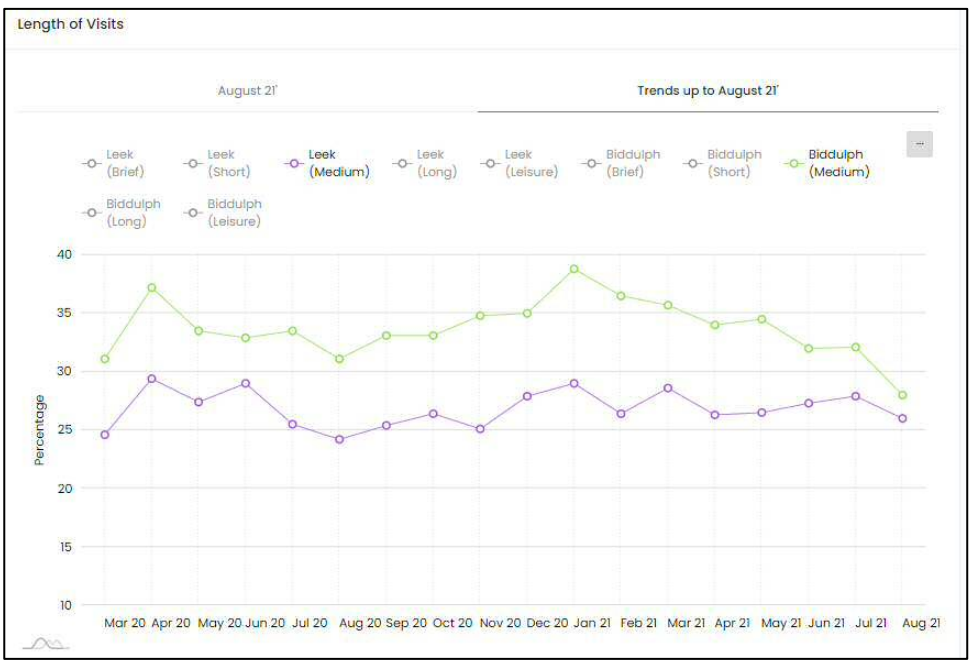
Understand how visitors use your town centre including

- Dwell Time
- Visit Frequency
- Town Centre Usage
- Loyalty

Satisfaction

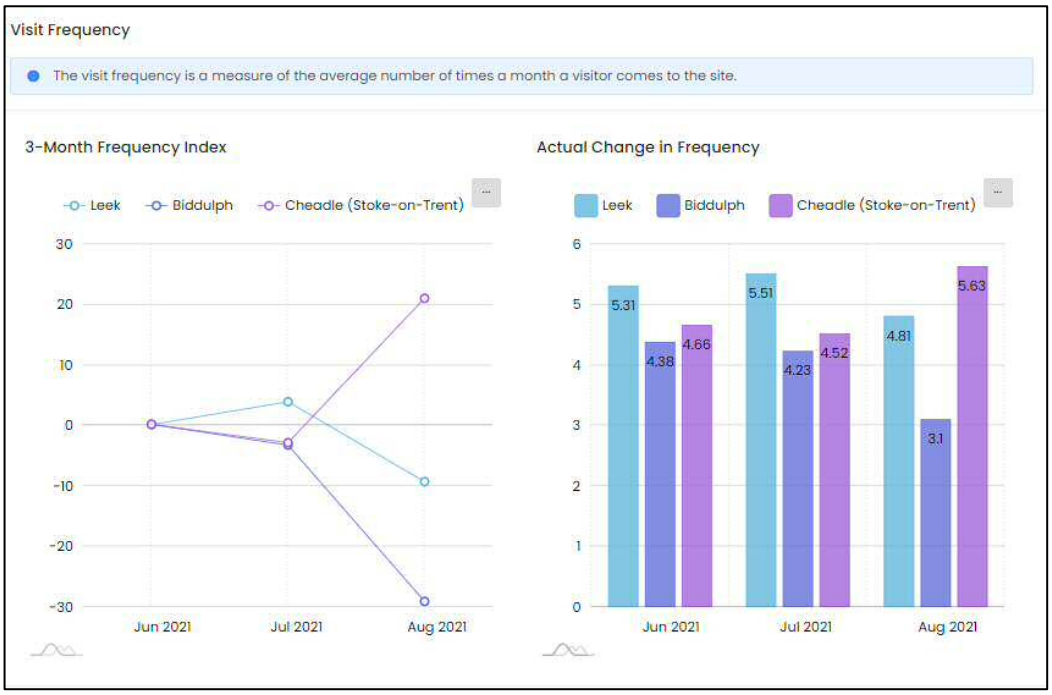
Dwell time – split by the % of visitors and history trend graph



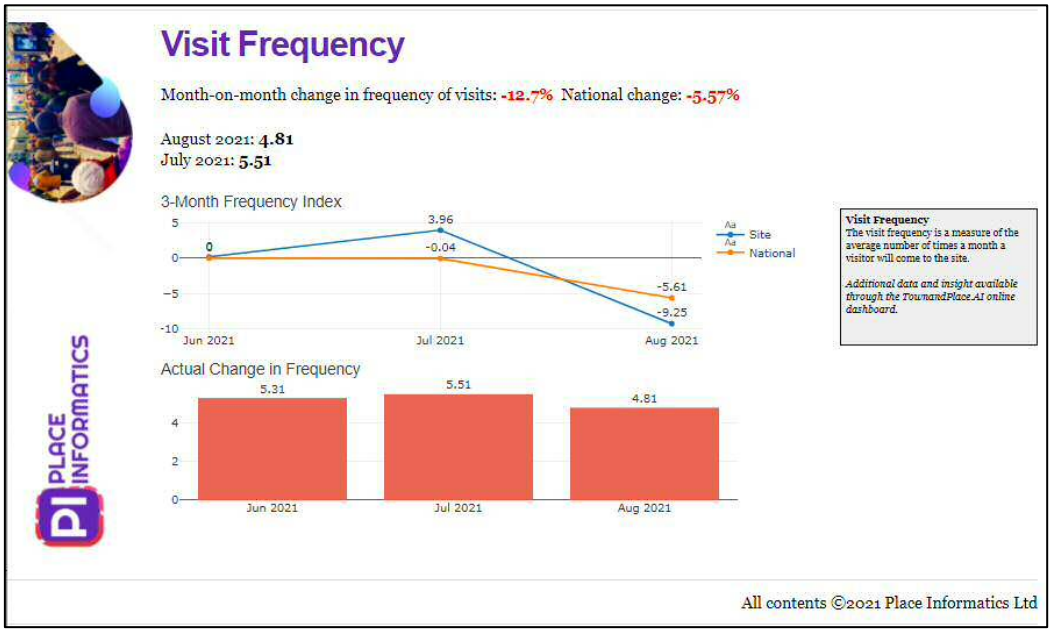


Satisfaction

Visit frequency – 3 month rolling trend and indices change

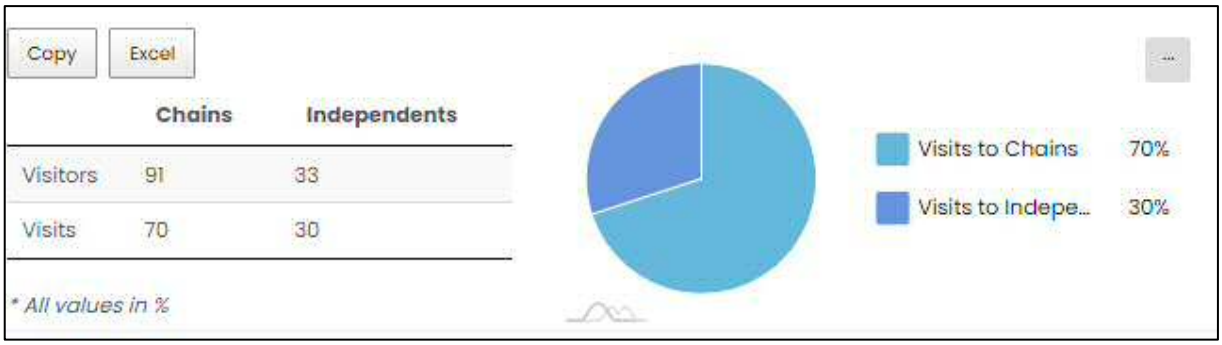


Visit frequency – 3 month rolling trend + national benchmark

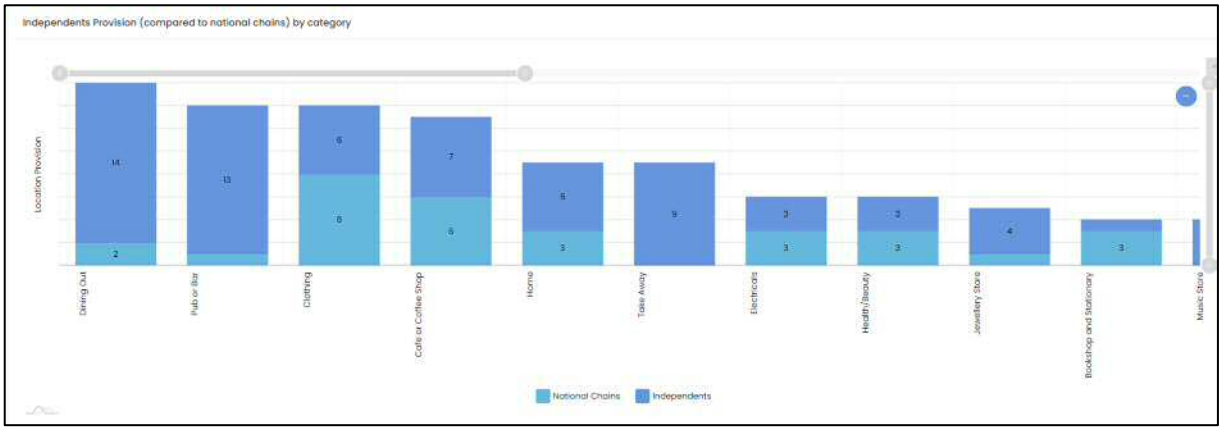


Satisfaction

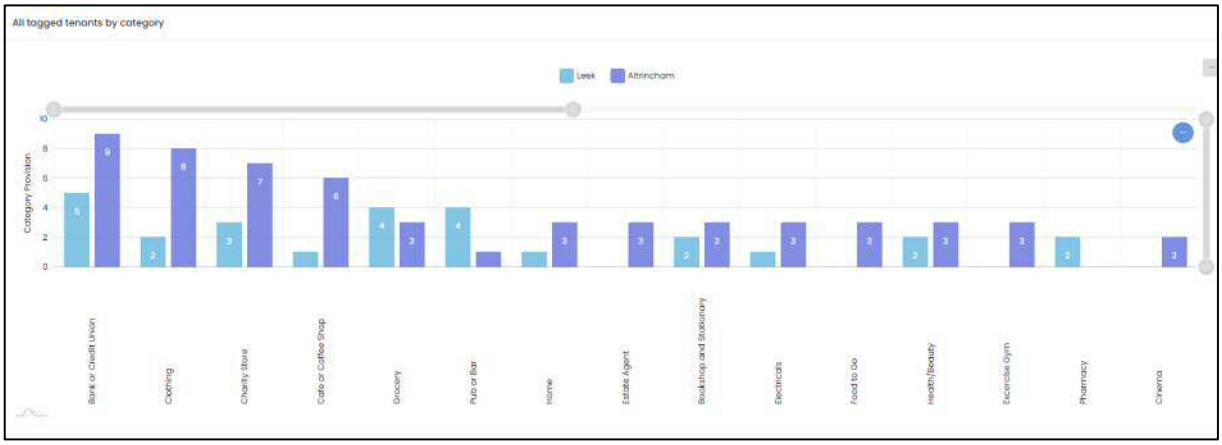
town centre usage: Unique visits to chains and independent tenants



town centre offer– Availability of chains and independents by category

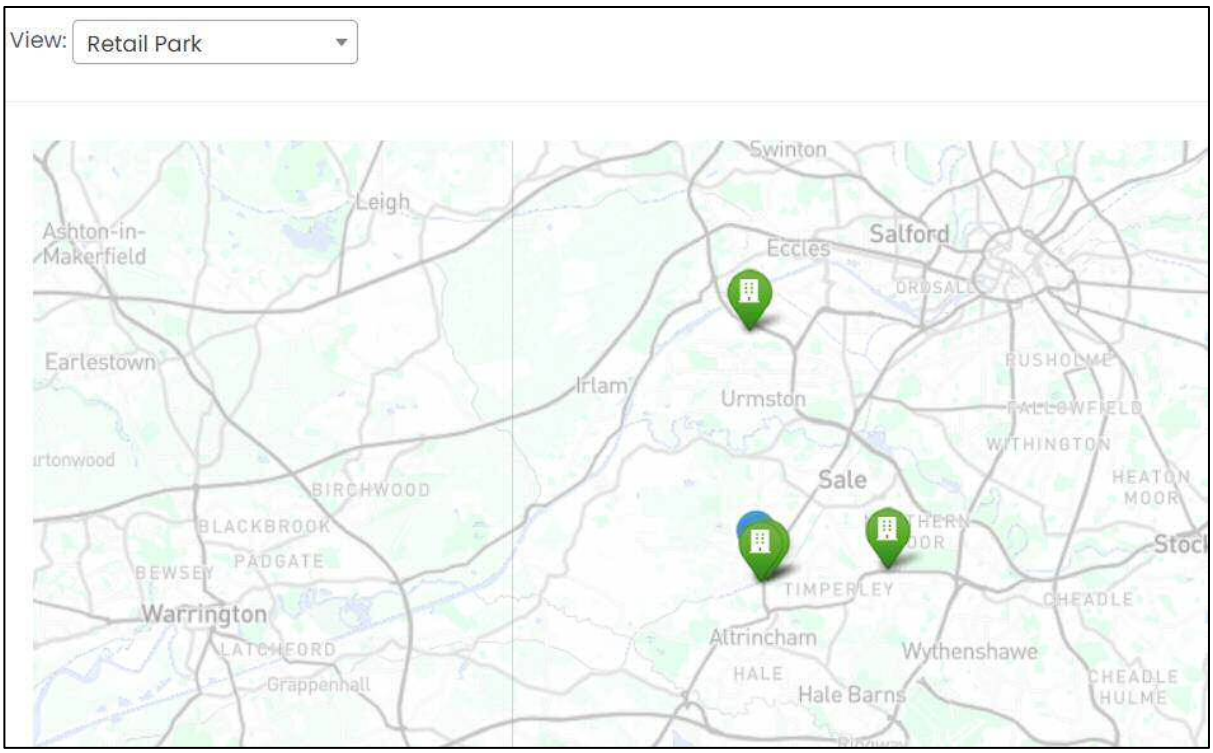


Benchmarking: Compare tenant offer to neighbouring town centres



Satisfaction

Loyalty map and table - where your customers also visit



Leakage to other town centres

Location	Shared Categories	What Brings Visitors?	Analytics	% Visitors	Location Type	# Tenants	
Altrincham Retail Park		Find Out		100	Retail Park	14	View Chains
Atlantic Street Retail Park	None	Find Out	Compare	53.9	Retail Park	1	View Chains
Brookway Retail Park	View	Find Out	Compare	43.4	Retail Park	5	View Chains
Bridgewater Retail Park	View	Find Out	Compare	39	Retail Park	3	View Chains
Trafford Retail Park	View	Find Out	Compare	37.5	Retail Park	13	View Chains

TOWN CENTRE POSTCODE CATCHMENT

Understand where your visitors originate from by defined postcode areas

- Core
- Local visitor
- Tourist
- Region

Identify the demographic profiles of your visitors.

Measure drive time vs postcode catchment area and track how visitors move around your town centre

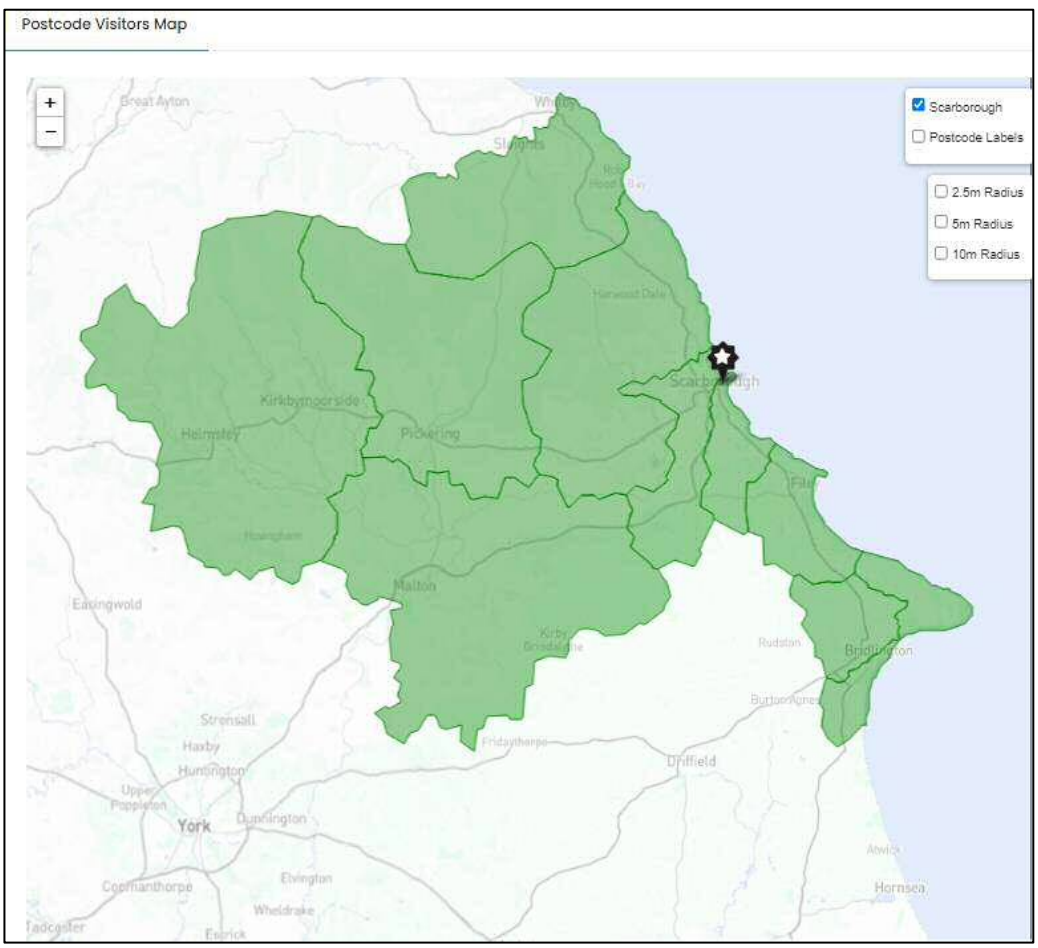
Catchment

Measure postcode catchment areas by share of postcode population using your town centre.

Core: 15%+
Local visitor: 3% to 15%
Tourist:- 1% to 2.9%

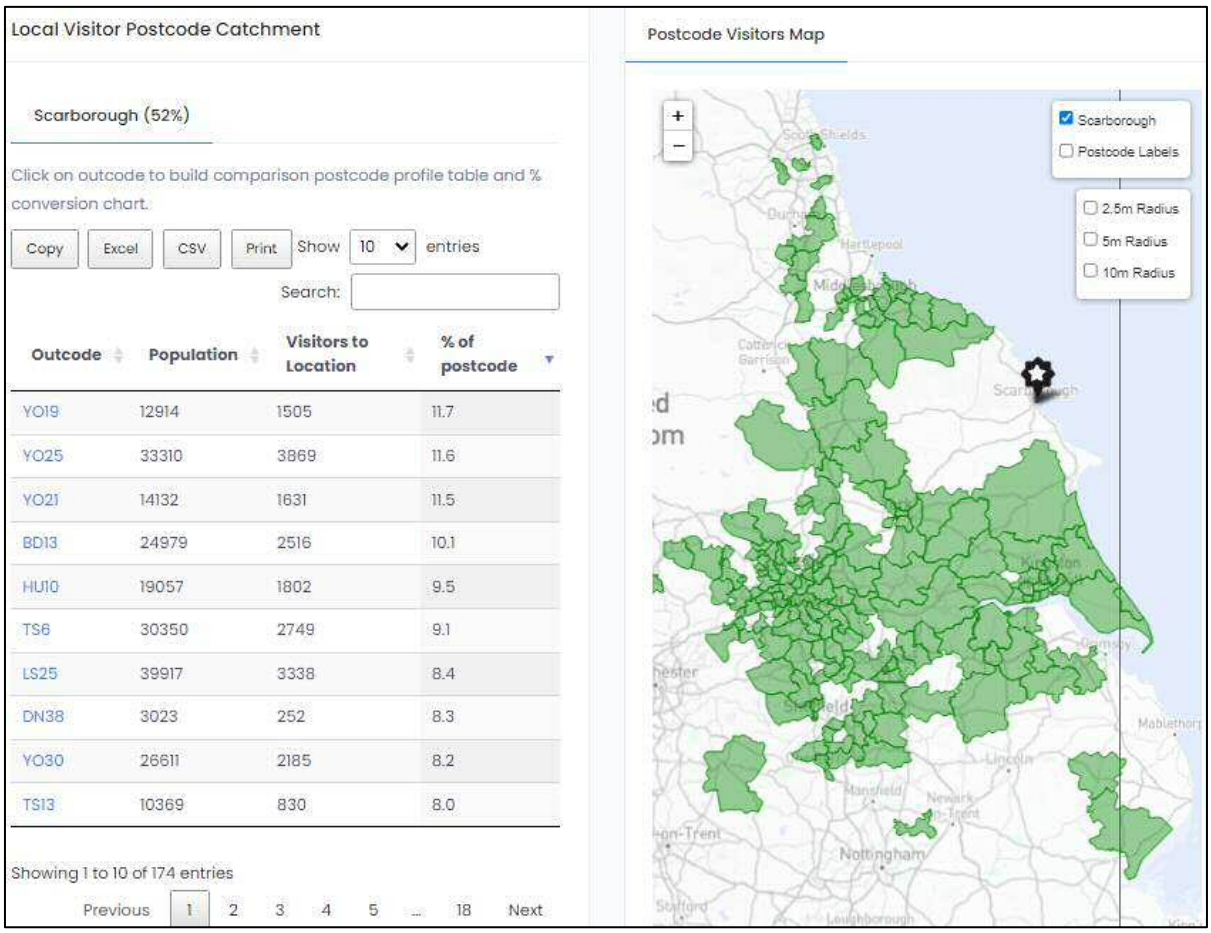
Using the regional map, identifying where visitors originate from for every postcode across the UK.

Core catchment postcodes: 15%+ of the postcode population visit the town centre



Catchment

Local Visitor: 3% to 14.9%+ of the postcode population visiting your town centre



Local Visitor Postcode Catchment

Scarborough (52%)

Click on outcode to build comparison postcode profile table and % conversion chart.

Copy Excel CSV Print Show 10 entries

Search:

Outcode	Population	Visitors to Location	% of postcode
YO19	12914	1505	11.7
YO25	33310	3869	11.6
YO21	14132	1631	11.5
BD13	24979	2516	10.1
HU10	19057	1802	9.5
TS6	30350	2749	9.1
LS25	39917	3338	8.4
DN38	3023	252	8.3
YO30	26611	2185	8.2
TS13	10369	830	8.0

Showing 1 to 10 of 174 entries

Previous 1 2 3 4 5 ... 18 Next

Catchment

Tourist Visitor: 0.5% to 2.9%+ of the postcode population visit the town centre

Scarborough Postcode Visitors August 21'

Tourist Catchment Area (30%)

Click on origin to build comparison postcode profile table and % conversion chart

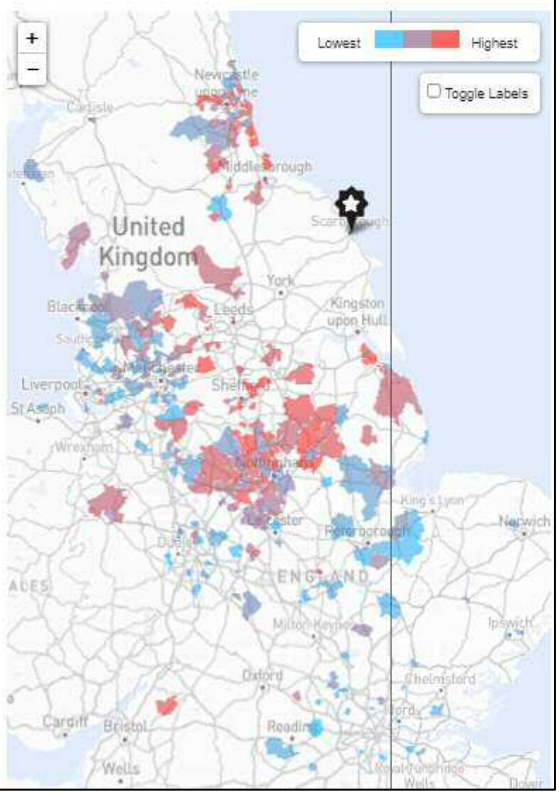
Copy | Excel | CSV | Print | Show 10 entries

Search:

Origin	Population	Visitors	% of postcode
SR8	35444	1047	3.0
DE55	51224	1469	2.9
S65	35575	1044	2.9
HD9	35389	1018	2.9
SR7	31165	915	2.9
LS7	28266	829	2.9
DN12	24119	699	2.9
TS24	21840	637	2.9
NE31	20130	586	2.9
NG23	17245	504	2.9

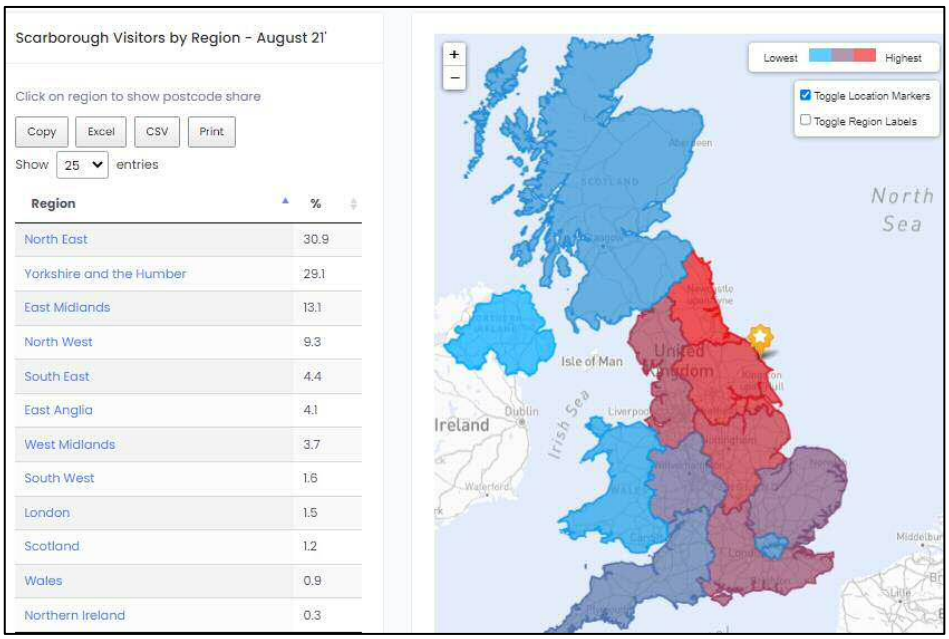
Showing 1 to 10 of 290 entries

Postcode Visitors Map



Catchment

Regional Visitors: % of visitors from each region of the UK



Scarborough Visitors by Region - August 21'

Click on region to show postcode share

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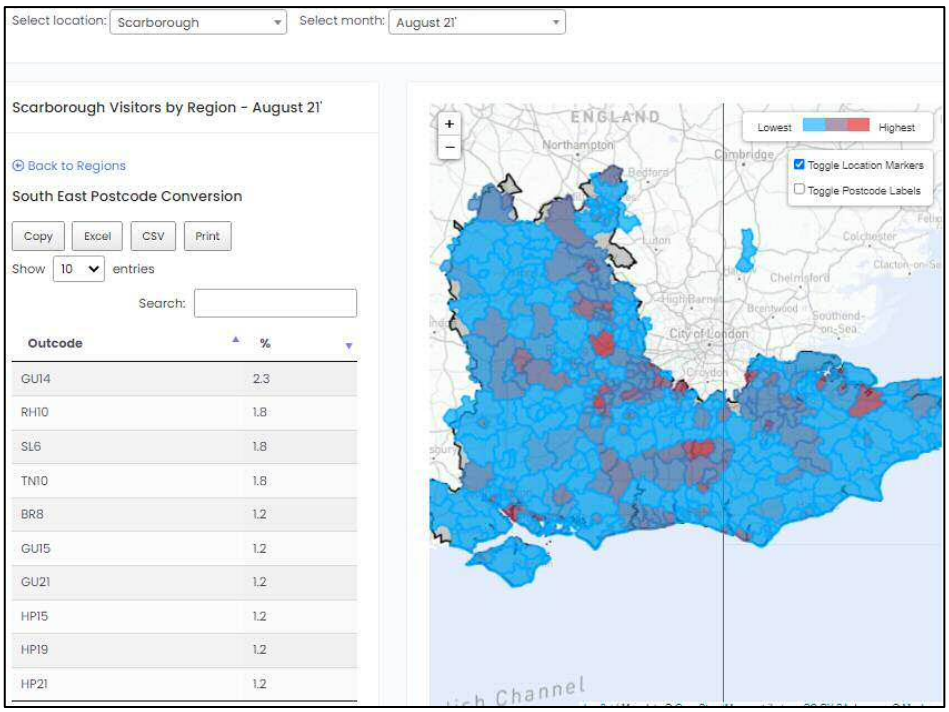
Show 25 entries

Region	%
North East	30.9
Yorkshire and the Humber	29.1
East Midlands	13.1
North West	9.3
South East	4.4
East Anglia	4.1
West Midlands	3.7
South West	1.6
London	1.5
Scotland	1.2
Wales	0.9
Northern Ireland	0.3

Regional Visitors: Drill down into specific region: North West



Select location: Scarborough Select month: August 21'

Scarborough Visitors by Region - August 21'

Back to Regions

South East Postcode Conversion

Copy | Excel | CSV | Print

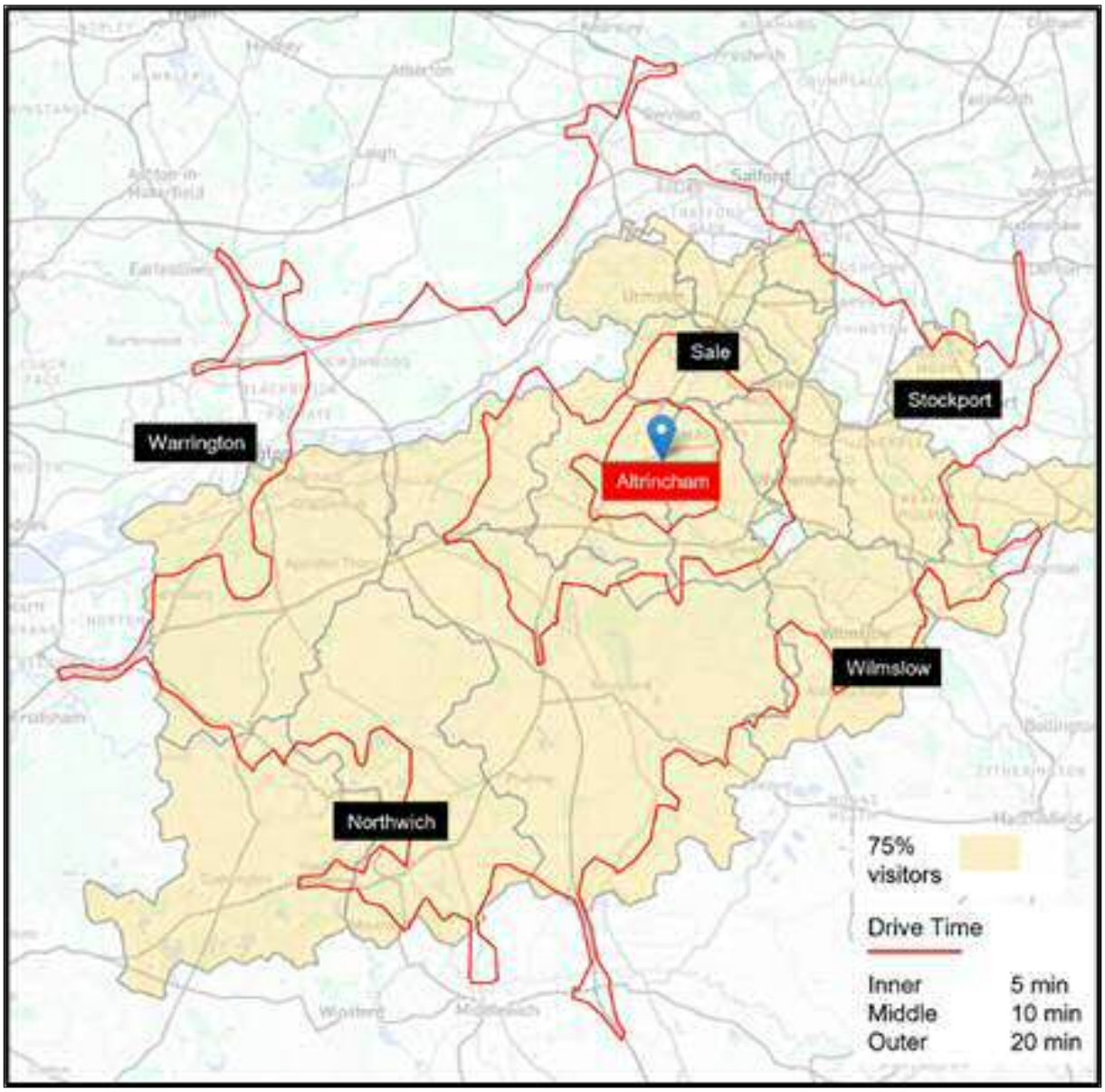
Show 10 entries

Search:

Outcode	%
GU14	2.3
RH10	1.8
SL6	1.8
TN10	1.8
BR8	1.2
GU15	1.2
GU21	1.2
HP15	1.2
HP19	1.2
HP21	1.2

Catchment

Isochrone map - Map drive time distances and compare to actual catchment

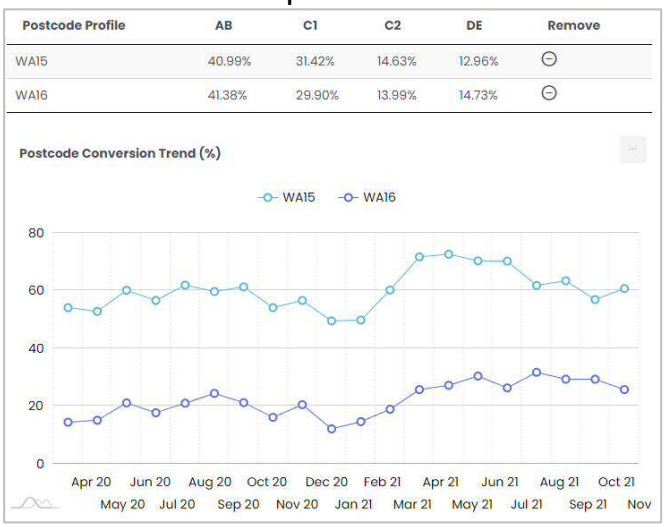


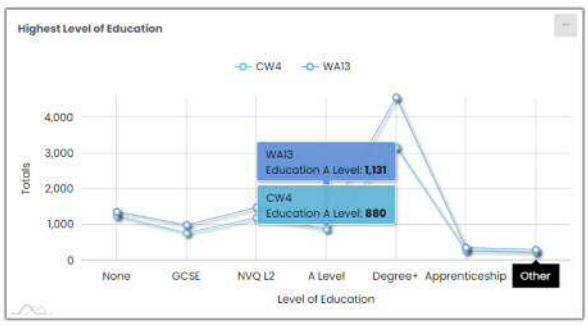
Demographics

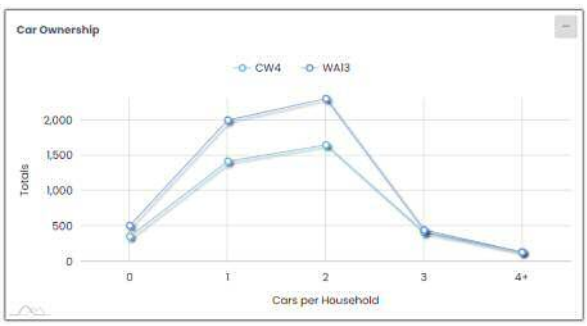
Analyse the demographic profiles of your site visitors by postcode catchment area

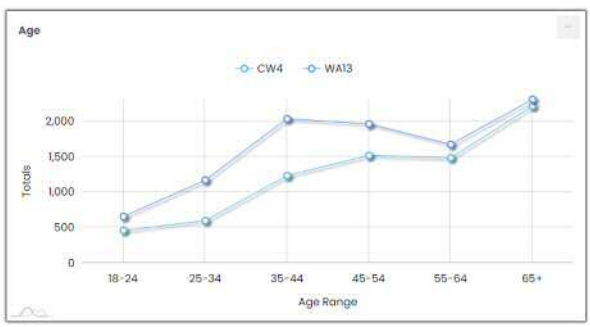
I. Social grade AB, C1, C2, DE profile
II. Gender
III. Age
IV. Education
V. Car ownership

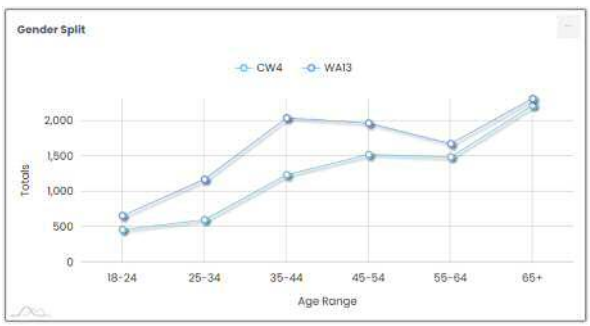
Postcode Profile	AB	C1	C2	DE	Remove
WA15	40.99%	31.42%	14.63%	12.96%	⊖
WA16	41.38%	29.90%	13.99%	14.73%	⊖





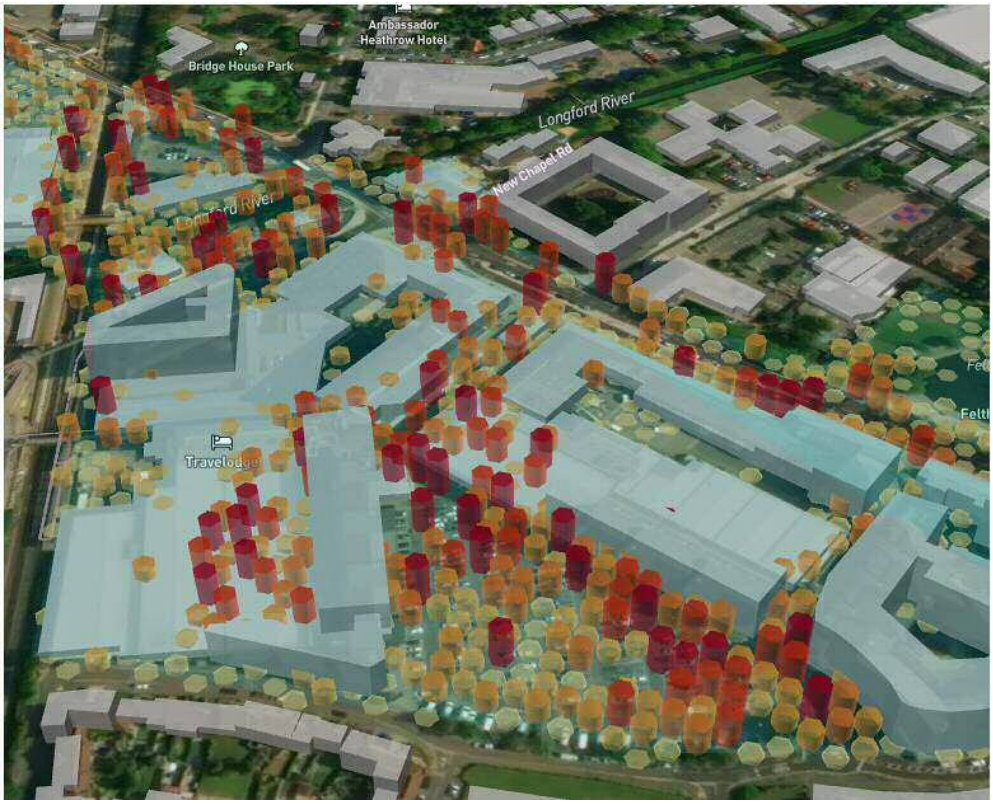






Movement Flow

Track visitor movement around the town centre



Visualise movement flow by day of week / time of day

REPORTS

Immediately access pre-defined and automatically generated PDF reports for town centre performance

- Footfall dwell
- Visit frequency
- Dwell / Dwell splits
- Visitor catchment postcodes

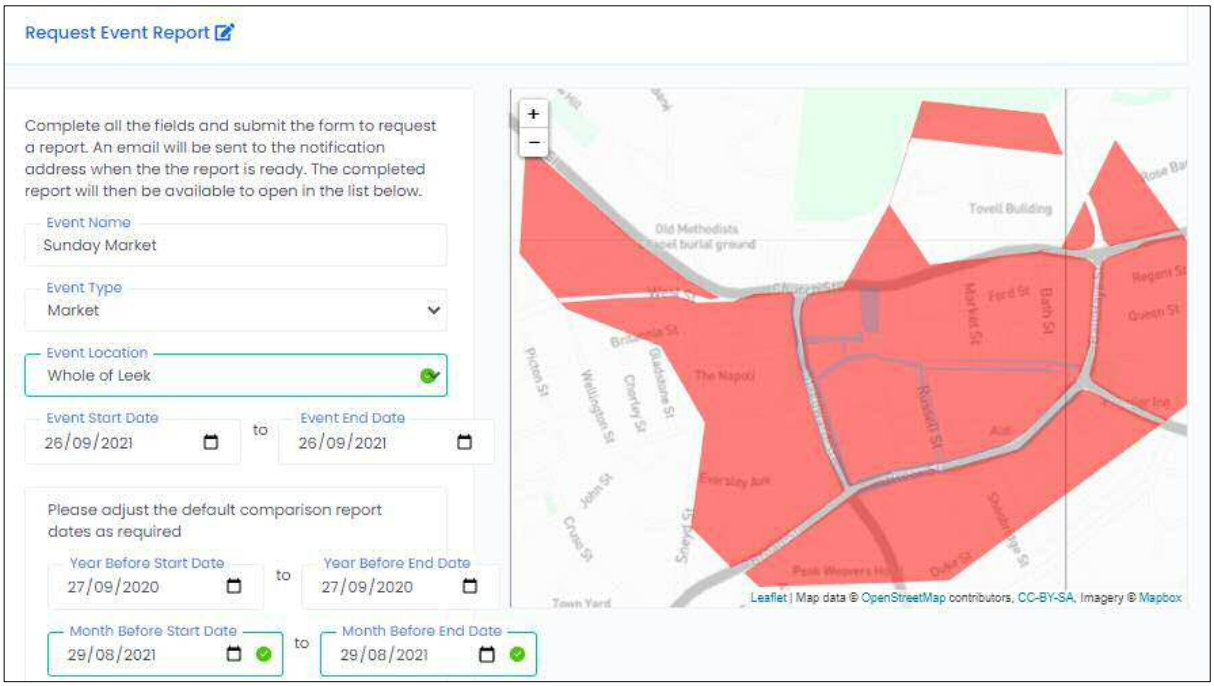
Generate your own bespoke footfall and catchment reports for a specific location and defined period of time using the event performance report tool.

Town Centre Event Reports

- Create your own bespoke event report footfall reports.
- Select the event date and compare against last month and last year.

Event footfall reports include:

- Total footfall
- % share of event footfall by hour
- % increase in hourly footfall compared to the average
- Visitor origin postcodes

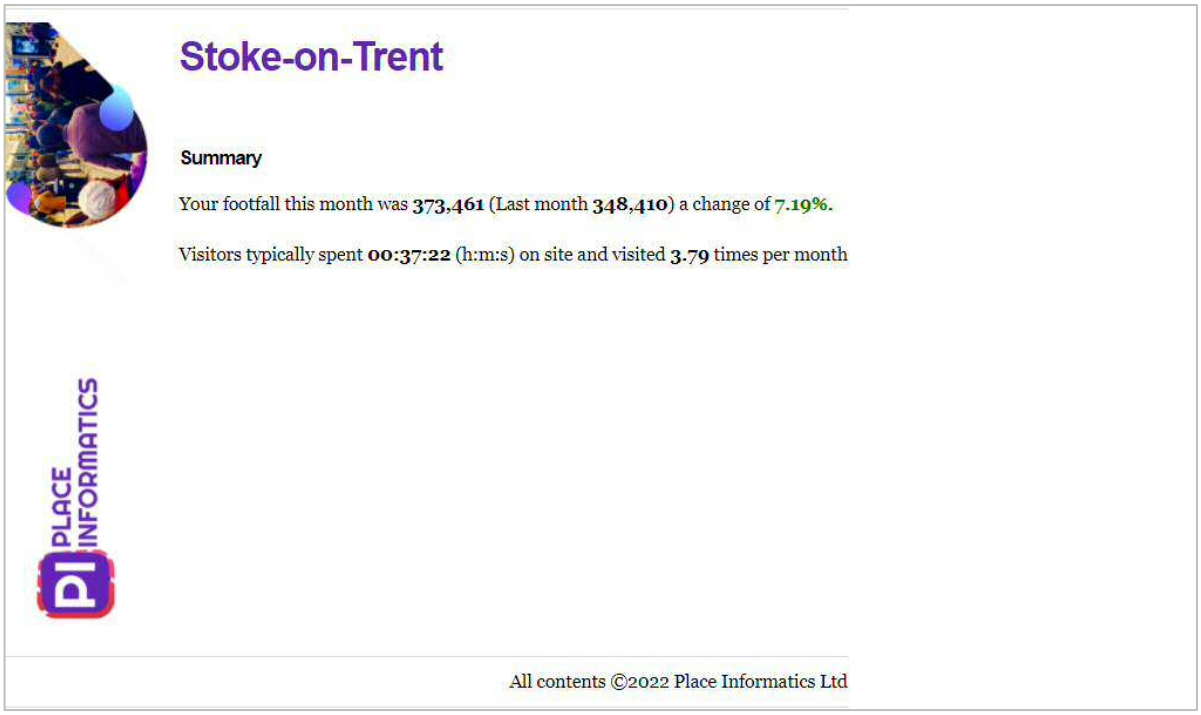


Monthly PDF Report

An auto generated, PDF monthly town centre performance report is available to download through the TownandPlace.AI SaaS dashboard

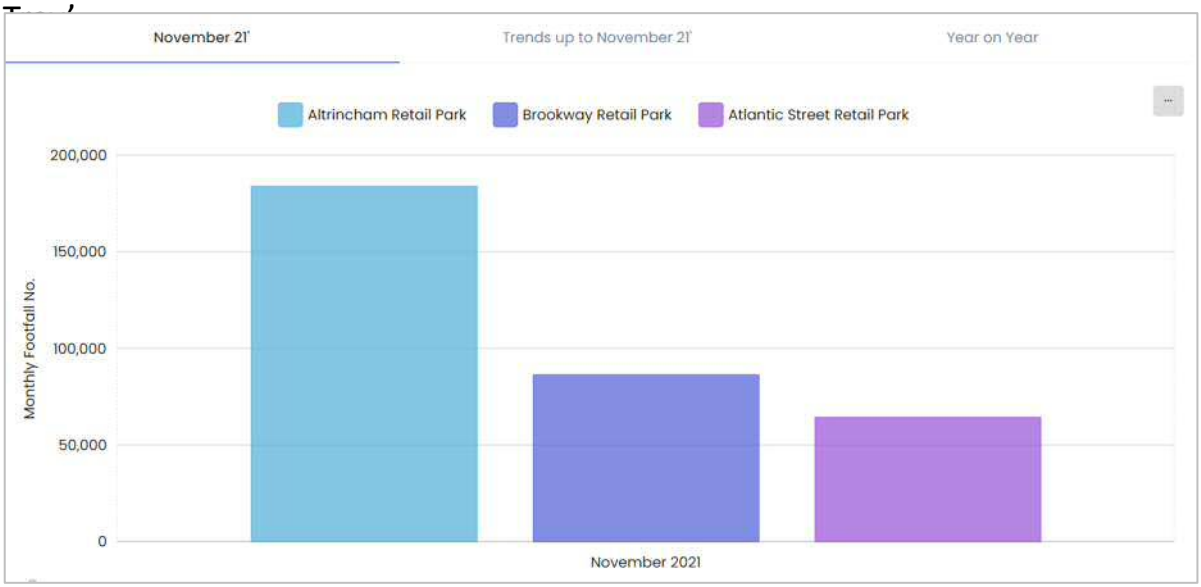
The monthly town centre performance report includes:

- Footfall
- Dwell
- Visit frequency
- Catchment
- Time of day
- Day of Visit

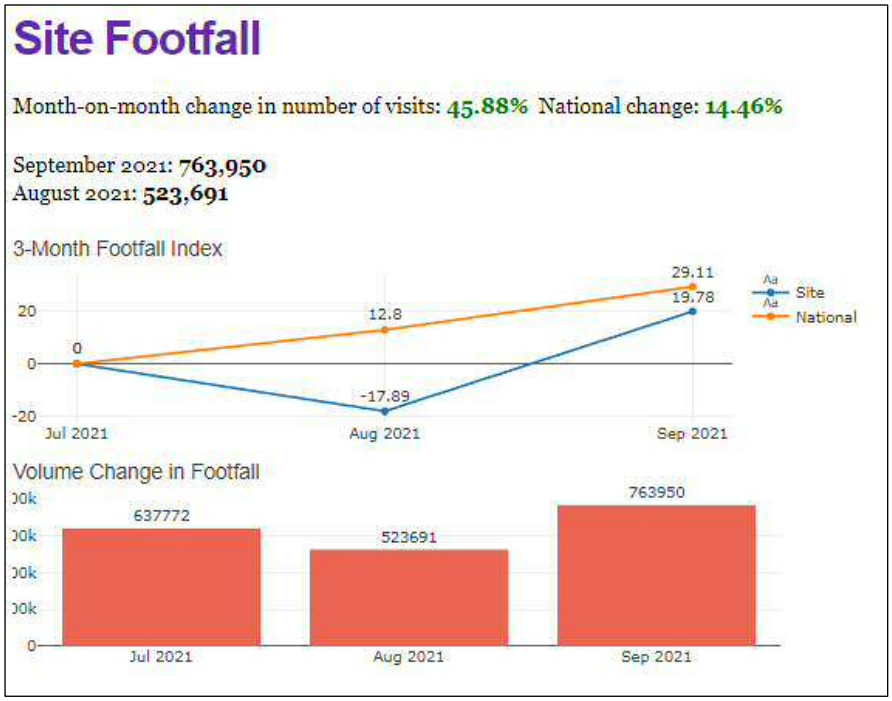


Benchmarking

All TownandPlace.AI visitor behaviour indices can be benchmarked. Compare up to six town centre locations by simply selecting the required site and add to the 'Analytics



Benchmark against national indices changes over a rolling 3 month period



GREEN SPACE FOOTFALL DATA

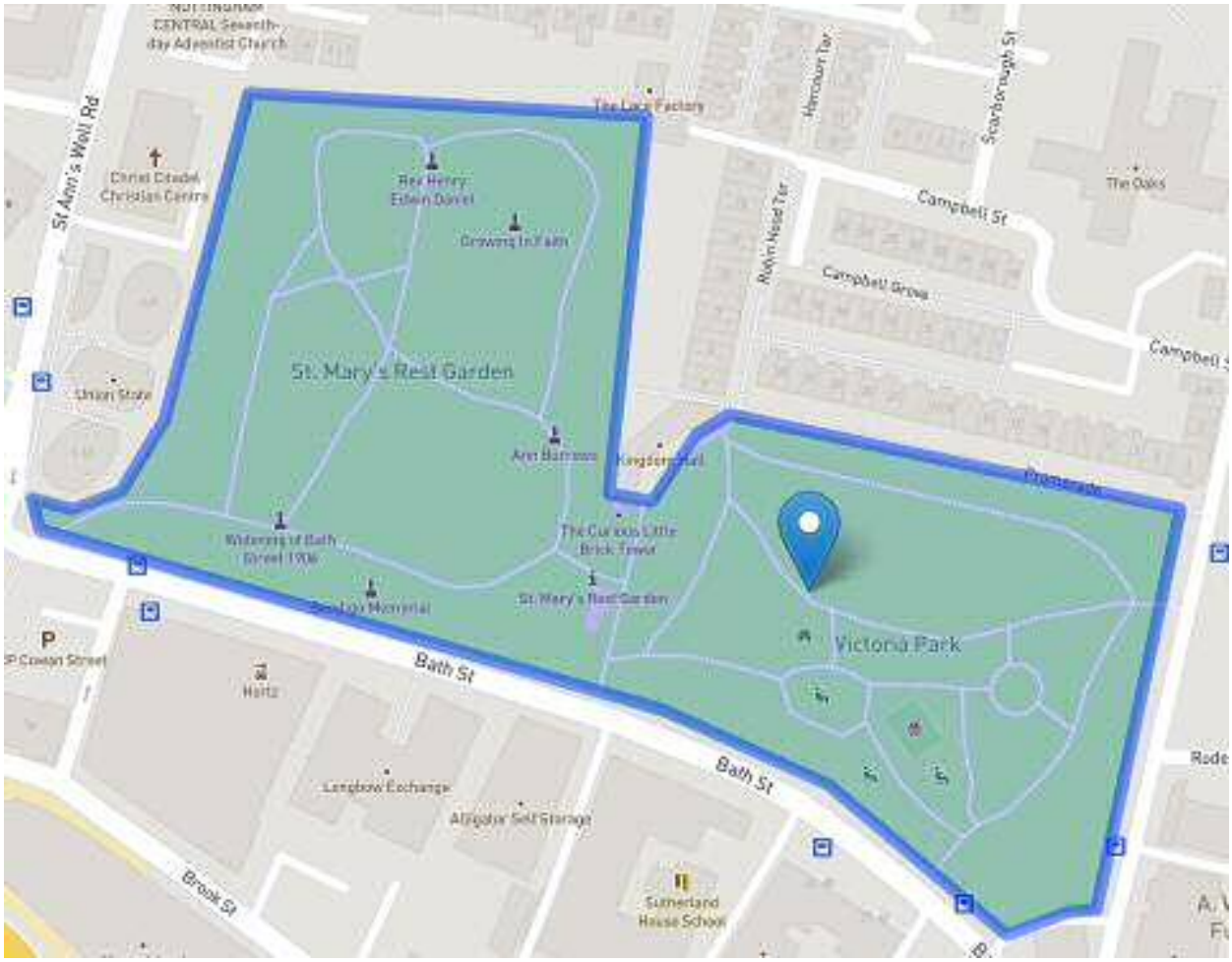
Measure the monthly footfall volumes for any green space area.

For events held in the green space create bespoke event performance reports including

- Event footfall
- Previous month and previous year benchmark comparisons
- % of visitors on site by hour
- % change in footfall by hour compared to the average
- Visitor postcode origins

Green Space Polygons

- Create unlimited green space polygons to calculate footfall
- A bespoke Green Space polygon is created for each park area
- We do not use a 10m x10m gird approach as this is inaccurate and could include spaces which are not part of the park e.g. roads

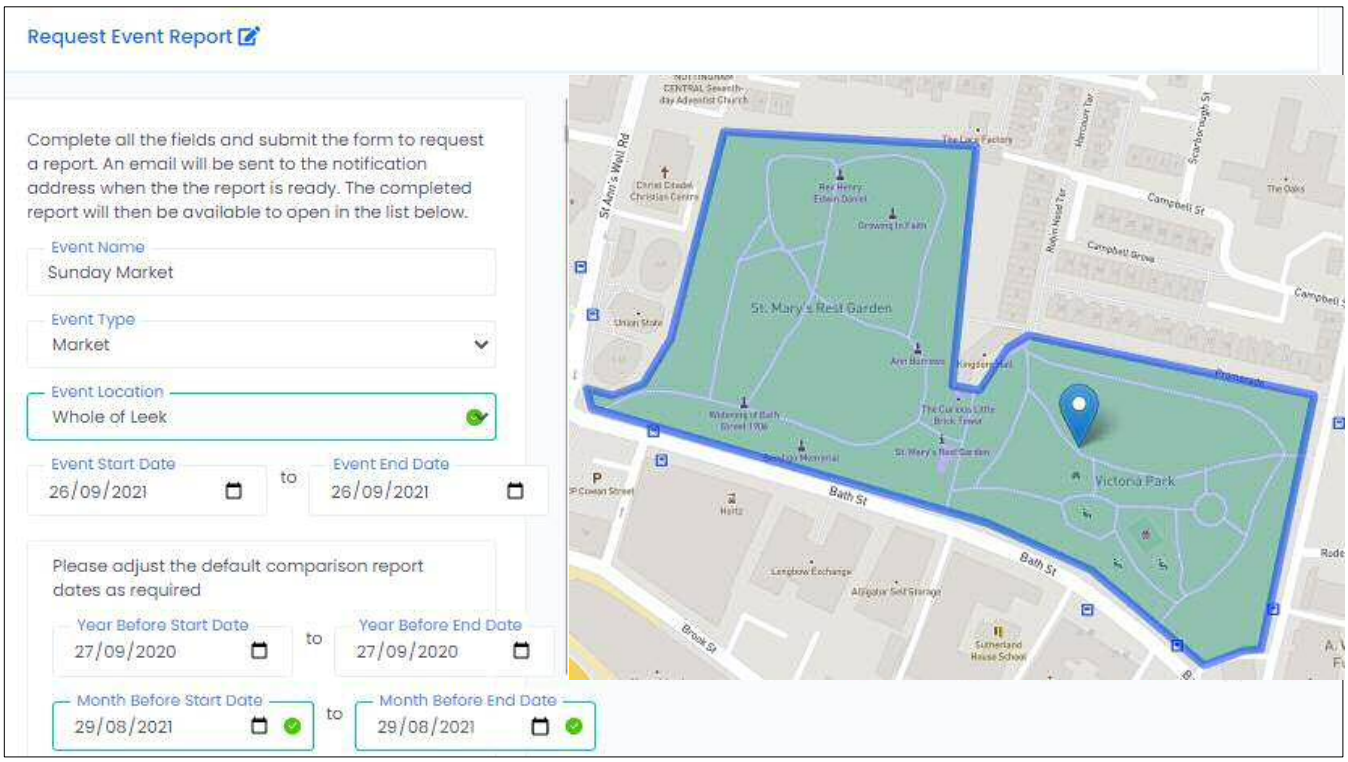


Green Space Event Reports

- Create your own bespoke event report footfall reports.
- Select the event date and compare against last month and last year.
- Select all of the town centre or any street, car park or green space.

Event footfall reports include:

- Total footfall
- % share of event footfall by hour
- % increase in hourly footfall compared to the average
- Visitor origin postcodes



Car Parking

Measure the monthly footfall volumes for all car parks.

Identify visitor origin by postcode.

Track car park visitor flow across the town centre: Streets and green space.

Car Parking

Monthly footfall for all car parks.

Lancaster Car Park Footfall - April 22'

Copy Excel Search:

Rank	Location	Monthly Footfall
1	Marketgate Car Park	42,058
2	Cable Street Car Park	29,975
3	Sainsbury's Car Park	29,147
4	Upper St Leonard's Gate Car Park	11,680
5	Williamson Car Park	10,941
6	Lower St Leonard's Gate Car Park	10,087
7	Wood Street Car Park	8,950
8	Spring Garden Street Car Park	6,427
9	Nelson Street Car Park	4,478
10	Auction Mart Car Park	4,230

Car Parking

Visitor origin to each car park by postcode.

Top Postcodes using Marketgate Car Park

Copy Excel

Outcode	% of Visits
LA1	33.82%
LA4	16.04%
LA3	8.96%
LA2	4.95%
LA5	4.01%

Other Postcodes

LA5, PR3, LA9, LA14, FY6, LA23, PR2, LA7, LA11, LA8, PR1, LA16, WN8, BL9, M29, L39, FY7, LA12, LA15, LA6, WA12, WN6, LA13, WF13, FY2, PR25, PR9, BB7, NN4, PR26, FY5, PR4, BD20, RM3, BB11, BL4, W2, NW10, W8, FY4, BB3, LL30, L33, BL8, SK4, WF3, CA10, G75, WA8, SK7, TW18, YO31, M20, WN3, M24, BB18, BL7, WA2, NR33, BD11, L35, SW17, NE2, L23, BB5, CA14, SE1, M41, BL6, CA1, KY2, BD19, OL11, SW18, BB4, ML5, WA10, SY11, OL10, OL4, HX1, TW20, LA21, PR8, TS26, WN5, SY6, BB6, LU2, BR1, PE33, LS23, SK22, ST4, BD24, OL15, BS29, SG1, NG7, WF15, NN18, M13, M15, FY3, DE6.

Car park visitor flow to town centre streets.

Cable Street Car Park has a footfall of **29,975.** With visitors flowing to the following locations...

Copy Excel Show 10 entries

Location	Address	Visitors
Marketgate Shopping Centre	Lancaster	29.2%
Church Street	Lancaster	9.7%
Penny Street	Lancaster	9.7%
Market Street	Lancaster	6%
St Nicholas Arcades	Lancaster	6.3%
Cheapside	Lancaster	4.6%
George Street	Lancaster	3.7%
Common Garden Street	Lancaster	3.5%
Brock Street	Lancaster	2.3%
China Stret	Lancaster	2.1%

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