

British
BIDs™ 10

Leading the BID industry for 10 years

Quarterly National Data:

- WiFi demographic place analysis
- Regional & National Footfall
- National Retail
- Air Quality

In partnership with

PROXIMITY
FUTURES

Decisions through Data

Quarter 2 July 2020

Introduction

BIDs are both producers and users of data. They generally produce footfall data for their town and city centres, they provide data about their levy payers and they measure and monitor traffic flows and pedestrian flows through the towns and cities.

This new quarterly report produced by Proximity futures along with British BIDs allows that data to be widened to now include regional datasets about footfall, Wi-Fi and retail sales. We hope in the future to go forward with car parking sensors and air quality reports

We see this report mirroring the BID barometer that we now publish every quarter and hope it will be of value to the BID industry.

Proximity Futures

Proximity Futures are a UK leading provider of data collection, specialising in Town, City and High Street environments that, through data collection, help decision makers to make smarter, informed choices. Connected systems allow integration of a wide range of products; the more established **ElephantWiFi** and **Geo-Sense** products integrate with carpark sensors, **Parking-Sense** and real-time environmental data collection sensor, **Enviro-Sense**.

Proximity Futures' innovative approach to connectivity and the Internet of Things – IoT – enables the development and scaling of bespoke systems that provide both live and historical data that can be viewed, downloaded and interrogated.

A unique company built on the back of working very closely with BIDs and Council Place Managers to help develop bespoke solutions that really makes a Place stand out. They differentiate themselves from any other “Smart City” supplier by delivering not only on their promises, but by really listening to their customers' needs, enabling them to develop solutions that solves issues and helps overcome challenges while delivering analytics that actually matter, rather than just trying to make existing “tech” fit!

The structure of the data.

The data focuses on three key areas, WiFi usage, footfall, and retail all reflecting the national picture broken down by region. We have also introduced Air quality reports that are live in one location to date. Parking data is also live, but due to the current lockdown we are unable to calibrate it due to lack of traffic, this will be included going forward.

Summary

Our WiFi usage data indicates that most people have been adhering to the government advice and staying out of our centres. However, as you would imagine as lockdown eases, we have started to see the usage grow and as such the opportunity increases to engage and reassure visitors and residents.

As lockdown eases, the charts below are showing that people are making more use of the high streets and public spaces. As you would expect, if we were to compare this to the same period in 2019, the picture is very different. As you will see from the place type chart the high street saw a significant uplift in footfall following the opening up of more retail. This is further evidenced from our national retail reports where retail spend is up close to 12% month-on-month.

In producing the retail sales, we use the raw data, which we supply as a national view as provided by ONS. We have shown the headline figures in this report that show the breakdown of large & small business and on-line v off-line sales. We can further breakdown this information into six categories; Food Store Summary, None Food Store Summary, Textile, clothing and Footwear, Household Goods, None Store and Fuel.

Finally, we have included our latest product Enviro-Sense which is live in one location. Going forward this will give us a great reference point from lock-down to post lock-down air quality.

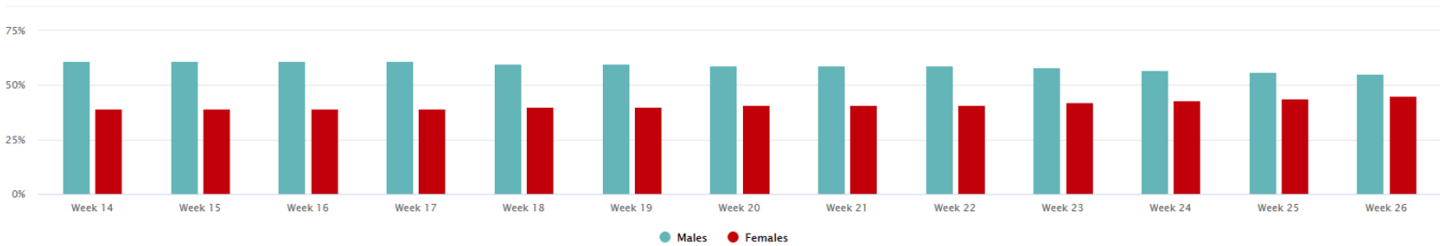
Full details of our services can be viewed [here](#)



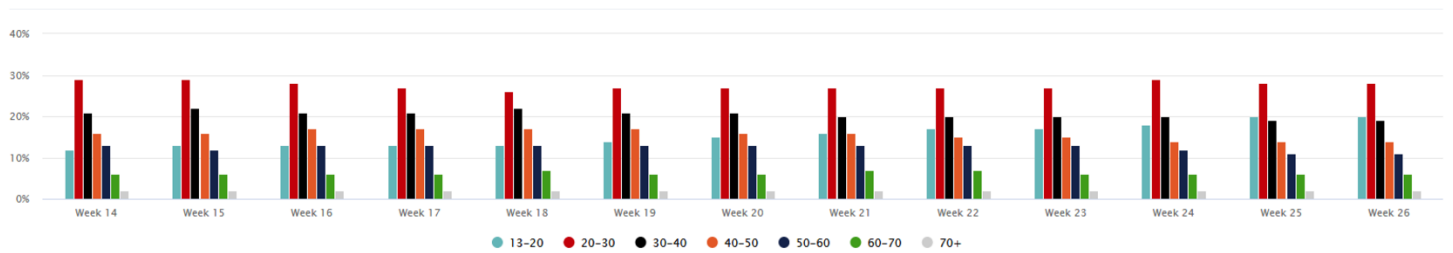
1 Elephant WiFi – Demographic place analysis

Elephant WiFi is first and foremost a GDPR Compliant, safe platform for visitors to use in an open space such as a town, city, high street or tourist attraction. Primarily ElephantWiFi Is designed to offer free internet access via a safe access portal enhancing the customer experience whilst capturing demographic data for your own analysis.

WiFi – Q2 Gender grouped by Week



WiFi – Q2 Age grouped by Week



WiFi – Q2 Region grouped by Week

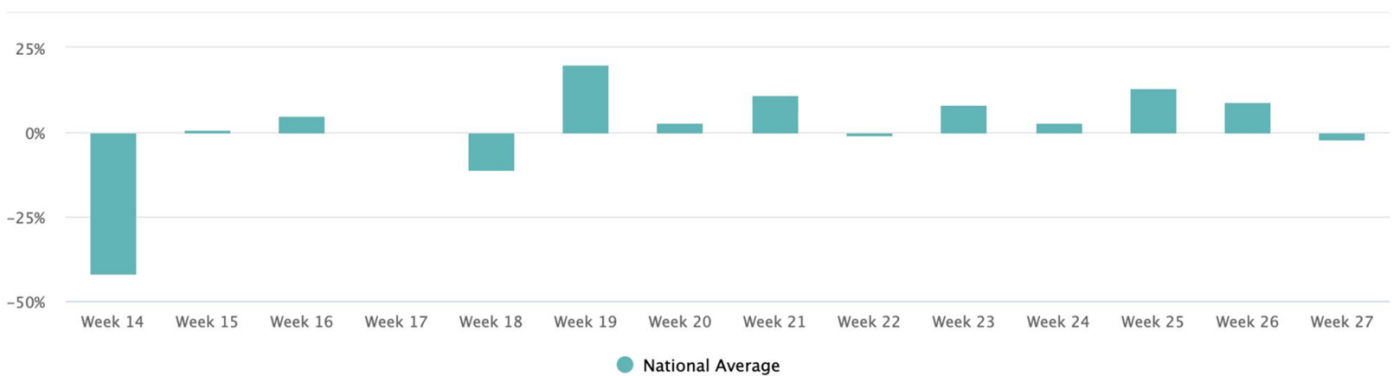


2 GEO-Sense – Footfall

GEO-Sense brings to you data not yet seen by conventional Footfall cameras or counters, capturing, storing, recalling, monitoring visitor movement and differentiating between new and repeat visitors, giving you a unique insight not only on visitor Footfall, but also invaluable information on visitor dwell times and how often they visit your place.

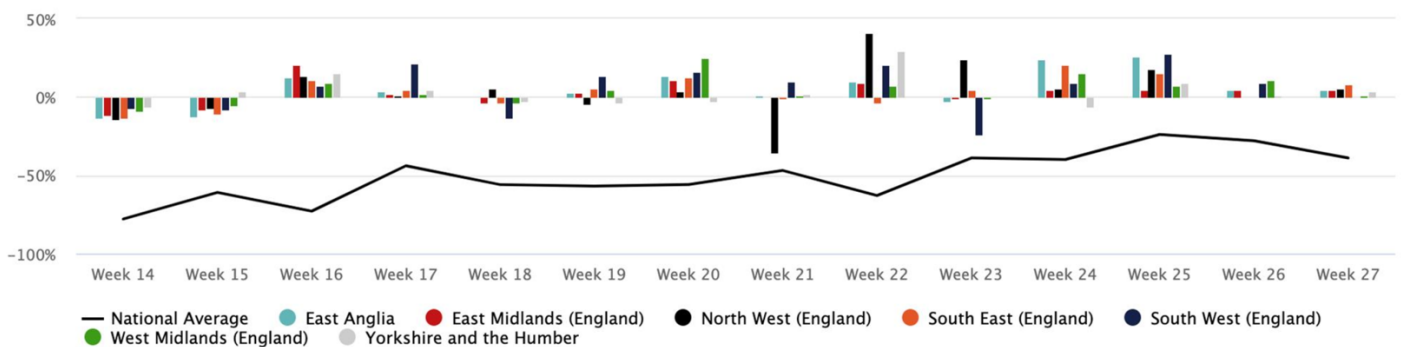
Footfall – Q2 national average

This report looks at each week compared to the previous week.



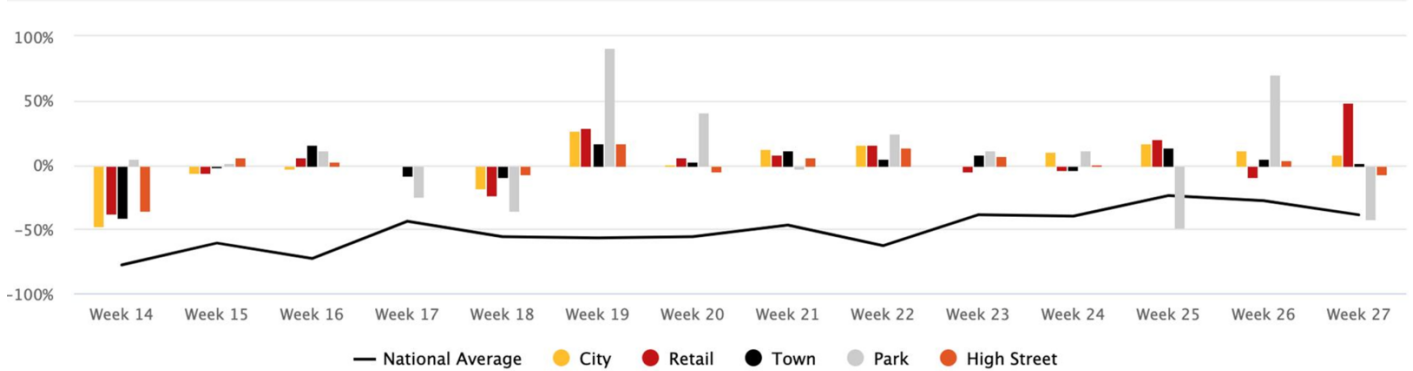
Footfall – Q2 regional average v national average

Each region is compared against previous week, national average is compared against previous year



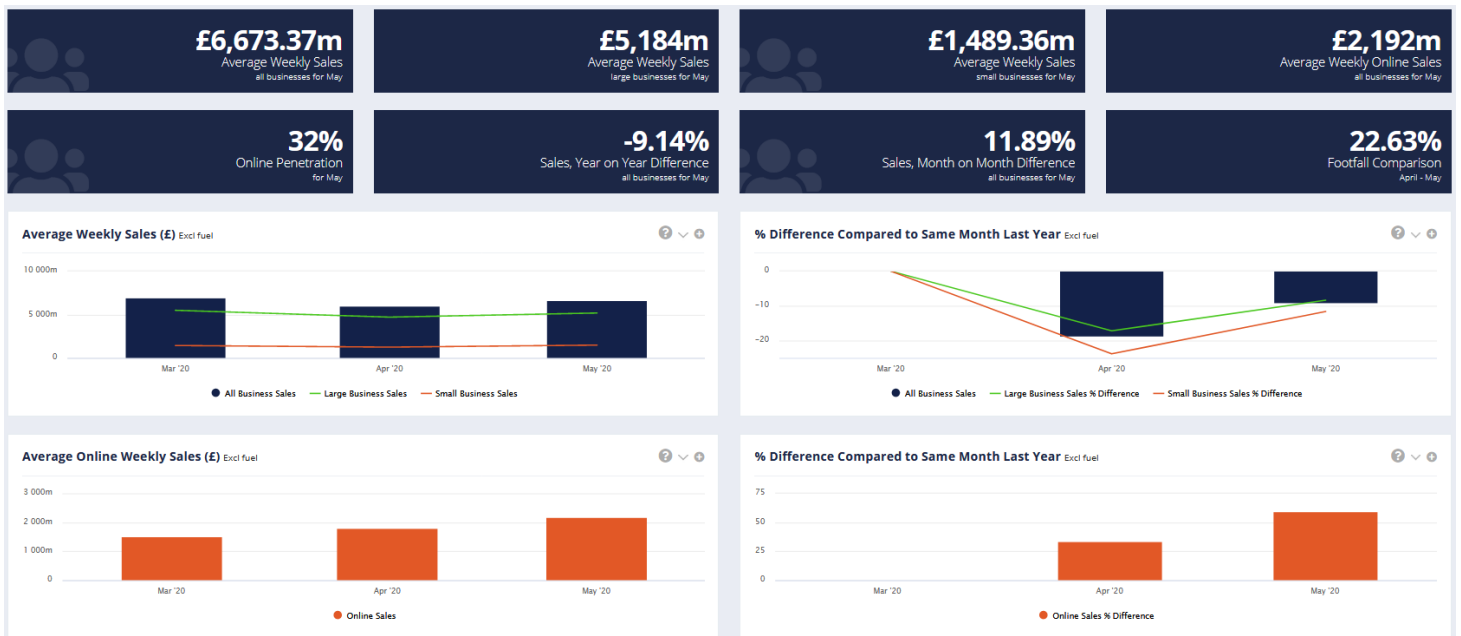
Footfall – Q2 place type average v national average

Each category is compared against previous week, national average is compared against previous year.



3 National Retail report

The national retail report is extracted from from the Office of National Statistics, due to the reporting schedule of ONS the data will always be a month behind the traditional quarter timeline.



4 Enviro-Sense – Air quality

Enviro-Sense uses a small weatherproof device measuring around 250mm x 250mm with a weight of less than 1kg that contains scientific sensors to collect, analyse and report on key urban pollutants. We focus on three key pollutants as we know these have the greatest impact on people living in an urban environment, these pollutants include

- Ozone (O₃)
- Nitrogen Dioxide (NO₂)
- Particle Matter 2.5 (PM_{2.5}) & 10 (PM₁₀)
- Temperature, Humidity and DewPoint

Readings from each sensor are transmitted back to our cloud-based network in their raw format, analysed and reported on. We offer various reports including DEFRA's DAQI & AQI, Daily Air Quality Index which uses a scale of 1-10 and RAW data in both PPM (particles per Billion) and also ug/m³ (Micrograms per Cubic Meter).

Each pollutant can be viewed in real time as its raw measurement in 15-minute increments and also DEFRA's mean averages depending on the pollutant chosen, i.e. O₃ is an 8 hour mean, NO₂, hourly mean and PM as an 24 hour mean.

