

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 1 April 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, of those who are entering our centres our data shows that they are majority males, aged between 20-30.

Footfall, as you would imagine has seen a significant drop-off in line with the government advice on social distancing with most regions mirroring the national picture. If we compare this to Q1 2019 it is a very different picture, but as we are in such different times it would not be a fair reflection. That said, for most regions January 2020 started the year up on January 2019.

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.

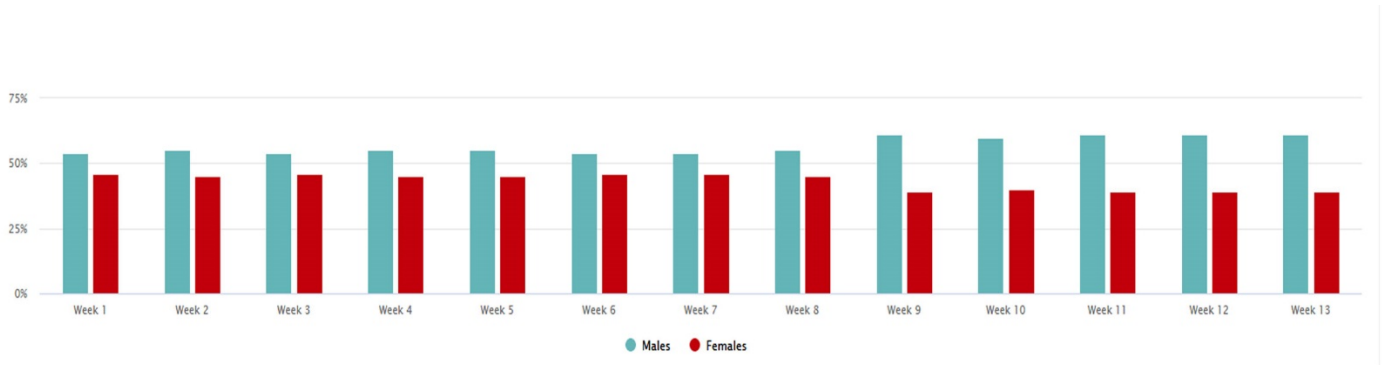
Full details of our services can be viewed [here](#)



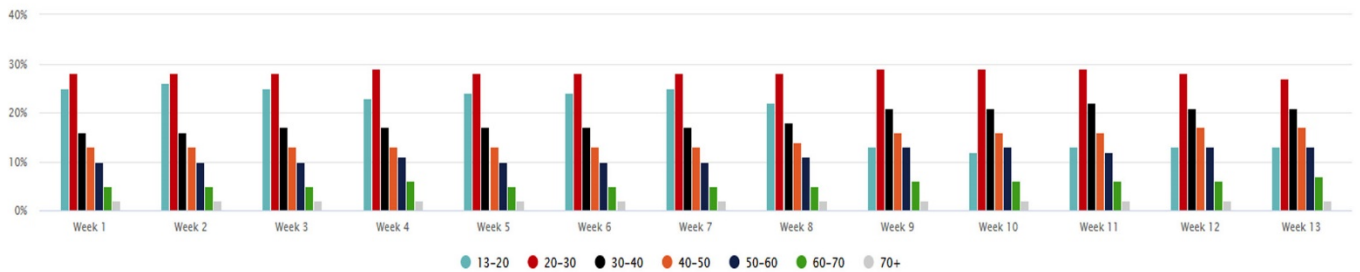
1 Elephant WiFi – Demographic place analysis

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.

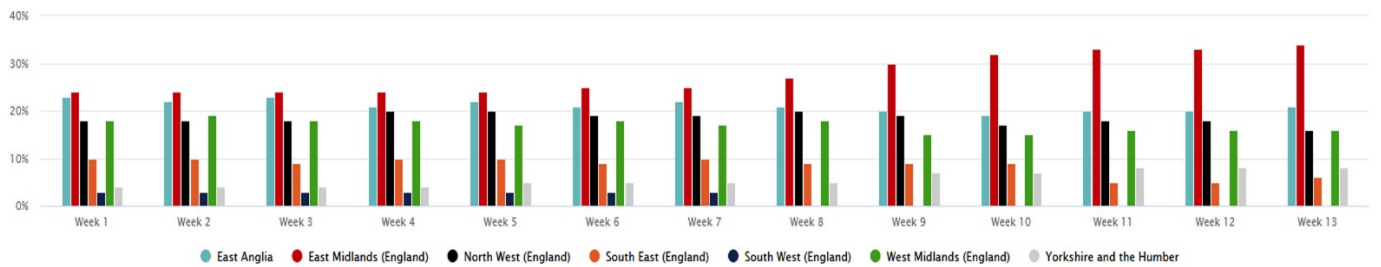
Gender - grouped by Week



Age - grouped by Week



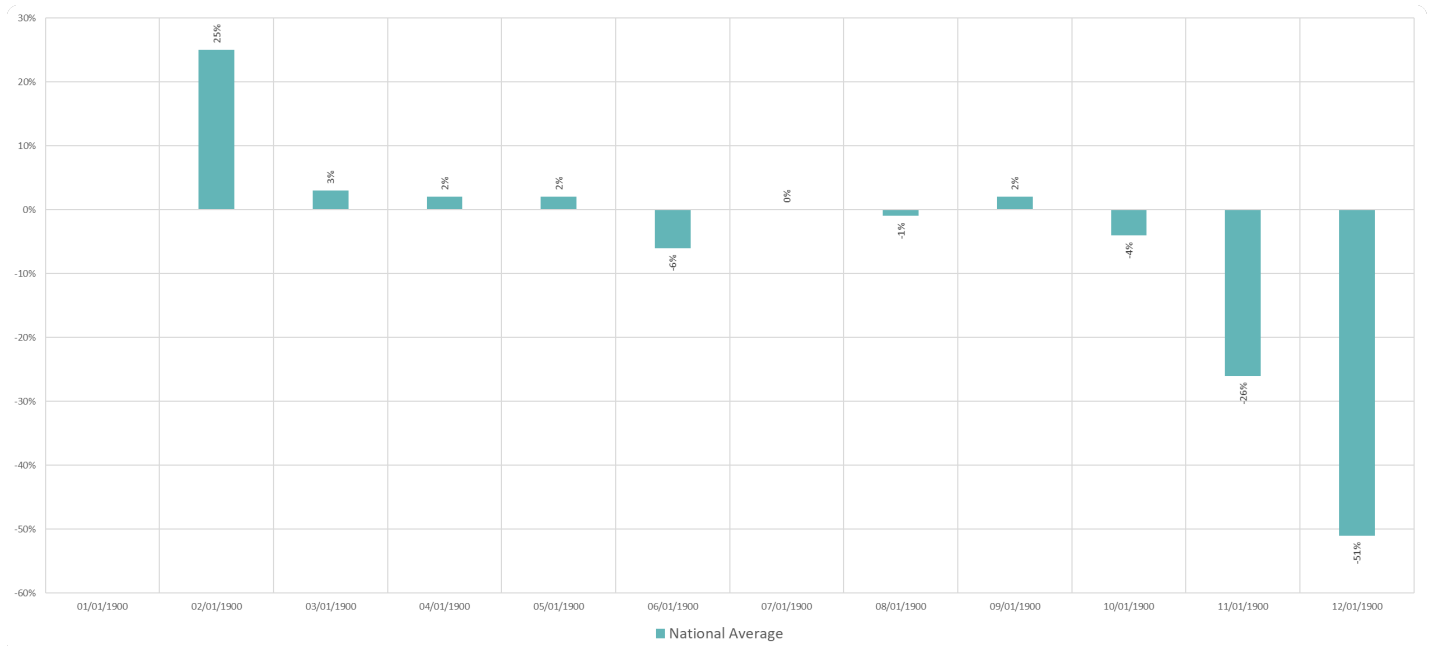
Region - grouped by Week



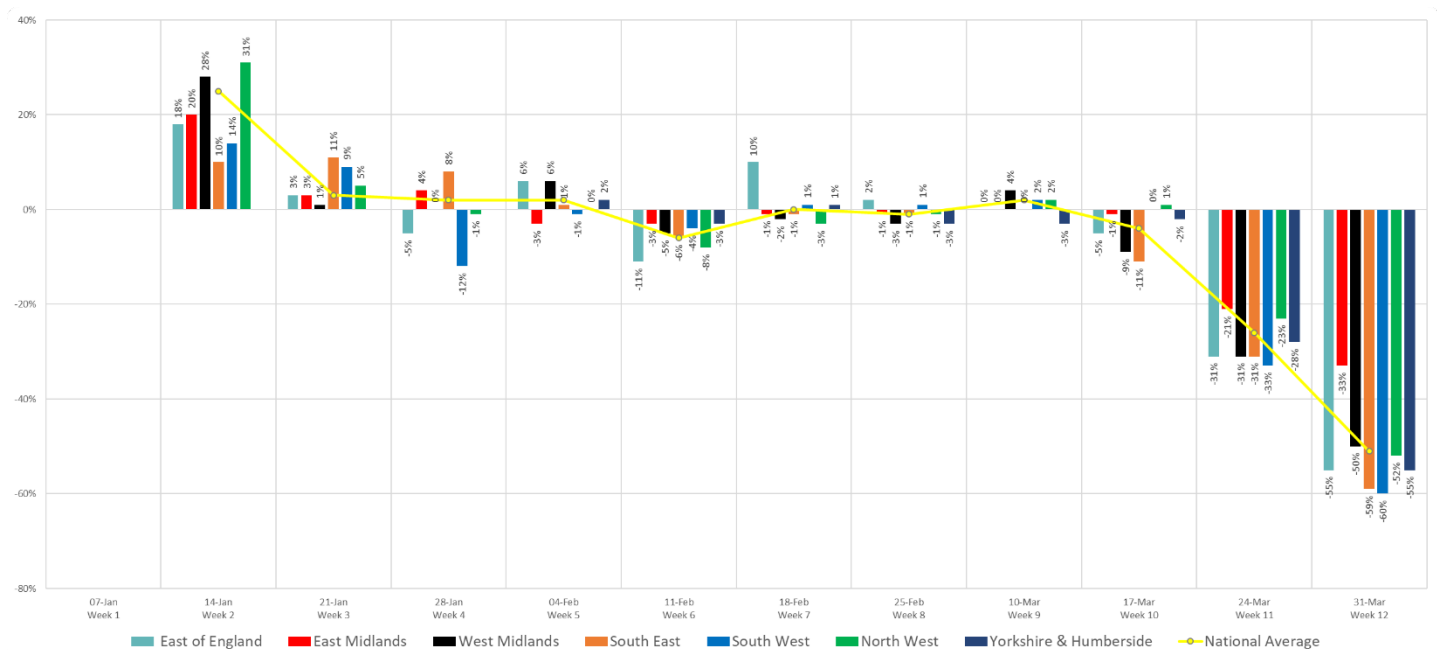
2 GEO-Sense – Footfall

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.

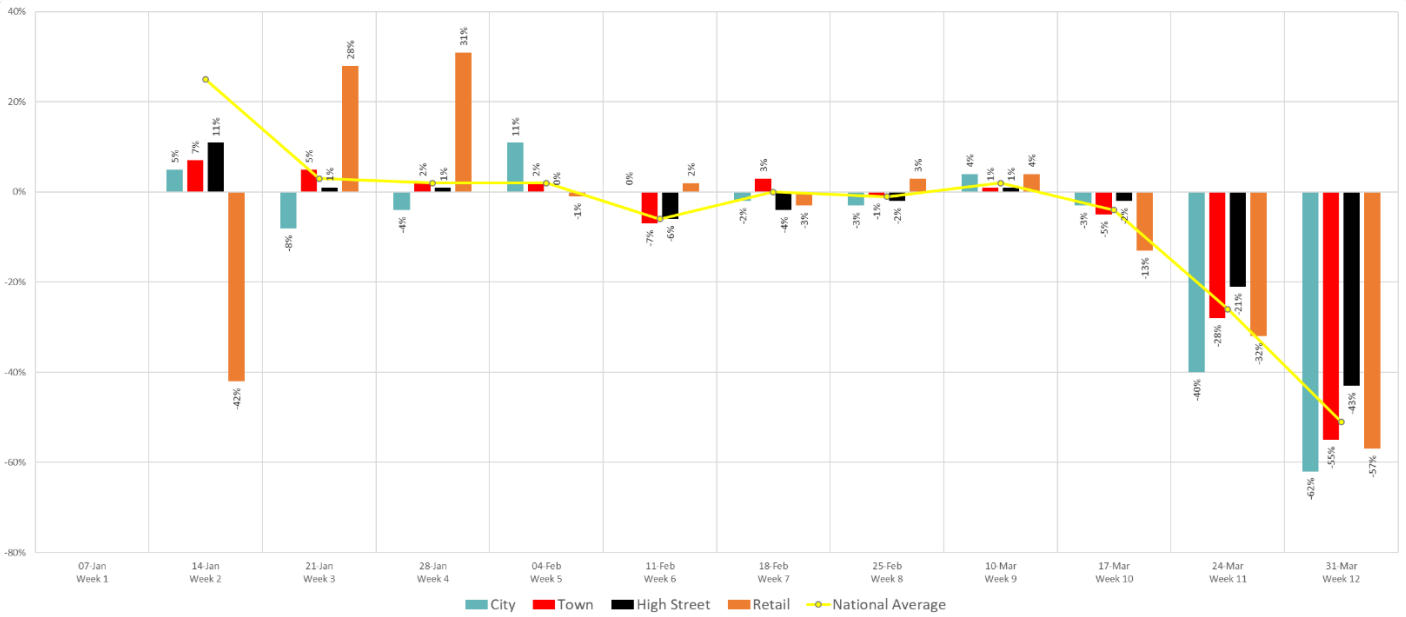
Footfall – Q1 national average



Footfall – Q1 regional average v national average



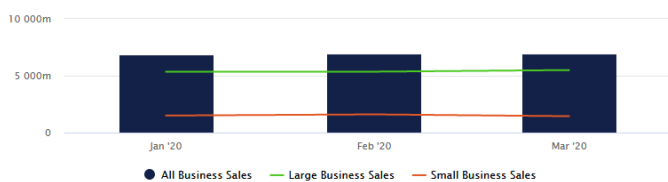
Footfall – Q1 place type average v national average



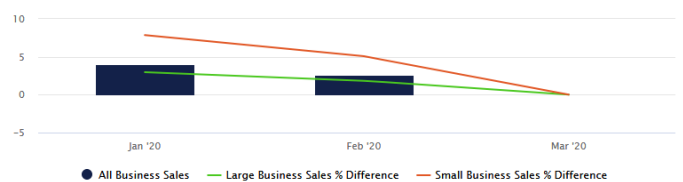
3 National Retail report



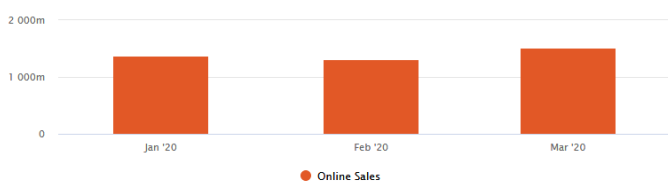
Average Weekly Sales (£) Excl fuel



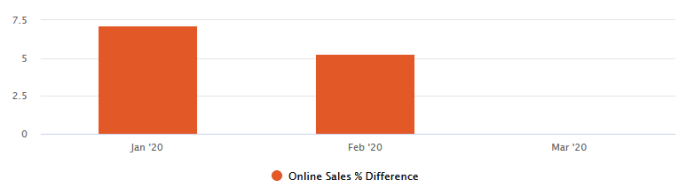
% Difference Compared to Same Month Last Year Excl fuel



Average Online Weekly Sales (£) Excl fuel



% Difference Compared to Same Month Last Year Excl fuel



4 Enviro-Sense – Air quality

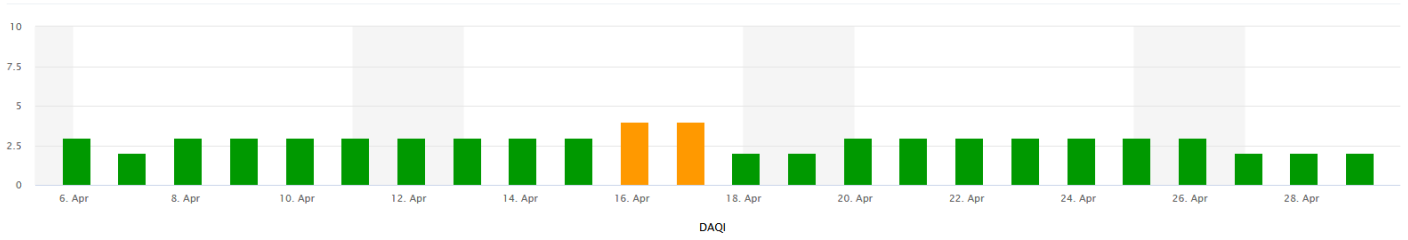
Enviro-Sense uses a small weather proof device measuring around 250mm x 250mm with a weight of less than 1kg that contains scientific sensors to collect, analyse and report on key urban pollutants. We focus on three key pollutants as we know these have the greatest impact on people living in an urban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

- Ozone (O3)
- Nitrogen Dioxide (NO2)
- Particle Matter 2.5 (PM2.5) & 10 (PM10)
- Temperature, Humidity and DewPoint

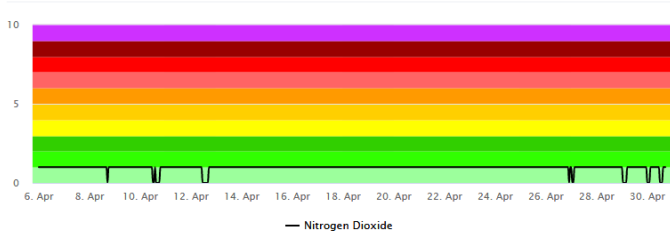
Readings from each sensor are transmitted back to our cloud-based network in their raw format, analysed and reported on. We offer various reports including DEFRA's DAQI & AQI, Daily Air Quality Index which uses a scale of 1-10 and RAW data in both PPM (particles per Billion) and also ug/m³ (Micrograms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

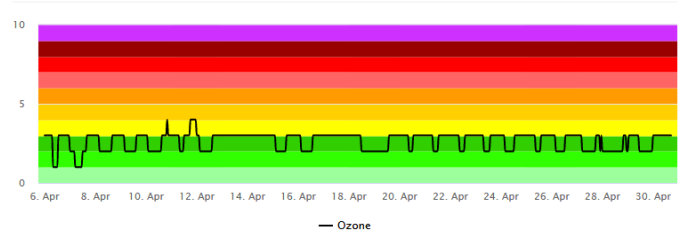
Daily Air Quality Index (DAQI)



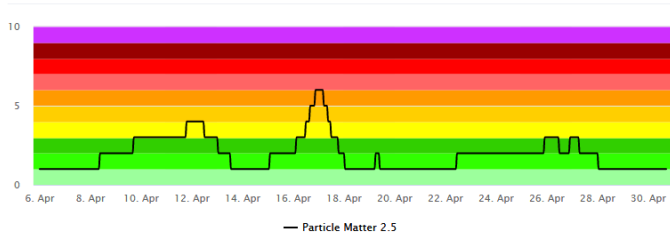
Nitrogen Dioxide (NO2)



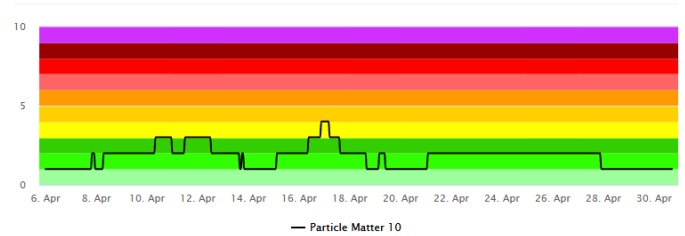
Ozone (O3)



Particle Matter 2.5 (PM2.5)



Particle Matter (PM10)



Weather Data

