

Lincoln's GEO-Sense footfall data

Performance Scrutiny Committee – 16th June 2022



Together, let's deliver
Lincoln's ambitious future



Background

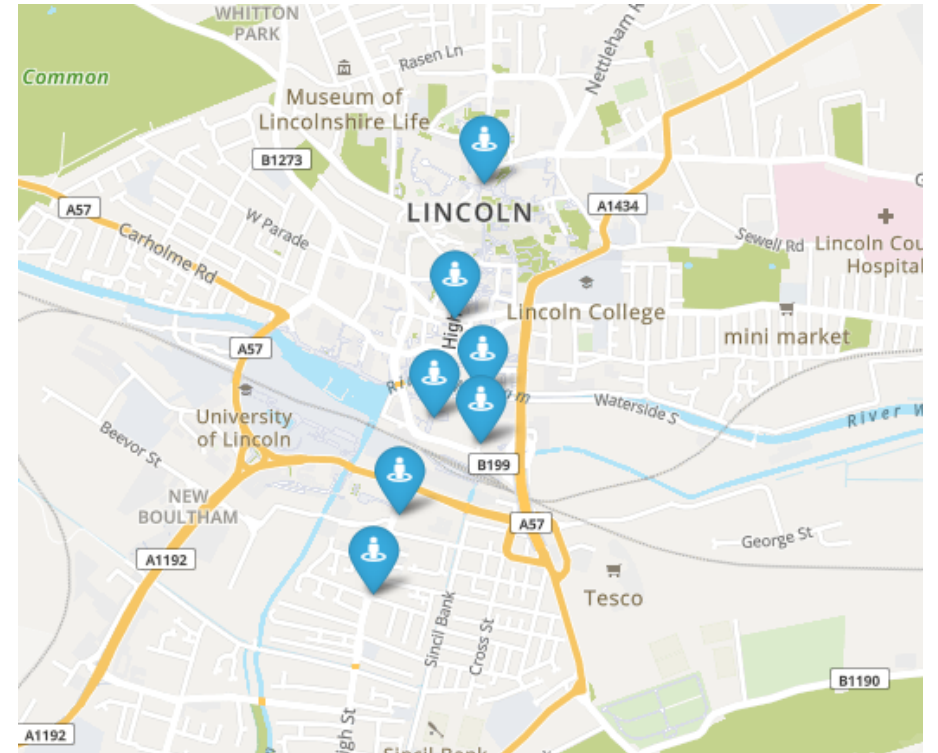
- Footfall data previously collected by CCTV cameras
- Data not fully accurate as same visitor could be counted multiple times (data collection based on movement) – Important to note the CCTV cameras were never installed to capture footfall data.
- City Council and partners required accurate footfall data to monitor footfall recovery in the city centre during each stage of lockdown / recovery
- Following a procurement exercise undertaken by the City Council and Lincoln Business Improvement Group, Proximity Futures was selected to provide the sensors / data
- Initially four sensors were installed in Lincoln City Centre during November 2020. The installation of these four sensors was funded using the Reopening the High Street Safely fund.
- A further three sensors were install in early 2021 as part of the Heritage Action Zone (HAZ) project.
- As planned, City of Lincoln Council transferred the contract and the ownership of the sensors to Lincoln Business Improvement Group in April 2022 – COLC continues to have access to and use the data.

Locations of sensors

Sensors have been installed in the following locations -

- Castle Square
- High Street (junction of Corporation Street)
- High Street (outside Boots)
- City Square
- Sincil Street
- High Street (outside Magistrate Court)
- High Street (near Sibthorpe Street)

- Lincoln BIG is also looking to install an additional sensor on Brayford to help monitor waterfront events



How the sensors work

- Sensors detect MAC addresses from a visitor's personal device (each personal device has a unique MAC address). These addresses are instantly replaced with an alternative unique number
- Approach ensures a visitor cannot be recorded more than once by the sensors (eliminates double counting)
- Provides very accurate data compared to other data collection methods such as beam / camera sensors and manual counts
- Main focus of the sensors is to monitor shoppers / those likely to be spending in the city centre - Will only detect those carrying a mobile device

Note

- It is impossible for City of Lincoln Council / Proximity Futures to identify an individual using the data collected
- All data collection is in line with GDPR and data protection requirements and has been fully approved by the Information Commissioners Office.
- Technology is being used by a number of other local authorities to accurately monitor footfall recovery.



Data provided

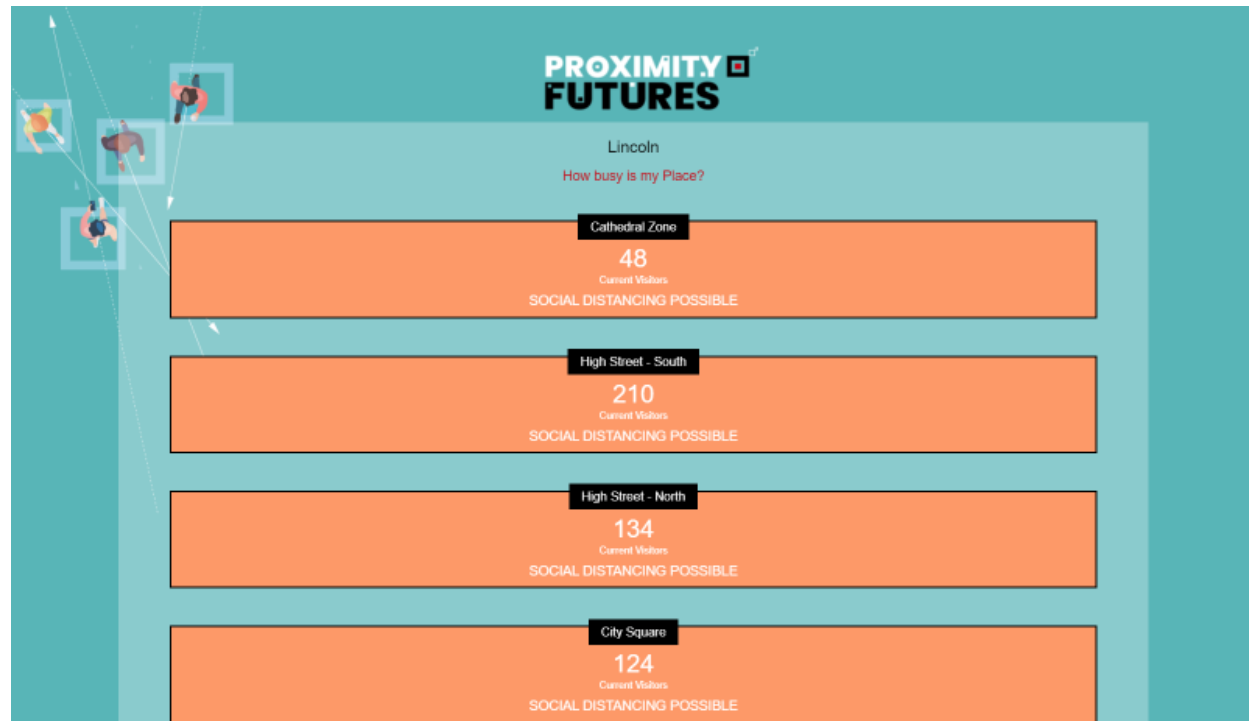
- Live footfall data per sensor
- Visitors per day, month, week, year
- Busiest time of day data
- Total visitors for selected period (fully customisable)
- Total visitors – New vs. Repeat
- Dwell time
- Average visitors per day for selected time period
- Number of individual visits per day
- Weather data alongside footfall data
- Visitor journey data (where visitors commenced / ended their journey)



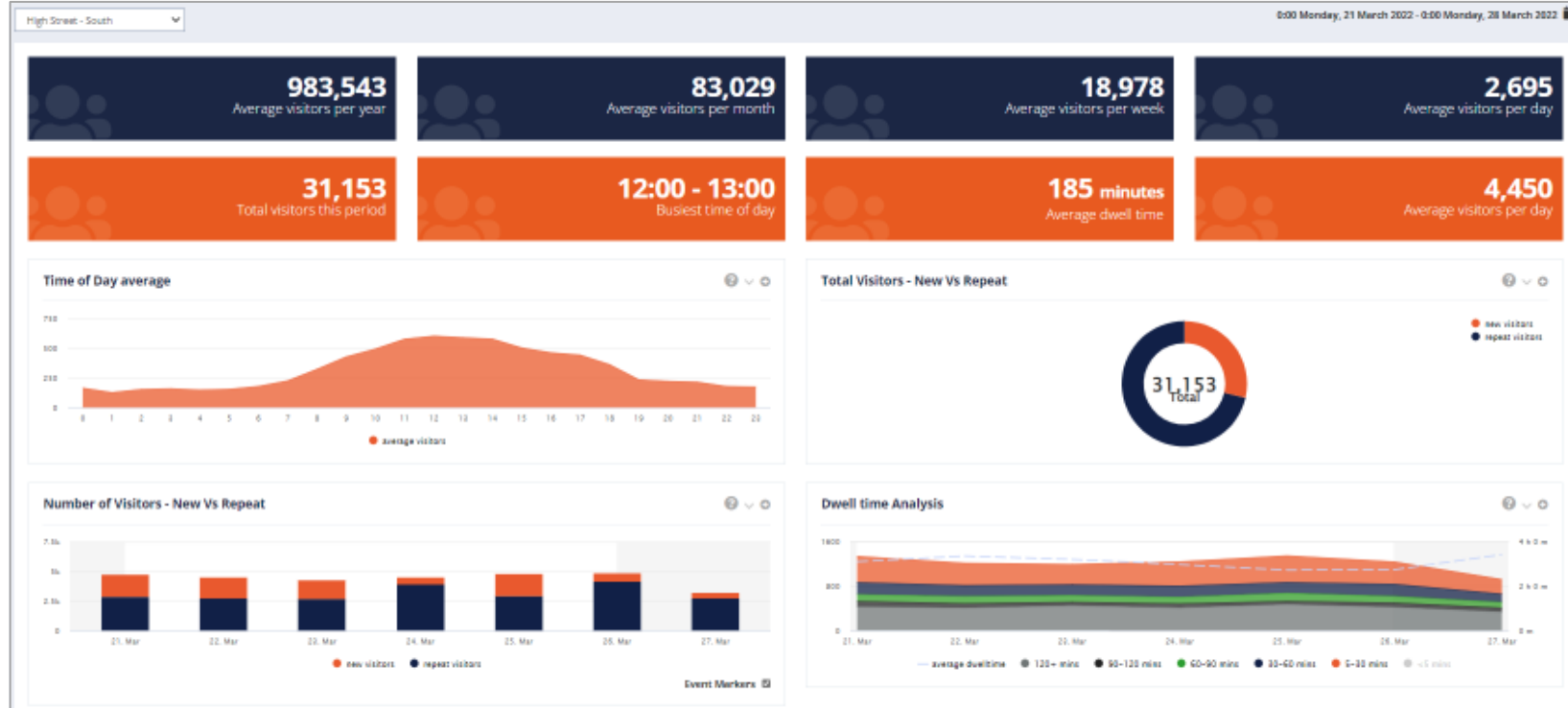
Reports available

Live visitor report

- Live footfall data from each individual sensor (includes functionality to identify when an area is getting busy)

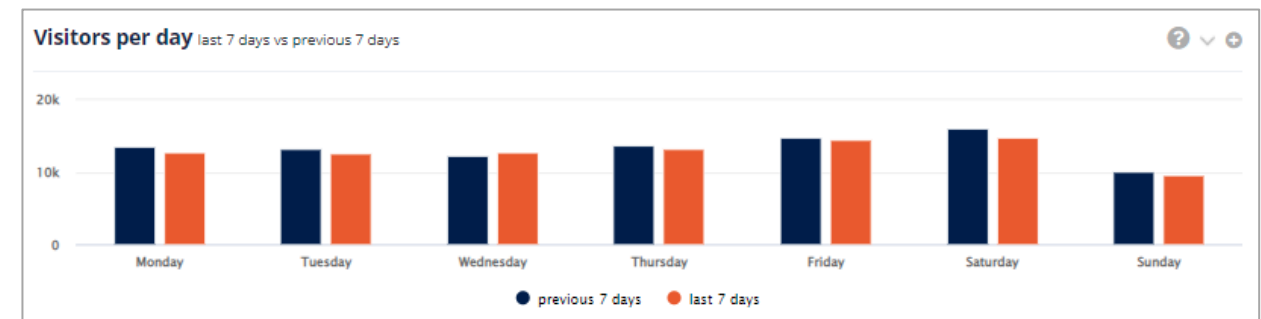


Zone report

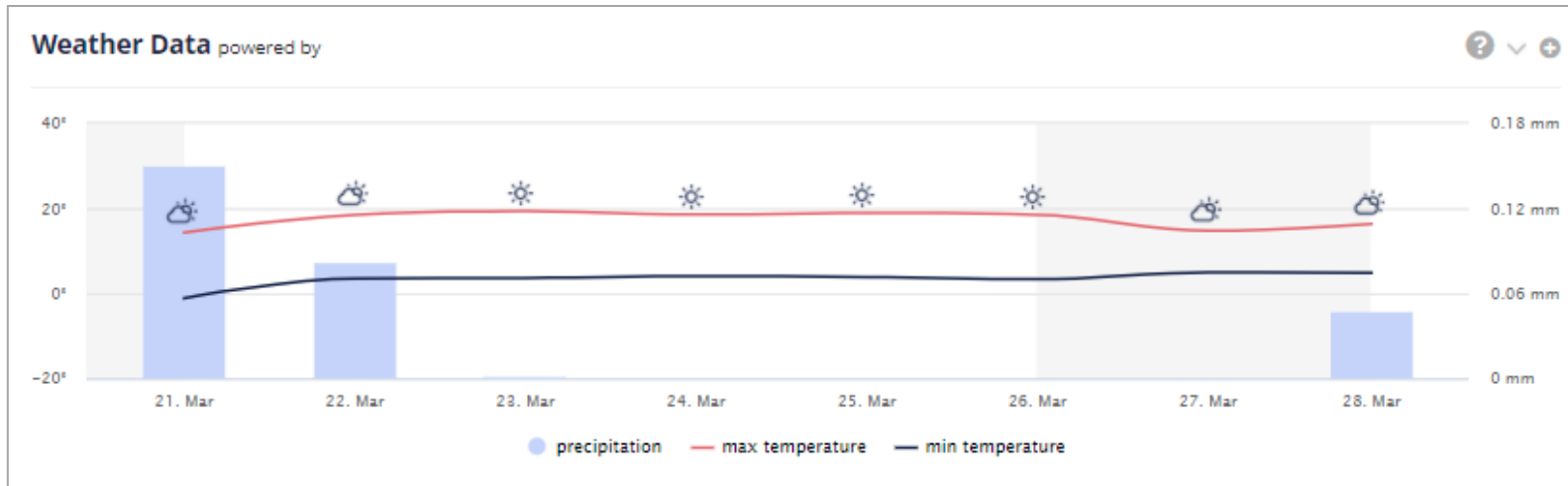


- Customised zone report by sensor(s) / date range
- Report includes:
 - Total visits in the period
 - Busiest time of day
 - Average visitors per day
 - Dwell time data
 - New visits compared to repeat visits

- Instant week on week footfall comparisons comparing the current week against the previous week (split by day)
 - Counts
 - Percentage differences (+/-)

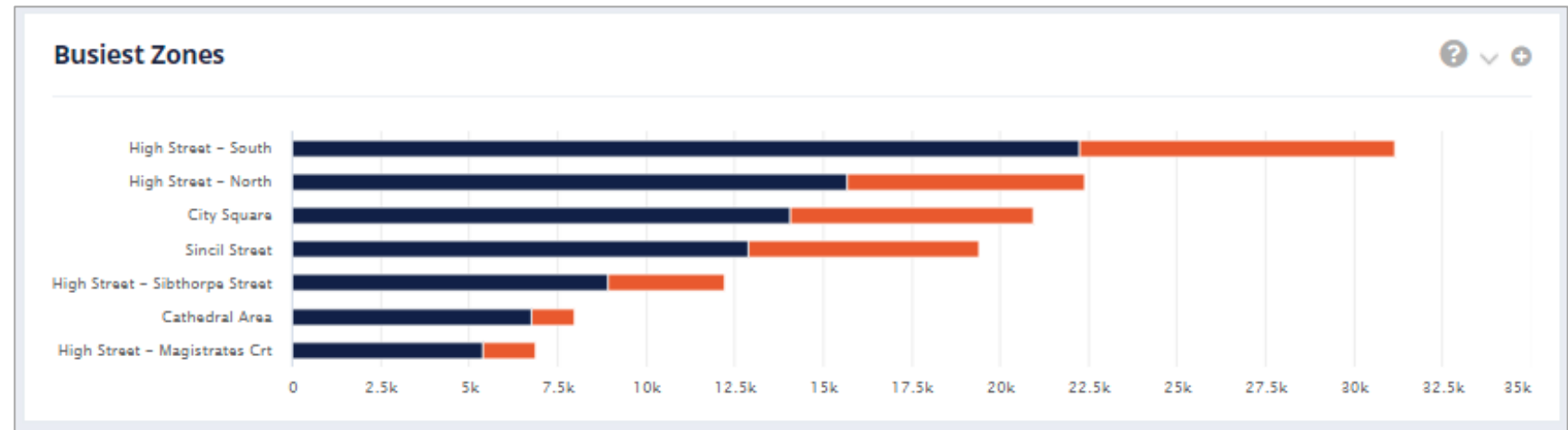


Zone report continued



- Weather data presented alongside footfall data for time period selected

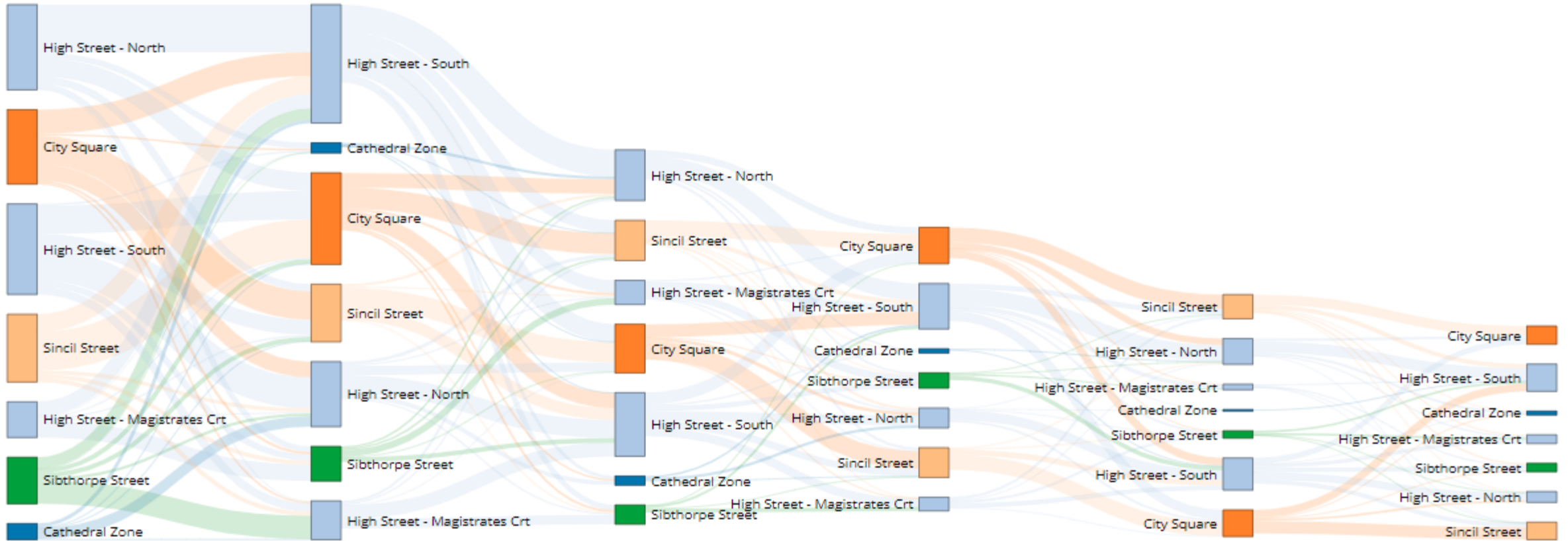
- Busiest zone – focuses on unique visits per zone for period selected. Split by new / repeat visitors.



Visitor journey report

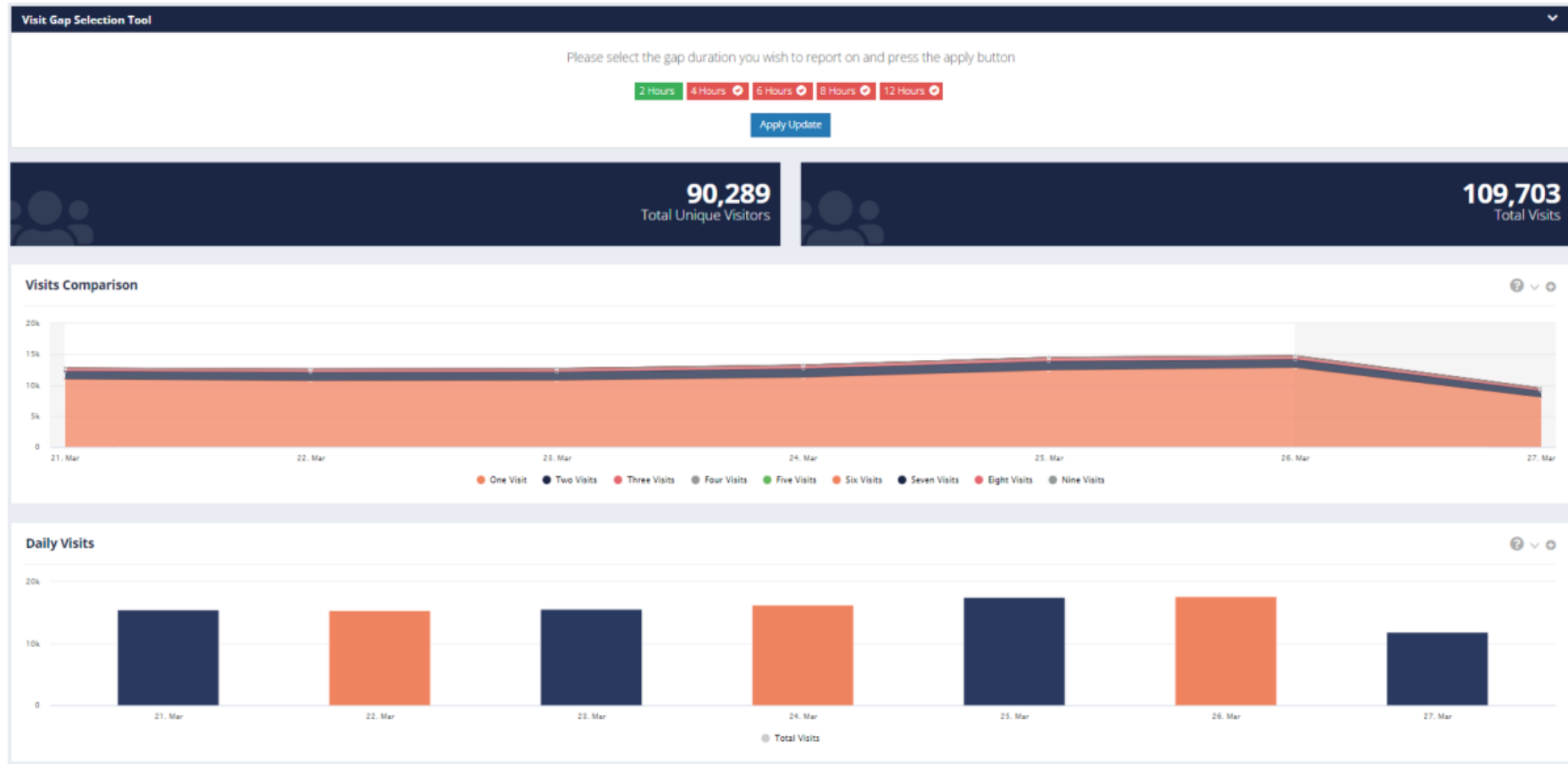
- Used to monitor movement of visitors – where the visitor commenced and ended their journeys

Note - Proximity Futures is currently developing a new report to improve visual appearance of journey data.



Visitor gap report

- Shows how many unique visits per day – Ability to change detection gap between visits to 2, 4, 6, 8 and 12 hours.



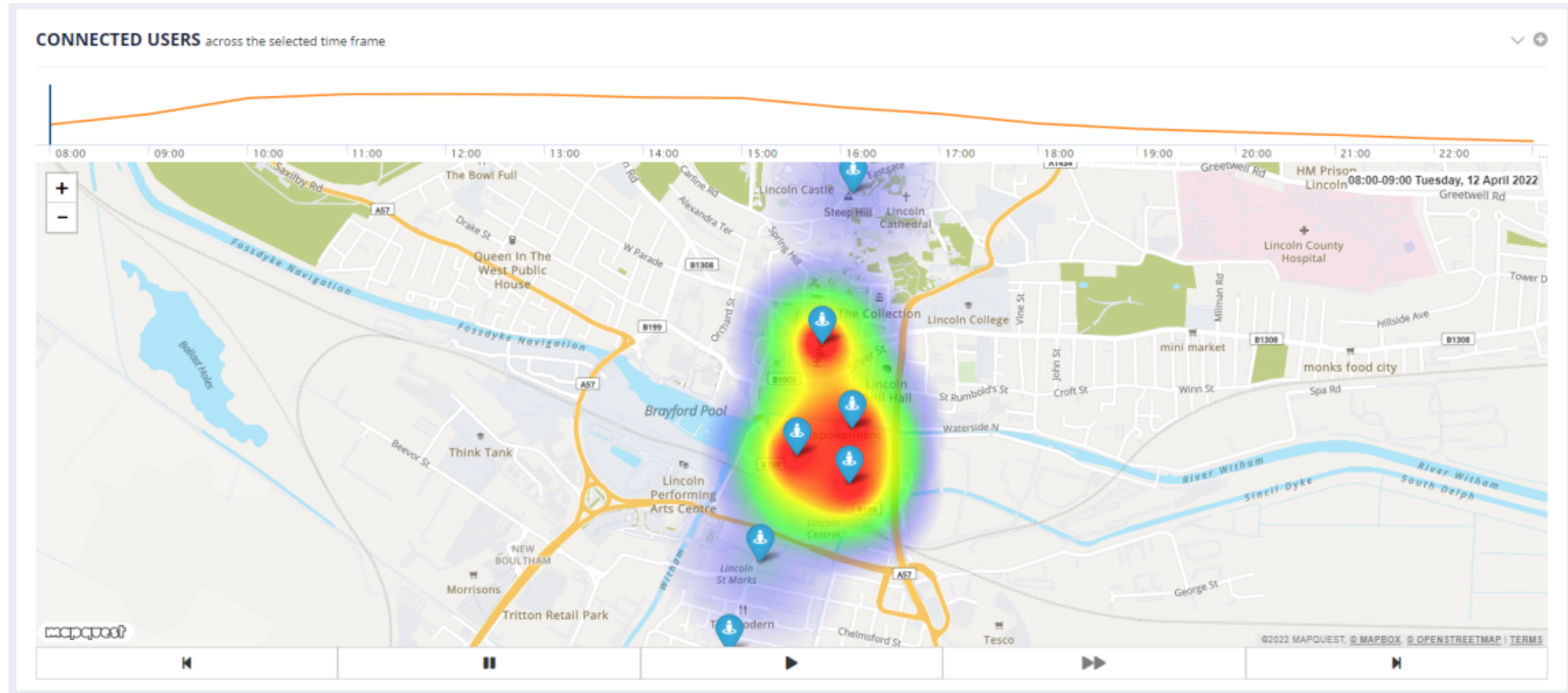
Comparison against national footfall data report (new)

- Compares against the Geo-sense footfall data being collected in other areas (average across these areas)
- Filter by region, town / city
- Create customised report for selected dates



Heat map

- Basic heat map showing those busier areas for selected dates



Automated reports

- The GEO-Sense system provides an automated monthly headline report
- Ideal for sharing with partners / city centre businesses
- Report can be run at any time for any previous month
- All data within the system can be exported in Excel format

Note – data / reports are only shared amongst approved users / partners.

GEO-Sense Footfall Headline Report

Lincoln

March 2022

405586

Total visits this period

footfall is
15.73%
up based on last
month

13084

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **15.73%** increased
- The total number of visitors was **405586** of which **343475** (85%) have visited previously and **62112** (15%) were new
- The average number of visitors per day has increased by **7.52%** based on the year to date average
- Footfall for the year to date has increased by **47.24%** (530772) based on the same period last year
- The busiest zone during March was the **High Street - South** with **142435** visitors, **35.12%** of the total venue visitors

Busiest Days

- The busiest day this month was **Saturday 19th** with **16001**, **4%** of the total of which **2587** (16%) were new visitors
- During this day the busiest time was between **14:00 and 15:00**
- Average Dwell for the day was **189** minutes

How the data is being used

- Used throughout each lockdown and reopening stage by the City Centre Recovery Group (COLC, Lincoln BIG, Visit Lincoln, Lincolnshire Police) to monitor footfall recovery
- Communicated to city centre businesses by Lincoln BIG on a monthly basis
- Communicated to COLC Managed Workspace businesses monthly
- Used by COLC, Lincoln BIG and Visit Lincoln to monitor city centre events
- Provided to event organisers to analyse success of events
- Used to support applications for funding (Town Deal etc)
- Used to monitor trends – week on week, month on month, year on year

City of Lincoln Council contacts

- Graham Rose – Strategic Senior Policy Officer
- Scott Lea – Policy Support Officer

Any questions?