



## VI METRICS & TECHNICAL SPECIFICATIONS

Information Required	Data and Granularity	Period
<p>The ability to identify the total number, and see the difference in, total visitor numbers to each boundary by:</p> <ul style="list-style-type: none"><li>• Year</li><li>• Month</li><li>• Week</li><li>• Day</li><li>• Hour</li></ul>	Total visitor numbers by year, month, week, day, hour	August 2016-Present
<p>The ability to see the difference in visitor numbers across the 24 hours of the day, identify the busiest times of day within any specified time period</p>	Average visitor numbers by year, month, week, day, hour	As above
<p>The ability to understand dwell time of an average visit to each boundary</p>	Average dwell time per visit by year, month, week, day, hour	As above
<p>Ability to identify the average number of locations visited on each visit</p>	Average number of individual buildings visited per trip by year, month, week, day, hour	As above



The ability to understand the average number of visits made over a one year period by visitors to each boundary	Average number of visits made over a 12 month period by each visitor, by year, month, week, day, hour	As above
The ability to see the difference in average visitor numbers between different days of the week	Average visitor numbers on each day of the week by year, month, week, day, hour	As above
The ability to see the difference in visitor numbers compared to previous periods	Year on year change in total visitor numbers by year, month, week, day, hour	As above
The ability to identify the proportion of visitors who originate from: <ul style="list-style-type: none"><li>• Local Area</li><li>• Region</li><li>• The UK</li><li>• Overseas</li></ul>	Total number of visitors from: <ul style="list-style-type: none"><li>• Local Area</li><li>• Region</li><li>• The UK</li><li>• Overseas</li></ul> As a number and % of visits by year, month, week, day, hour	As above
Total number of workers to as a proportion of visitors to each boundary	Total number of workers as a number and % of visits by year, month, week, day, hour	As above



The ability to see the difference in worker numbers between different days of the week	Total worker numbers are available at the year, month, week, day, hour level	As above
Information on where visitors to each boundary live to understand the catchment	Total visitor numbers from each LSOA area to each monitored boundary by year, month, week, day, hour  Visitor catchment map generated from the data showing visitor origins by LSOA area by year, month, week, day, hour	As above
The ability to identify changes in visitors by LSOA to each boundary to understand changes in catchment over time	Total visitor numbers from each LSOA area to each monitored boundary by year, month, week, day, hour  Visitor catchment map generated from the data showing change in visitor origins by LSOA area by year, month, week, day, hour	As above
Information on where worker visits to each boundary live to understand the catchment	Total visitor numbers from each LSOA area to each monitored boundary by year, month, week, day, hour	As above



	Worker visit catchment map generated from the data showing visitor origins by LSOA area by year, month, week, day, hour	
The ability to identify changes in worker visits by LSOA to each boundary to understand changes in catchment over time	Total worker visit numbers from each LSOA area to each monitored boundary by year, month, week, day, hour  Visitor catchment map generated from the data showing change in visitor origins by LSOA area by year, month, week, day, hour	As above
Information on the demographics of visitors by age group	Total number of visitor by age group at LSOA level by year, month, week, day, hour	As above
Insights into loyalty / return trips and the ability to identify the proportion of visitors per month who are either frequent or infrequent visitors to each boundary	Frequency of visits showing weekly, monthly, quarterly, half yearly and annually visitations by year, month, week, day, hour	As above



The ability to identify pedestrian numbers on every road / pathway / pedestrian area within each boundary	Pedestrian data at street level for every, road / pathway / pedestrian area in 40 metre segments by year, month, week	As above
Ability to identify the footfall drivers by occupier through the identification of the most frequently visited occupiers within each boundary, and changes to visit patterns over a defined period	Total visitor numbers to all individual occupiers within each boundary by year, month, week, day  Proportion of visitors by number and % who visited each individual occupier by year, month, week, day	As above
Ability to identify the footfall drivers by occupier type through the identification of the most frequently visited occupier types within each boundary, and changes to visit patterns over a defined period	Total visitor numbers to all occupier types by month  Proportion of visitors by number and % who visited each of the occupier types by year, month, week, day	As above
Ability to identify shared visits between key locations and occupiers within each boundary, and changes to visit patterns over a defined period	Total visitor numbers between key locations/occupiers and their shared visited locations/occupiers by number of visitors year, month, week, day	As above



(What's the age distribution of visitors in the Work/Residential catchments of a boundary – other demographics, coming soon)	Visit Catchments by Age Buckets	As above
The ability to identify total visitor numbers who live within either a specified radius, or drive time, of a boundary terms of population, overlaid on the catchment map	Total visitor numbers by geographic distance or drive time to each monitored boundary by year, month, week, day	As above
Insight on number of visits made to competing locations and the number and proportion of visits over time by catchment area	Total visitor numbers to all other locations in the environs of a boundary, identified by location type to determine 'competing/similar' locations, by number of visitors and %, by year, month, week, day	As above
The ability to identify visitor preferences in terms of occupiers visited across the UK (What coffee shops does my cohort frequent? Supermarkets? Fast Food outlets?...etc)	Visitor brand preferences for every location visited across the UK. 150+ separate occupier categories & 2000+ individual occupiers.	As above



<p>Location To-From (If someone visits Superdry, where do they typically come from? Where do they then typically go to? What's the percentage share?)</p>	<p>Shared visits between occupiers within a boundary by number of visitors and %, by year, month, week, day</p>	<p>As above</p>
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