



# GLA uses O<sub>2</sub> Motion to plan high street recovery

The Greater London Authority employs movement data to understand how people use local services during and after the COVID-19 pandemic.

GREATER**LONDON**AUTHORITY



O<sub>2</sub>  
business



## GLA plans for the future

Deep insight informs understanding of how people use high streets.

**“** We receive the data daily in near real-time reports, which gives us a unique insight of high street use by days and times of day. It's a really powerful set of data. **”**

**Paul Hodgson, Senior Manager – City Data, Greater London Authority**



### Challenges

- GLA and the London boroughs require a range of data sets to understand use of high streets during the COVID-19 pandemic
- Data is needed to integrate with other data sets from a range of providers to produce a rounded view
- Analysis is required to inform safe reopening, but also longer-term recovery priorities



### Products

- O<sub>2</sub> Motion data



### Results

- Hourly counts of information provided in easily accessible formats covers high street usage across all 32 boroughs in London and the City of London
- Fully anonymised, aggregated data
- Context data from 2019 provided a benchmark of normal footfall
- Counts split into useful categories – residents, visitors & workers
- The data was provided in a clean, consistent format meaning that update processes could be automated



**O<sub>2</sub> has been a trusted technology partner to Greater London Authority for more than five years, but 2020 marked the first time that the organisation employed O<sub>2</sub> Motion movement data.**

The COVID-19 pandemic and fluctuating lockdowns had an unprecedented effect on public use of high streets and it was important to understand which streets were being most used, at what times, and by which groups of people.

O<sub>2</sub> Motion's fully aggregated, anonymised data was able to distinguish between locals and visitors to each of London's 32 boroughs and the City of London. This was combined with credit card data to identify spending and usage patterns, as well as CCTV analysis by the Alan Turing Institute to track the prevalence of social distancing.

The data and analysis provided by O<sub>2</sub> Motion helped GLA get a clearer idea of how effective curfew and lockdowns were, including the types of people most likely to observe them.

The information was then collated for sharing with the public (top level data only), all of the boroughs (which can then apply their own analysis to the data) and potentially the UK Government.

*“ The large sample size of O<sub>2</sub> Motion's data set and the speed with which they could deliver each day's counts meant that it was the best fit for our needs, as well as the access to data tables, rather than dashboards. ”*

**Paul Hodgson, Senior Manager – City Data, Greater London Authority**

## 2.35m users in Greater London

30-35% of people in Greater London are on the O<sub>2</sub> network. This equates to over 2.35 million users living in the Greater London area. So O<sub>2</sub> Motion has a huge data set to work from.



## Deep insight

O<sub>2</sub> Motion's expansive data sets can be used to identify and confirm a wide variety of trends both local and national. These can then be used in modelling responses to inform implementation of temporary lockdowns and planning for future use of high streets.

## Fast, accurate reporting

We consistently deliver daily, near real-time reports to GLA.

## Anonymised, accurate data

None of the data accumulated by O<sub>2</sub> Motion can be used to identify individuals, it's all anonymised and aggregated to identify trends, not people.

## Travel demographics

O<sub>2</sub> Motion's data contains a broad range of insights into the travel of different demographics (old, young, male, female etc) but GLA was focused on the need to identify locals vs visitors for each London borough.

*“ Our data is extremely flexible and dynamic. It can be used in many different ways and we were happy to help GLA make best use of it by working with them to understand the end application and analysis. ”*

**Ian Burrows, Digital Insights Director, O<sub>2</sub>**

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