



# Deep data helps high streets to build back better

Our Micro Location Insights' travel data and credit/debit card insights offer invaluable understandings for post-Covid business recovery and rebuilding Britain

**BATH** | Business Improvement District



O<sub>2</sub>  
business



## Accurate, contemporary data for deeper awareness

Our Micro Location Insights uses 'micro cells' to see which parts of the high street are being visited, when and for how long. Movement Strategies, one of our key data partners, combines our movement data with a range of data sets, including payments from a leading global company, travel and location information to help retailers understand their customers' behaviour and spend patterns.

Using this anonymised and aggregated insight, you can build up a rich picture of behaviours at an individual site level to identify visitor volumes, trends, visit frequency and catchment. There's no need for visitors to sign up or engage Bluetooth or wifi – they only need to have their phone switched on. Visitor history is then developed over time so you can measure and use this data to improve decision making for marketing, improve location planning decisions and more.

Movement Strategies' and O<sub>2</sub>'s combined data sets and integrated presentation offer a formidable set of tools to help cities, businesses and local government understand markets and trends, and plan ahead in times of fast-paced change.

*/// Bath is a forward-thinking city, and as part of the Bath BID's mission to use technology to enhance our understanding of the city's performance, Movement Strategies have made the best use of the dataset available from O<sub>2</sub> and developed a dashboard to showcase this data in the most user-friendly and useful way possible. //*

**Andy Nuttall, Director Movement Insights, Movement Strategies**

## Bouncing back

Covid-19 has proved to be the world's first ever behavioural recession, radically changing the way locals and visitors travel and use local businesses. With shopping moving increasingly online, and people becoming more accustomed to working from home, cities and businesses need to plan to build back for the future, and reliable, nuanced data is key.

Movement Strategies' online dashboard can be adjusted to incorporate a varied range of data sets and display the information as downloadable graphs and charts which can be used as a reliable, provable basis to plan ahead as shops and other businesses begin to reopen in 2021. The data delivers invaluable insights to help gauge how many will continue to work from home, the effects of changing travel patterns, the evolution of high street dynamics, popularity of visitor attractions, the development of the night-time economy and much more.

All the data is **anonymised**, so users can't be identified, **aggregated** with additional data sets, such as GPS data and **extrapolated** so the insights represent the entire population. This can give unparalleled insights into the ways different types of visitors travel and interact with locations.





## Revealing how people use local businesses

The Bath BID is one of 328 Business Improvement Districts across the UK and Ireland, which collectively deliver over £130 million of investment and improvement into towns and city centres by working closely with county councils to promote local businesses.

The group engaged data experts Movement Strategies to augment traditional footfall data with much more nuanced information, such as payments from a leading global company, to gain insights into local spending patterns. Movement Strategies then partnered with us to add our Micro Location Insights travel data to deliver deep insights into where and when people are travelling, as well as information like the proportion of locals to visitors and demographic values such as age, gender, income and beginning and end destinations. The aggregated, anonymised data was then delivered via an easy-to-use online dashboard, customised to the BID's requirements.

Significantly more reliable and representative than surveys, this user data can be used to counter spurious anecdotal claims (eg Christmas markets aren't used by locals) and build a real picture not only of who's using businesses in the area, but when, how often, where they're travelling to and from and crucially, how much they're spending.

This information could be crucial to help you gain unique insight of the footfall of visitors to town centre locations and build the evidence base to allow focused investment and funding to help rebuild the high street.

“*Developing this project in conjunction with Movement Strategies and O<sub>2</sub> has been really insightful. We have been overwhelmed by how much data is available, and having demographic and spend information has really helped us to understand the impact of the pandemic in a much more rounded way than if we had solely been working with visitor numbers. Bath is the first city to take this innovative approach to place intelligence, and we are proud to have been pioneers of this.*”

**Allison Herbert, Bath BID**

## + Benefits

Gather detailed and highly accurate visitor data at a micro-location level

Aggregated data, includes payments from a global company

Fast turnaround of data – it's on the dashboard within 24 hours

Identify demographic groups among visitors eg young vs old, affluence levels etc

Create profiles of visitor types and frequency

Build analysis of trends and compare use of locations for different events etc

Fully anonymised, data protection-compliant data

Easy to install and use

Intuitive, self-serve dashboard



## 25 million

We have the most mobile connections of any network in the UK – fully representative of the population as a whole.

## 24/7

Always on and doesn't require sign-up.

## 10-12 billion

The number of events on our network every day.

## 2m-50m

Small cells can measure very wide or very narrow areas.

*“The combination of card data and our own unique, anonymised travel data brought together by Movement Strategies is an invaluable tool for BIDs to gain insights that will help them build back better post-Covid.”*

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

Read more customer stories at:  
[www.o2.co.uk/enterprise/insights](http://www.o2.co.uk/enterprise/insights)

Published in March 2021.  
All information is correct at time of going to print.  
Telefónica UK Limited Registered in England no. 1743099.  
Registered Office: 260 Bath Road, Slough, SL1 4DX  
o2\_business\_0321/057