



Working with

"Our collaboration with Springboard in the publication of the National High Street Index has been of huge benefit to both the Town Centre Management profession and to the Association of Town Centre Management. As the only measure of town centre performance that is available on a UK wide basis, it has become a critical tool for the effective management of town centres, and provides the ATCM with the evidence it has long required for the support of towns and cities. "

Martin Blackwell - Chief Executive Officer, ATCM

"The New West End Company has been working with Springboard since 2005, and over this period its footfall data has been invaluable in the promotion of the BID area, both directly to stakeholders and via the national press. In addition, the national and regional benchmarks provided by the National High Street Index have enabled us to discriminate between local trends in footfall and regional and national trends, which is so important in monitoring our performance."

Jace Tyrrell - Director of Communications, New West End Company

"Having used Springboard's automated footfall monitoring service for a number of years it was a natural progression for the BID to want to establish the extent to which footfall is being converted into sales. Springboard's Perform service delivers critical information on sales trends that enables us to establish baseline, track footfall and sales trends month by month and the benchmark against National averages."

Ged Gibbons - Chief Executive, City Central BID, Liverpool

"Since GCP started working with Springboard, we've found the technology to be adaptable to a number of different uses and purposes, which is highly suitable for the ever-changing nature of our Midtown Manhattan neighbourhood. We're excited about the prospect of using Springboard's real-time data to gauge the activity on our sidewalks more precisely than ever before."

Fred Cerullo - President & CEO, Grand Central Partnership

Springboard is the UK's leading provider of automated footfall monitoring services in town and city centres.

Established in 2002, Springboard monitors flows in locations of all types and sizes, working with a range of organisations which include Local Authorities, Town Centre Management companies, Business Improvement Districts, venue operators and property owners. Each day, Springboard captures over 10 million pedestrian movements.

The flexibility and accuracy of Springboard's technical solution enables it to embrace the full range of external town centre environments, which include large pedestrianised areas, trafficked streets, main arterial routes and narrow alleyways.



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FOOTFALL COUNTING

Leading provider of performance intelligence and insights in towns and cities



Information Delivery

Springboard's daily online reporting via www.springboard.info provides users with a wealth of information. Via a confidential login, users can interrogate and collate data over different time periods - by day, week, month, quarter, and year - and between different locations.

A database is also available should more detailed interrogation of the data be required, comprising reports in excel file format for ease of analysis. Data is not archived, and so is always available to the user.

Reports are also delivered direct to your inbox on a weekly and monthly basis to ensure that you have at your fingertips graphical representations of the data.

Benchmarking

Benchmarking is a key element in the lengthy and complex process of establishing best practice - in the first instance it is critical to identify whether trends are a consequence of local improvements or simply due to wider regional or national trends.

Springboard's substantial representation across towns and cities nationally, together with its coverage amongst particular location types such as regional cities and historic and coastal towns, means that it delivers robust benchmarks of footfall in town and city centres.

The National High Street Index is the only measure of the performance of town and city centres. It is now possible to monitor the performance of town and city centres nationally as distinct from other types of location or format such as shopping centres or retailers.

Users of Springboard's service are able to participate in the National High Street Index free of charge, and receive a benchmarking report each month that compares the town/city's performance with that of key benchmarks such as national and regional averages and peer groups.

Applications

- Detecting early warning signs of change, so that relevant strategies can be devised and implemented
- Providing a baseline to track performance against, facilitating the setting and measuring of footfall targets
- Providing an objective measure of attractiveness to customers, lessening the reliance on anecdotal evidence of performance or on a sample of sales data which can vary from that of the town generally
- Evaluating the success of marketing and promotion by understanding the additional footfall generated during an event or as a result of a promotion
- Identifying the contribution of capital improvements - both during and on completion - in terms of increasing customer numbers
- Understanding patterns of activity and how they vary over time and between locations which can inform strategy setting and implementation
- Providing data required by inward investors to evaluate a decision as to whether they should invest in a town centre
- Identifying over or under-performance by benchmarking against national and regional averages and peer groups to establish whether increases or decreases in footfall are in line with general trends

The Technology

Springboard's technology monitors pedestrians and vehicles in any type of environment, continuously 24 hours a day, 7 days a week.

A small counting device is mounted on either a building or lighting/ CCTV column, a virtual zone is defined and pedestrians and cars who travel through the zone are recorded.

Footfall numbers are recorded using the very latest counting software based on "target specific tracking". Data is audited each day by Springboard and uploaded daily to an internet server where it is permanently stored.

Target specific tracking software monitors flows by employing a wide range of characteristics to determine a target to identify and track. With origins in defence and security applications, TST software has demonstrated an unrivalled degree of accuracy in internal and external environments, with independent audits revealing a degree of accuracy of between 95% and 98%.

Specification

- No data cable
- Each unit has an UMSUG code, which for unmetered supplies means that the provider will bill the landlord directly
- Where there is not a 24/7 supply to the column, the system will run off a battery and recharge during the live period



Camera and video transmission device (codec) is installed on site



Broadband connection uploads real time video



Video is counted using counting software - data is checked and published online