

Pedestrian Counting Technology

Property Installation: Occupier
 Camera Specification: TST3500L (Bullet Counter)

Springboard is the leading provider of performance monitoring for retail locations. Primarily using the two key metrics of footfall and sales analysis we offer unrivalled intelligence into the performance of shopping centres, high streets and out of town locations across the UK on behalf of BIDs, local authorities and property owners. The strength and breadth of our services has led to strong collaborations with key industry bodies such as the BCSC, BRC and ATCM and widespread take up of our indices and opinion by the national media and Central Government.



The Technology

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

Our counting device is mounted to the building, lighting or CCTV column, a virtual zone is defined and pedestrians and cars that travel through the zone are counted. Visitor numbers are recorded using the very latest counting software target specific tracking, which is based on movement. At no time are images recorded with counts recorded as a digit and stored in a CSV file. Data is uploaded every hour to an internet server where it is permanently stored and audited on a daily basis before being released.

Device Vital Statistics

Height:	270mm
Width:	270mm
Depth:	175mm

Installation

Our engineers will work with the Local Authority to install at a time that limits any disruption to nearby trade, including out of hours. Risk assessments, method statements and insurance documents will be issued prior to any installation taking place. Where needed Springboard will apply for permits to work on the highway with the relevant Local Authority.

Unmetered Power Supply

Springboard works with many Local Authorities and acknowledges that the majority of lighting / CCTV columns are powered using an unmetered power supply. We are able to offer an UMSUG code to cover the cost of power consumption from our device. The device uses approximately £12.00 of electricity per year.

Working with:



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Benefits of Hosting

- Understanding footfall trends and detecting early warning signs of the change in footfall performance that may impact on rental value
- Identifying the performance of the town/city compared with other towns by benchmarking footfall against national and regional averages and similar towns
- Understanding the success of marketing and events in the town/city centre in increasing footfall
- Key data for marketing collateral for letting
- Accurate data to evaluate the value of undertaking improvement works on the property
- Data to justify future investments in the town/city
- Accurate statistics to inform rent reviews
- Provision of data that supports tenants and their efforts to increase sales
- Supporting the BID/TCM in determining which activities are most beneficial to the town centre

Column Mounting

The unit will be attached to a standard column using two 12mm steel bands. The column will be protected using neoprene gaskets. A 20mm access hole will be drilled adjacent to the box and will be glanded and Gavlle-sealed.

If required and a RAL code is available the installation can be colour coded to match the colour of the column.

Electrical Power

TST:	12v 0.26amp
Camera:	12v 0.35amp 4.2w
Modem:	12v 0.52amp 4.8w

Data Protection

Our technology does not record or store any images therefore not subject to any data protection legislation.

Internet Connection

Using 3G the system will be supplied with a publically assigned FIXED IP address with an inclusive data package of 5gb per month.