

Pedestrian Counting Technology

Property Installation: Occupier
 Camera Specification: TST3500L

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, 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: 113mm
 Width: 150mm
 Weight: 1,100grams

Installation

Our engineers will work with the occupier to install at a time that limits any disruption to 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 Local Authority.

Conservation & Listed Buildings

Springboard have experience with working in areas of conservation and with listed buildings and are sensitive to installation in these areas. We will work with the Local Authority conservation officer to seek any relevant permissions and consents needed.

Planning Permissions

Our devices do not require planning permission.

Working with:

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SINCE 1849

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LUSH
FRESH HANDMADE COSMETICS



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Benefits to the Occupier

In recognition of your support in hosting the footfall counting equipment, we are pleased to give you access to 24 hour footfall data outside your store completely free of charge (with client permission). This supports you in a number of ways:

- Identifying whether your sales are in line with trends in footfall in the street
- Supporting your key performance indicators set by head office
- Understanding the success of marketing and events in the town/city centre in increasing footfall
- Identifying the uplift in your sales when marketing and events take place in the town/city centre
- Establishing whether the number of customers entering the store is in line with footfall in the street, or whether the store is attracting a greater proportion of footfall
- Providing data required by head office to evaluate decisions as to whether they should invest in the store
- Identifying how the town/city is performing by comparing is in line or better than other towns by benchmarking footfall against national and regional averages and similar towns
- Supporting the BID/TCM in determining which activities are most beneficial to the town centre
- Increases or decreases in footfall are in line with general trends
- Helping practitioners monitor performance and improve the location

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.

Mounting

The unit will be attached to the building using 4 x M10 coach screws. Each screw is capable of holding a tonne.

Electrical Power

The system requires 230v 3amp supply, in the form of a dedicated fused spur or an electrical receptacle. We can connect into existing electrical supplies. A cable will be fed from the counter to the nearest electrical supply for permanent connection at the property.

The device uses approximately £12.00 of electricity a year which we can compensate by way of a cheque each year the device is mounted to the property.

Data Protection

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