



# Brixton Monthly Report – May 2022

All data is anonymised, aggregated and GDPR compliant.

Overall Footfall in May 2022 saw an increase of 2% with respect to April. Demographics are overall consistent with April but showing a slightly higher proportion of visitors aged 25-44 and a lower proportion of visitors on the extremes in terms of spend power. The local authority of Lambeth represented 46% of the visitors' home location. 82% of visitors sighted live within 0-10km of central Brixton. Long distance visitors represented 3.5% of the total.

## Footfall

Powered by: O<sub>2</sub>

Footfall is measured by the number of visits detected by the presence sensor located. This metric is presented at the monthly (Fig.1) and daily levels (Fig.2), together with location benchmarks (Fig.3).**(1)**

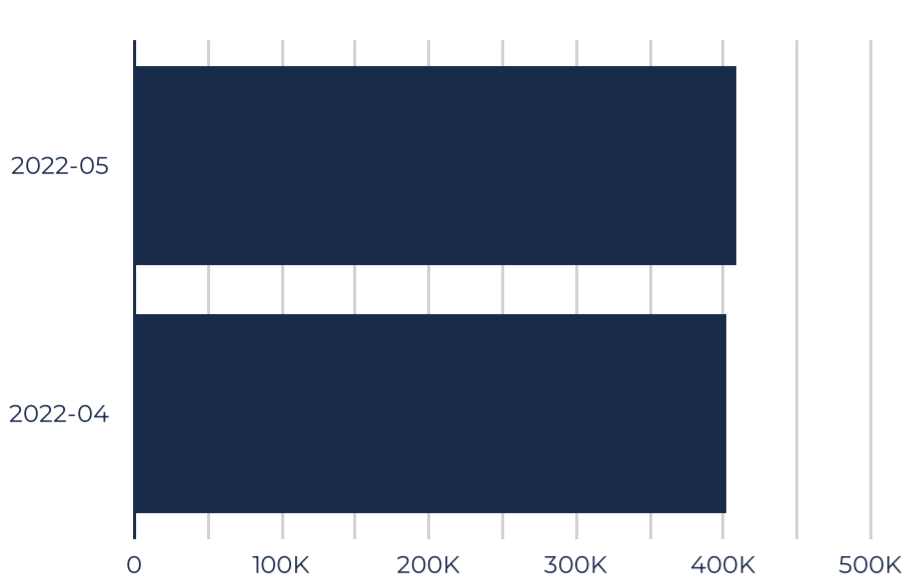


Fig.1. Number of monthly visits to the site.

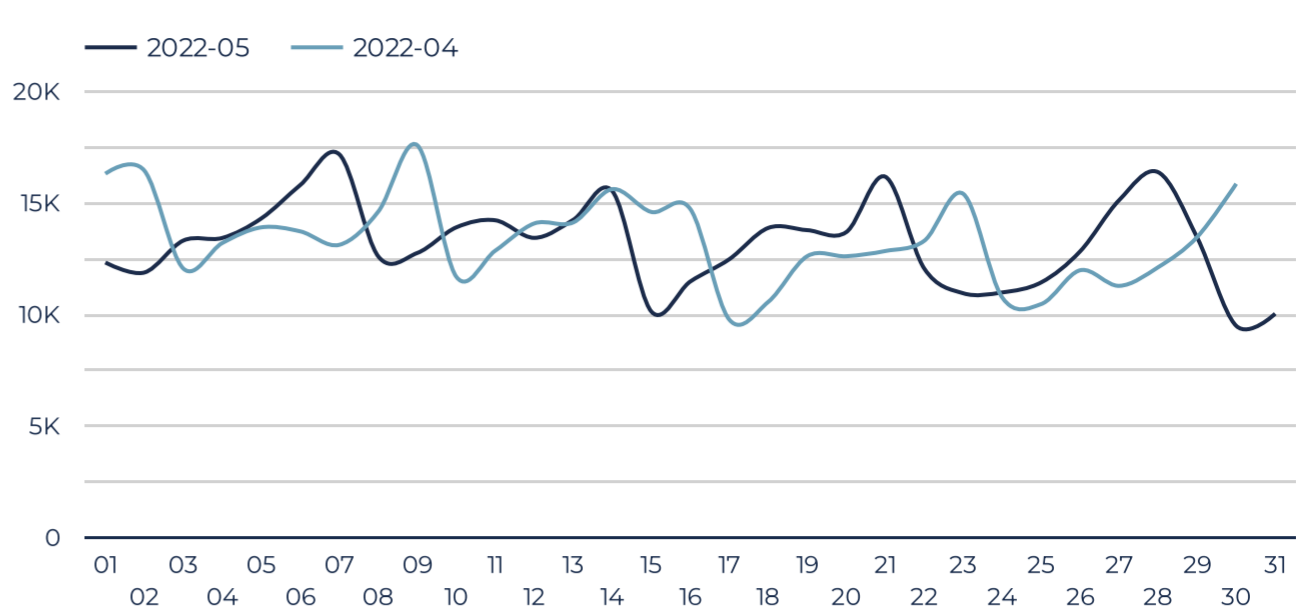


Fig.2. Number of daily visits to the site.

Footfall in May has shown an increase of 2% with respect to April.

The daily average number of visits per week saw the highest peak of the last two months on the week ending on the 8th May.

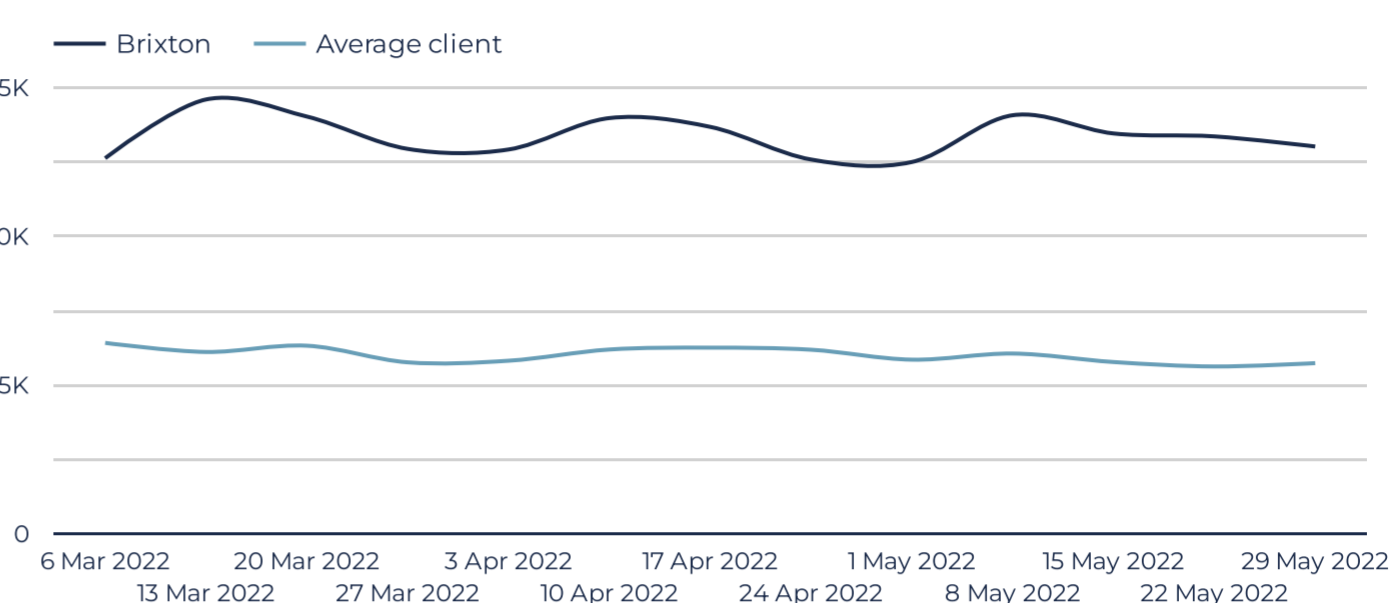


Fig.3. Daily average number of visits by week and city throughout the past 3 months. **(2)**

## Visitors to the City Centre

Powered by: O<sub>2</sub>

A number of features are understood for the users sighted by the presence sensor. Their distributions by month are presented here.

With respect to April, May 2022 presents no significant changes overall. However, the following small changes can be noted.

- A slightly higher proportion of visitors aged 25-44.
- A lower proportion of visitors on the extremes of the spend power distribution.

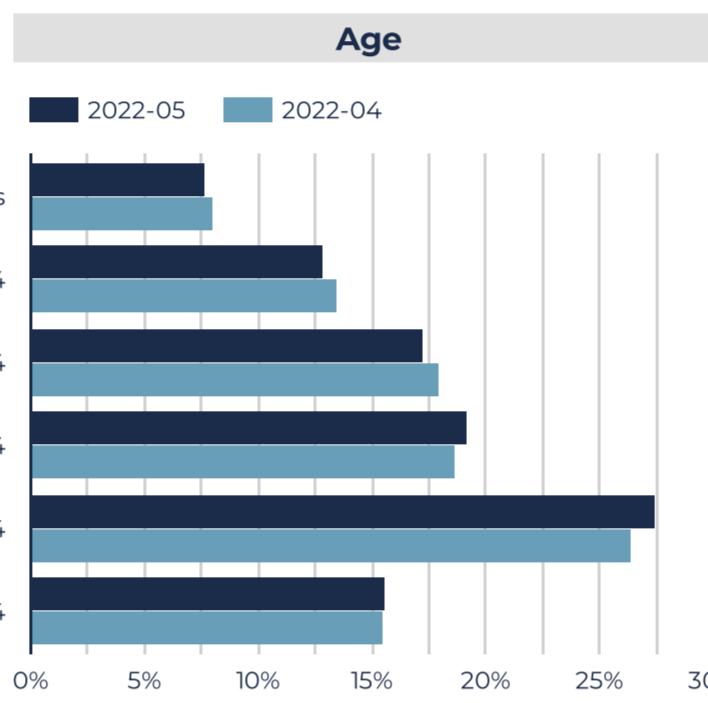


Fig.4. Age profile by month.

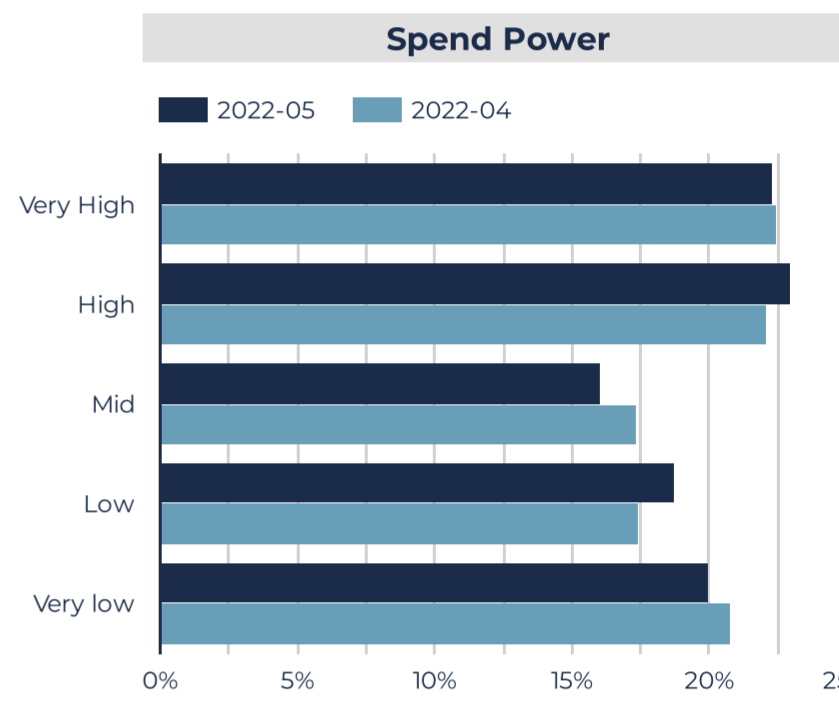


Fig.5. Spend Power profile by month. Spend power measures potential spend comparing to the regional score. **(3)**

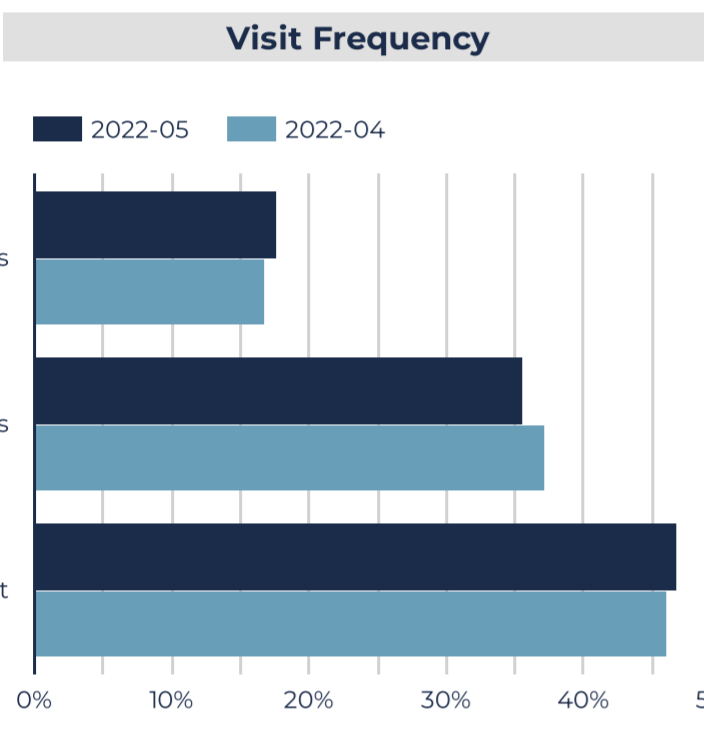


Fig.6. Visit Frequency profile by month. Visit frequency is defined as the number of unique days a person visits the vicinity of the presence sensor in a month. **(O2 undergoing change in methodology)**

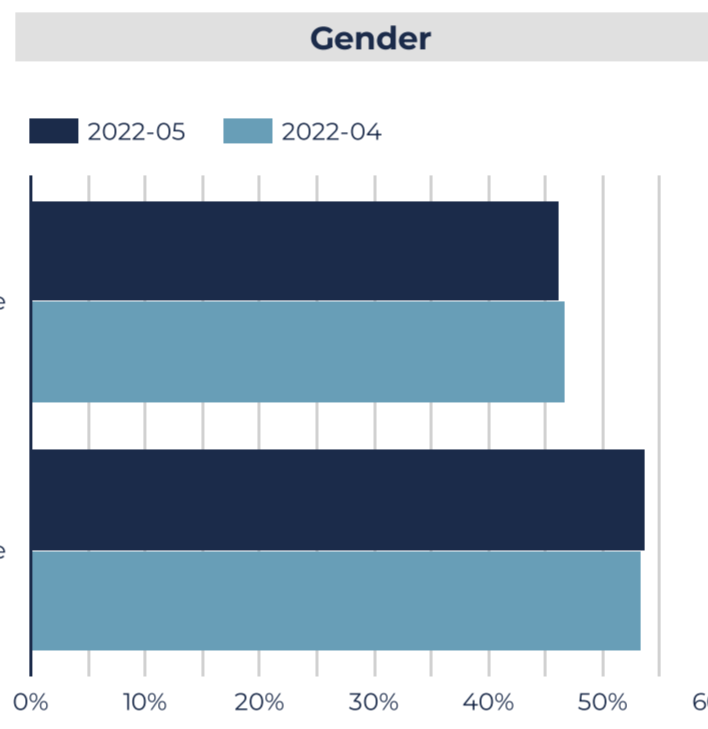


Fig.7. Gender profile by month.

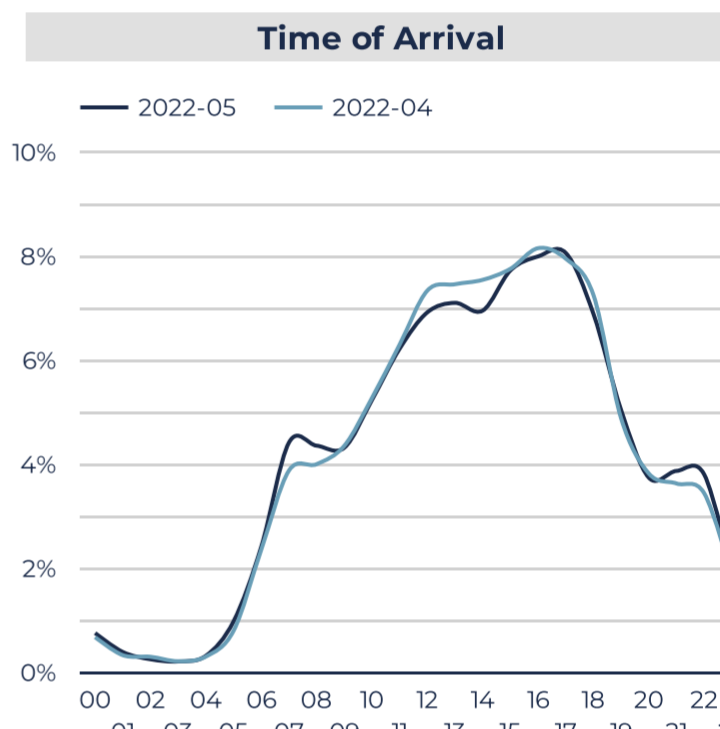


Fig.8. Time of arrival in the city centre for the month. Hour of day for first time sightings.

## Where Do Visitors Come From?

Powered by: O<sub>2</sub>

Mobile data allows us to understand where visitors to the city centre have come from. This is shown below at local authority level (Fig.9) and postcode sector level (Fig.11). A distribution by distance to the small cell displays in Fig.10.

The local authority of Lambeth represented 46% of the visitors' home location. 82% of the users sighted live within 0-10km to the site. Long distance visitors represented 3.5% of the total.

Local Authority	2022-05	2022-04	2021-05
Lambeth	46.2%	34.82%	null
Southwark	8.27%	8.9%	null
Croydon	7.44%	7.75%	null
Wandsworth	5.85%	6.56%	null
Merton	2.6%	2.91%	null
Lewisham	2.07%	2.65%	null
Bromley	1.91%	2.34%	null

Fig.9. Top home local authority catchment locations by month. Data sorted by latest month.

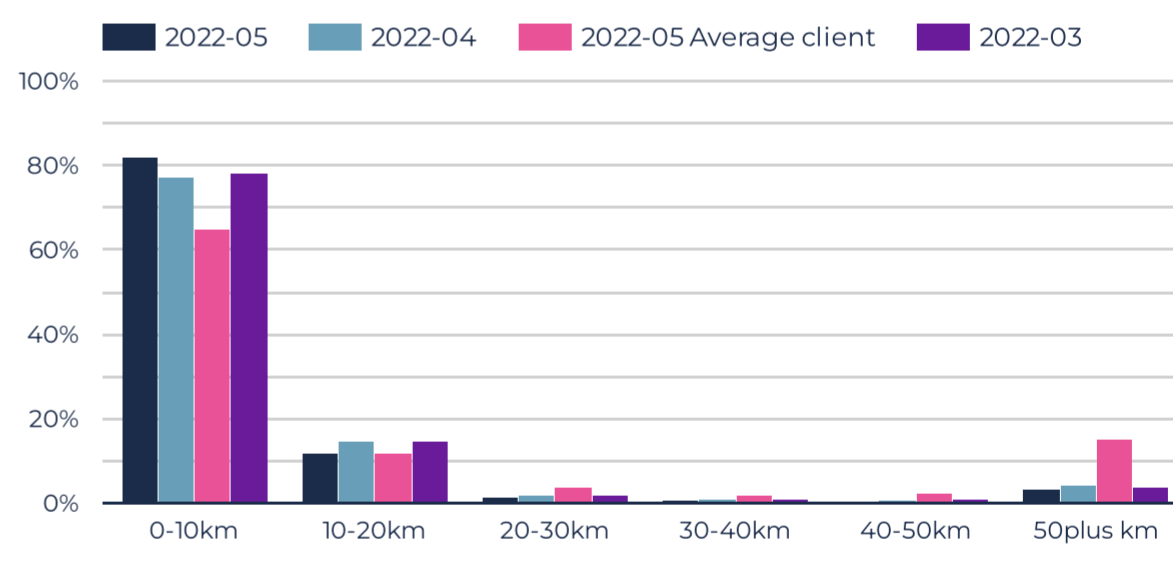


Fig.10. Distribution of distance to user's home location.

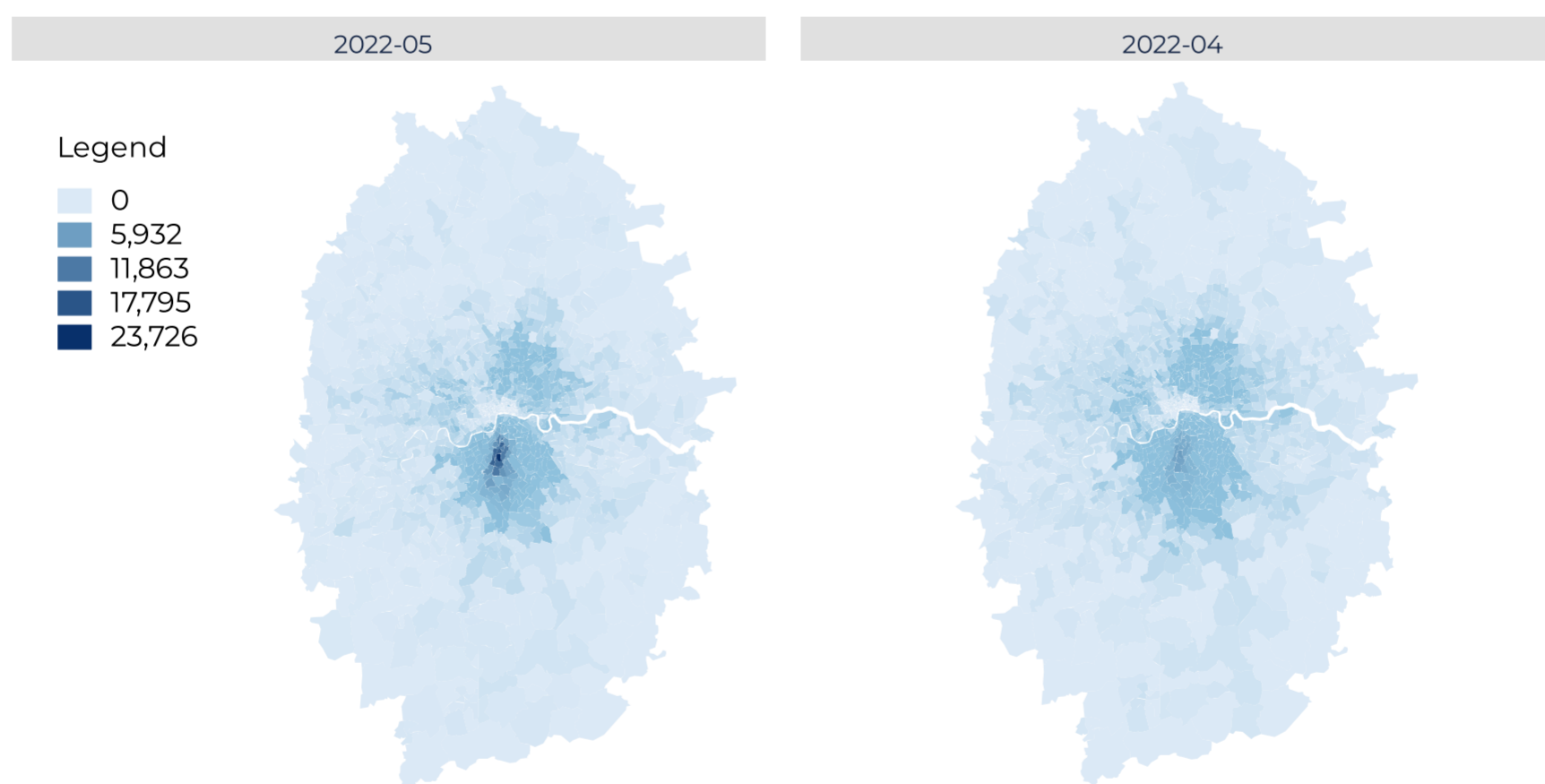


Fig.11. Number of users detected by the presence sensor by their inferred home location. **(4)**

## Social Media

Powered by: Twitter

Tweets related to the city are pulled and analysed. Fig.18 shows the volume of tweets by week for the last months together with their average positive/negative rating. This rating ranges between -1 (most negative) and 1 (most positive). Fig.19 shows a word map of the terms most frequently used in the last month.

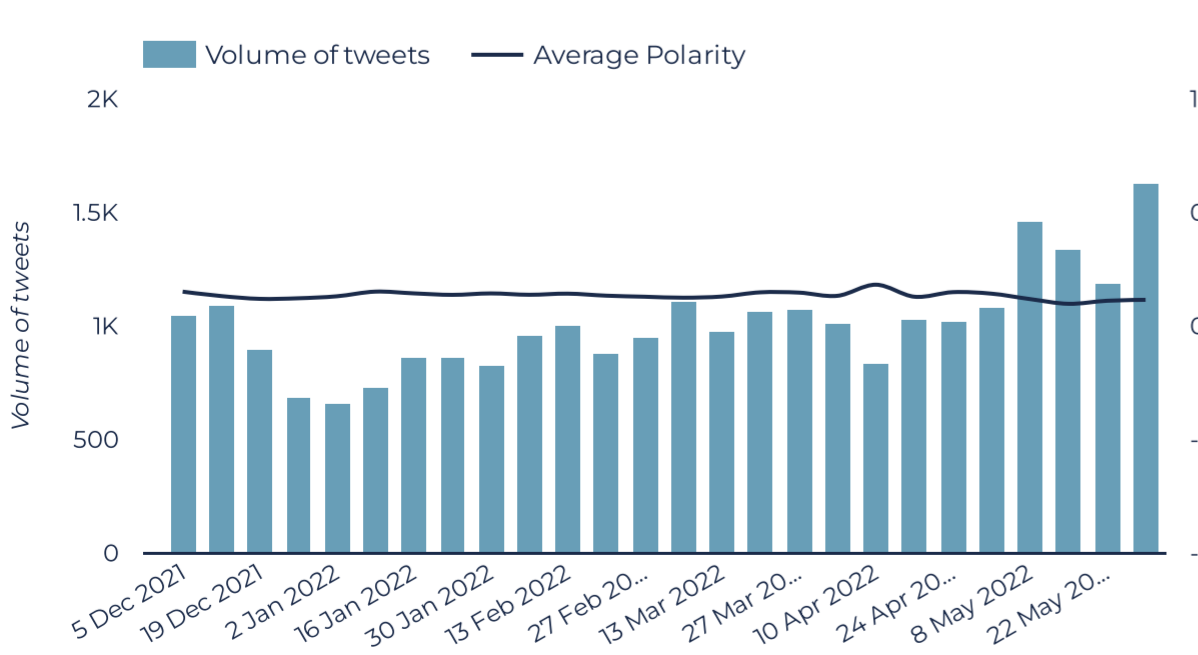


Fig.18. Weekly volume of tweets and their average polarity.



Fig.19. Word cloud for the month.

## Background – About the Data and Limitations

The mobile phone device of O2 users establishes connection with the presence sensor when passing near it. In the process, the presence sensor identifies the device and O2 provides Movement Patterns (A GHD company) with anonymised, aggregated and GDPR compliant data of the visitors. Advanced modelling is applied to extrapolate volumes to all presence in the city, not just those on the O2 network. This is a novel dataset, currently in use by a limited number of BIDs in UK. It supplements traditional footfall information by understanding 'who is the visitor'.

1. When not specified, the presence sensor detector displays information for users in (\*)
2. The 'Average client' includes combined insights from presence sensors in Bath, Bristol, Belfast, Giant's Causeway, York, Manchester and Liverpool.
3. Spend power is derived through a combination of several measures (e.g. mobile device cost, frequency of upgrade, home postcode and a number of other behavioural inputs).
4. Due to privacy constraints, postcode sectors from which the visitation at the site is lower than 10 people are shown as 0.

Bespoke reports and further information are available to Levy Payers on request.

(\*) Brixton