



Case study

The Greater London Authority uses BT Active Intelligence data as part of their High Streets Data Service.

Having successfully supported the Government's data requirements for two years throughout the COVID-19 pandemic, BT Active Intelligence was very pleased to be able to work with the GLA with their data requirements as part of the High Street Data Service.



Borne out of the High Streets for All Mission to steward London's recovery from the Covid-19 pandemic, the High Streets Data Service is a collaboration between 22 London boroughs to collectively acquire data from industry sources. Since its inception, this service has grown into a well-established platform, bringing together data from various providers including BT Active Intelligence.

Our anonymised and aggregated data was combined with spend and premises data from Mastercard and Experian to provide a London full analysis and be able to answer questions common to all members.

The data obtained through this service has proven invaluable in supporting town centre plans, evaluating council regeneration schemes and special events, enhancing our understanding of remote working patterns during the challenging times of Covid, and crafting effective night-time strategies.

Recent applications of this data have enabled the GLA and its partners to understand the relationship between footfall and air quality measures, transportation policy, and tourism, to ultimately create a better experience on London's bustling high streets.

BT Active Intelligence's fully anonymised, aggregated data, provides comprehensive insights into foot traffic patterns in specific locations, delivering insights into the footfall by hour, catchment areas, type of visit, return visits and dwell times.

Designed for urban planners, local authorities, retailers, property developers, and urban planners, our Location Insights offers valuable data into customer behaviour using foot traffic patterns, which can enable data-driven decisions.

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BT Active Intelligence data has proven itself as a versatile data asset of the High Streets Data Service's data sharing programme, supporting applications across a wide variety of policy areas. Our partnership structure with BT and other industry suppliers, London boroughs, and Business Improvement Districts has enabled organisations across the high streets governance spectrum, of all stages of data maturity, to access valuable insights they need to make bolder, more confident, and more defensible decisions to improve high streets and town centres for all Londoners.

Craig Campbell | High Streets Data Service Manager

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Active Intelligence won the 2023 award for **Data and Analytics project of the year** at the National Technology Award for the work that is being done with Network Rail.

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We're very pleased to be able to be part of the work the GLA is doing in their collaborative data sharing partnership with the High Street Data Service. Our data is highly versatile and adaptable, enabling it to be utilised in various ways, and it is great to see it being brought to life in the work the GLA is doing by showcasing the potential of London's high streets.

Steve Wiley | Active Intelligence Director

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LONDON DATA WEEK

DATA IN THE HIGH STREET

Introduction

Anonymised data by BT aggregates the number of workers and visitors across Central London over time.

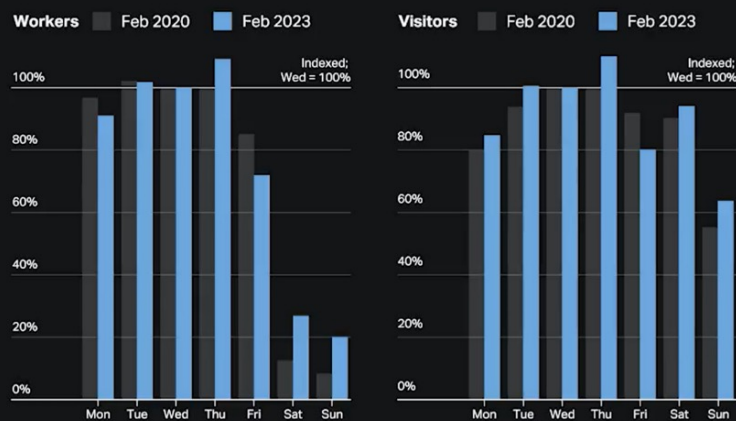
The charts show daytime people counts across an average week.

Fridays have always been the quietest, but the drop is stronger now than in 2020 — this is the 'Friday effect'.

SUPPORTED BY
MAYOR OF LONDON CITY INTELLIGENCE

People counts during a typical week in Feb 2020 vs Feb 2023, shows a "Friday effect" fall in workers and visitors, but this isn't the whole story...

Worker and Visitor counts in Central London for Feb 2020 & 2023, indexed to Wednesday of that year



Source: Anonymised and aggregated data by BT

Image context:

Data gives a precise view of London high streets, revealing how residents, visitors and workers use them around the clock and through the week.

Why Active Intelligence for Local Authorities?

When you understand how people move, you can make informed decision making.

We offer you invaluable insights into people's movements, enabling optimization of infrastructure, routes, and operations, and reduction of congestion. Our data can support you with ongoing monitoring, supporting decisions making around strategies and licencing, and with policy analysis.

Do you want to know you more about how our data can help you make informed decisions?



Allow us to understand the problem you are looking to solve, and our team will identify the best solution to support your needs. **Get in touch** : active.intelligence@bt.com or visit www.activeintelligence.bt.com/location-insights