

The background of the slide is a grayscale photograph of St Paul's Cathedral in London, with its large dome and spire clearly visible. In the foreground, a busy pedestrian walkway with a glass railing is shown, with several people walking, some blurred to suggest motion.

CASE STUDY

BT

ACTIVE INTELLIGENCE

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



BT Active Intelligence is proud to work alongside the Greater London Authority (GLA) on the High Street Data Service, using anonymised insights to help local areas understand footfall trends and support vibrant, resilient high streets.

Born out of London's *High Streets for All* mission, the High Streets Data Service (HSDS) is a public-private data collaboration that was launched in 2021 to steward post-pandemic recovery. Local high streets faced mounting challenges such as declining footfall, shop closures, and shifting social habits after COVID-19 lockdowns, and local boroughs and Business Improvement Districts (BIDs) lacked affordable data to understand performance and coordinate recovery efforts.

The collaboration has since expanded to 38 members, across 20 London Boroughs, BIDs, and the GLA Group, who can collectively acquire data, insights and analysis from industry sources. Members have reduced annual costs by up to 50% through collective purchasing, replacing a fragmented approach previously reliant on disconnected sensors, surveys and outdated datasets. In its place, HSDS provides consistent, up-to-date intelligence that supports town centre planning, regeneration strategies and policy development.

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

Combined with Mastercard's spend and premises data, this enables the HSDS to provide a comprehensive view of London's high streets. It brings together mobility patterns, spend and business data to help members understand footfall, dwell time, visitor movement and spending behaviour offering a full, integrated view of high street activity.

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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.

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Craig Campbell | High Streets Data Service Manager



The data obtained through this service has proven invaluable, having 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.

REGENERATION AND PLANNING

Boroughs are using the data to shape and support town centre strategies and evaluate the impact of public realm investments, such as council regeneration schemes.

LOCAL DECISION MAKING

BIDs have used spend insights to successfully reopen markets and support local business cases after the pandemic, such as enhancing the understanding of remote working patterns.

NIGHT-TIME ECONOMY

Analysis across multiple boroughs has informed infrastructure improvements, helping to boost evening footfall and craft effective night-time strategies.

CULTURAL IMPACT

Events like the London Mural Festival have used dwell time insights to reveal geographic clusters around murals, planning future installations in areas of higher engagement.

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.

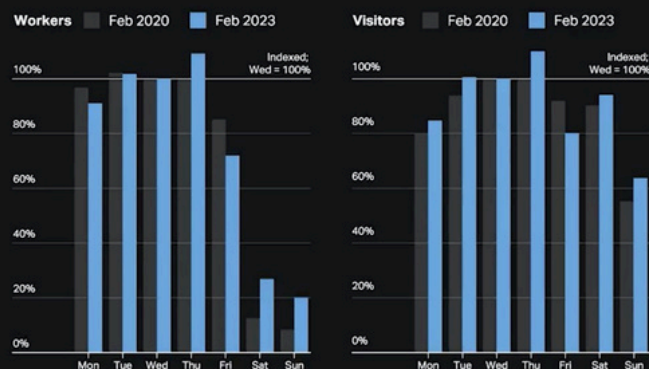
The charts show daytime people counts across an average week.

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.

Created by
Partnering
Regeneration
Development
(PRD)



Active Intelligence won the **2024 National Technology Award** for **Data-driven Product of the Year**.



Why Active Intelligence for Local Authorities?

When you understand how people move, you can make more informed decisions. We offer you invaluable insights into people's movements, enabling optimisation 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.

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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.

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Steve Wiley | Innovation Director, Data & Developer Solutions

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 at active.intelligence@bt.com.

