

ADEPT President's Awards 2023

Entry form

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Award category	Digital Innovation/Technology
Project Title	Bath city centre Movement Insights data
Local authority entrant	Bath & North East Somerset Council
Partner/s if applicable	Bath Business Improvement District

Headline summary (150 characters max.)

The Movement Insights Digital Dashboard enables Bath to understand its performance, make data-led decisions and measure the success of initiatives.

Digital innovation: How has this project shown evidence of successful digital innovation and the imaginative use of new technology? (150 words max.)

The Bath Movement Insights Digital Dashboard visualises insights derived from three key data sets; Virgin Media O2 (VMO2), Visa and Twitter. The dashboard concept was launched in 2019 with Bath BID as the launch partner nationally. As the launch city, Bath has enjoyed additional PR associated with the innovative approach.

All insights generated are aggregated and anonymised, ensuring GDPR compliance is always maintained. Confidentiality is a feature of the data as no cardholder details or retailer names are included in the data. Extrapolation for the VMO2 insights is undertaken based on market share, which is approximately 35% across the UK. The Twitter API is used to capture the sentiment of Tweets relating to a specific location.

Digital innovation: How has this project shown evidence of improved outcomes for users? (150 words max.)

The combination of high-quality data reveals not only the volume of visitors, but also the demographic mix (age band and gender, home location, work location and spend profile) providing an evidence base to address the following challenges:

- Develop a better tool for monitoring and measuring high street performance than just footfall counting
- Through improved targeting of postal sectors and visitor types who were likely to dwell longer and spend throughout the day, Bath is able to target their marketing with more impact.
- Capture the economic impact of events in Bath (e.g. Christmas markets, rugby matches and festivals)
- Understand how Covid-19 affected visitation, expenditure, and commercial activity in the city centre, and monitoring the recovery with a number of lenses.

Digital innovation: How has this project shown evidence of the transformation of a service/department/organisation by changing behaviours, delivering savings or improving ways

of working? (150 words max.)

The data provided enables Bath BID to support local businesses to understand their customers and focus marketing. B&NES can measure programme impact focussed on investment and funding to help rebuild the High Street. By better understanding resident, employee and visitor movement, spending and demography, we are also able to identify strategies to encourage a higher volume and longer visits in key locations. The data delivers robust insights that help inform strategic and detailed design of new programmes to improve the high street, alongside the ability to monitor success of these initiatives. Bath has witnessed quantifiable shifts in behaviour, including an increase in average spending at restaurants and improved return on investment from marketing campaigns. The insights help gauge the impact of numerous factors, including the effects of working from home, changing travel patterns, evolving high street dynamics, popularity of attractions, and the development and recovery of the night time economy.

Digital innovation: How can the innovation/technology in this project be applied in multiple sectors/areas? (150 words max.)

The Movement Insights dashboards for Bath deliver a range of town centre focused insights, including the following:

- Visitor volumes
- Visitor characteristics (age band, gender, home location and spend power)
- Visit purpose (resident, employee or visitor (international and domestic))
- Visit frequency (visits per month)
- Spend by time of day and by category e.g. restaurants, entertainment, clothing, general retail and by home location
- Distribution of spend by home location
- Spend insights including number of transactions and cardholders
- Sentiment of Tweets that reference the location of interest

Due to the range of data presented in the dashboard, the insights can be used across multiple sectors and areas including regeneration, Business Improvement Districts, Heritage, Tourism, Communications, City Centre Management to inform projects and campaigns, guide strategy development and monitor performance.

Digital innovation: How does this project demonstrate scalability and resilience - the ability to use technology in a wider scope and in a way that encourages longevity of use? (150 words max.)

Movement Insights is a cloud-based platform, allowing convenient access from a wide range of device types using standard browsing software. The infrastructure investment was initially covered by Bath Business Improvement District and the dashboard is made available to the local authority on a subscription basis, supporting scalability to cover additional areas of focus and build a model to understand the town or city as a whole.

Visitor data is presented daily and the spend insights available monthly, being uploaded at the end of every quarter and includes historical spend data. The user can also download the data presented in the graphs and charts in the dashboard as CSV files, allowing the data to be manipulated in Excel or other software, facilitating any ad-hoc analysis being undertaken.

All categories: please add anything else that supports your award entry

The original concept was derived from business members of the Bath BID seeking not just to see numbers of visitors using traditional footfall counters, but to understand who they are, where they are from and what motivates them. The online dashboard has delivered digital insights which extend beyond the original vision and working more closely with B&NES has enabled the insights to have a greater strategic impact, informing decision making and supporting a better understanding of return on investment.