CACI

Become a
Destination with

location dynamics

THE START OF
YOUR DESTINATION REVOLUTION

It's easy to think of locations as somewhere people go just to work, live and play. A static, immovable thing. But it's more than that. As people and place interact, locations evolve and respond to meet the needs of the people.

So how can you understand this evolution in order to become a part of it? Or maybe you can become a driver of this evolution.

High streets have typically looked the same, but online shopping is increasingly growing with its convenience and choice. Local communities have taken on more importance than city centres in the lives of consumers.

Change in locations has rarely been so fast, so how will you innovate to stay relevant and delight a new generation of people?

LOCATION CONTINUALLY EVOLVES TO **MEET THE NEEDS OF THE PEOPLE**

WITH LOCATION DYNAMICS, YOU CAN.

Location Dynamics is an overview of over 38,000 destinations, from large shopping centres through to local high streets. It categorises and scores them according to Retail, Leisure, Grocery, Local Convenience and Financial Service presence. Using movement and spend data it then describes what sorts of people are coming, from how far, how often, and spending what amount.

It's then presented, for your preferred locations, in a powerful and user friendly dashboard to support your decision making.

◆ **Monitor the trends.**

◆ **Understand the competitive landscape.**

◆ **Adjust your location planning strategy.**

◆ **Be part of a destination, not just a place.**

Engagement metrics for over

38,000

locations in the UK
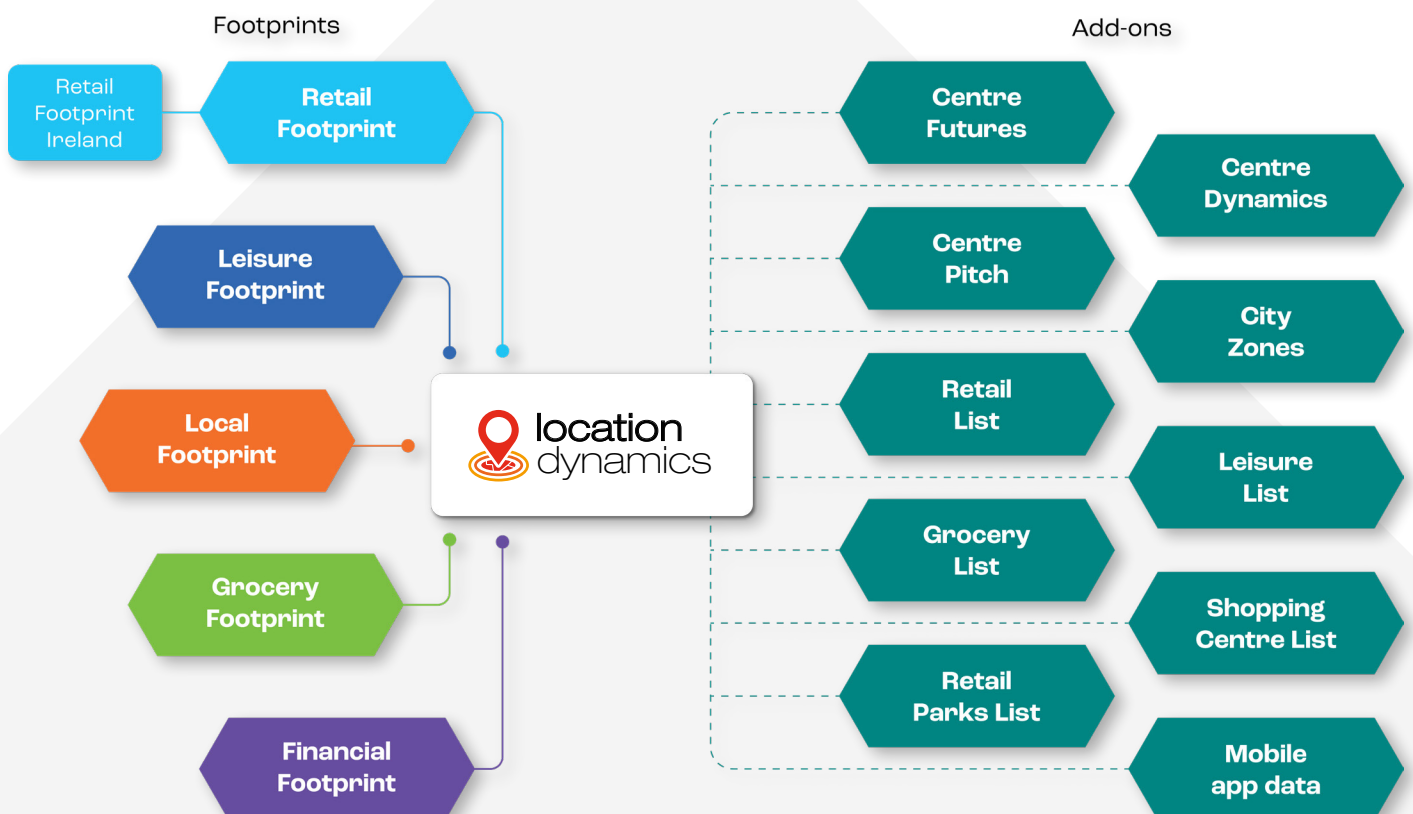
THE MOST DETAILED VIEW
OF UK DESTINATIONS

Our 'Footprint' products are detailed models that define and describe the interaction between people and place.

We pull together sources of retailers, shopping centres, grocery lists, leisure outlets and high street convenience stores to get a picture of what is available to consumers. We then create spatial-interaction models to score each location on the relative likelihood for individuals to interact with them, all the while considering a range of unique characteristics of that particular location and catchment area.

Location Dynamics understands that the mix of brands present is just as important as the people in the catchment. There is no other platform that contains so much strategy critical insight.

BECOMING A DESTINATION STARTS WITH
LOCATION DYNAMICS.

Footprints

Retail Footprint Ireland

Retail Footprint

Leisure Footprint

Local Footprint

Grocery Footprint

Financial Footprint

location dynamics

Add-ons

Centre Futures

Centre Dynamics

Centre Pitch

City Zones

Retail List

Leisure List

Grocery List

Shopping Centre List

Retail Parks List

Mobile app data

LOCATION DYNAMICS
TAKES CATCHMENT MODELLING TO THE NEXT LEVEL

Location Dynamics pulls together all our catchment models for a complete view of over 38,000 centres across the UK.

The Acorn demographic data within these models reveals a huge amount about the customers and the way they interact with these destinations. And with just a little digging into our easily accessible dashboards, the secrets reveal themselves. This opens the door for the potential to influence and shape your strategy for success.

LOCATION DYNAMICS IS THE KEY TO FULLY APPRECIATING THE **RELATIONSHIP PEOPLE HAVE WITH PLACES.**

◆ **Understand how they work, live and play.**

◆ **Understand how much they spend and what they spend it on.**

◆ **Understand how much they spend and what they spend it on.**

◆ **Understand if they think your location is a destination.**
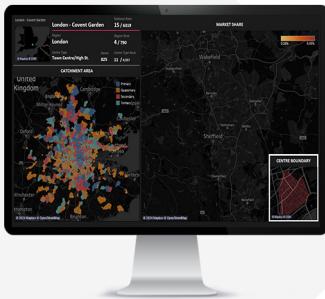
DISCOVER THE **POTENTIAL TO INFLUENCE** AND SHAPE YOUR **STRATEGY FOR SUCCESS**
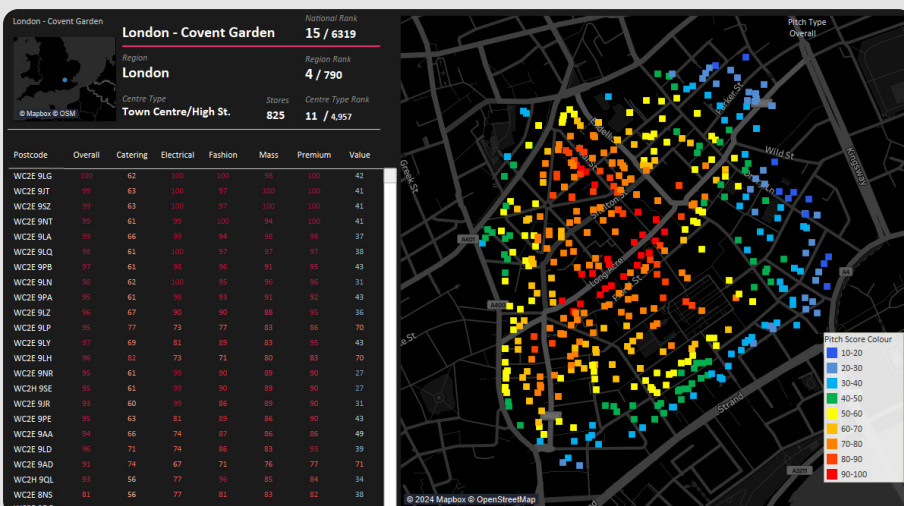
IMPRESSIVE DASHBOARDS
MAKING SENSE OF DETAILED INSIGHT

Here are some of the examples of the sorts of metrics you will have access to through Location Dynamics.

UNDERSTAND & DISCOVER THE OPPORTUNITIES
FOR YOUR BUSINESS

Centre rankings
Find out where your current and potential locations rank against the rest of the UK against spend estimates (total, residential, tourist and worker spend).

Benchmark locations
Compare locations across a range of criteria including demographic profile, market position, retail mix and spend. Benchmark against a national average.

Centre catchments
Model catchment areas and market share catchments.

Customer discovery
Find the centres that match your chosen customer type, by demographic and engagement across time and day of the week.

Future forecasting
Understand how the centre will change over time – how the demographic profile might shift, the impact on market share and the destinations that the current customer profile might be drawn to.

SEARCH, COMPARE AND SCRUTINISE LOCATIONS

The datasets in the Location Dynamics suite allow you to score and rank centres throughout the UK against a range of your chosen criteria.

This data not only allows you to understand your presence in a location, but also to understand those locations you are not yet in. The metrics cover the entire UK. This allows you to compare your performance using national benchmarks against your own target placement.

Review the statistics of your current stores and their locations.

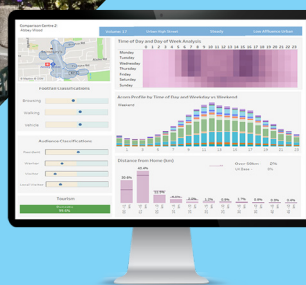**Benchmark and compare current and potential sites.**

Find out where the demographic profile matches and the retail mix has the space for your brand to make an impact.

Discover where the spend opportunities are in your favour.

DISCOVER YOUR POTENTIAL TO **BECOME A DESTINATION**

DISCOVER WHERE

THE SPEND OPPORTUNITIES ARE IN YOUR FAVOUR

NOW IT'S YOUR TURN TO **TRY LOCATION DYNAMICS**

There's just so much you can discover. But for those looking to make sensible strategic decisions grounded in evidence and insight Location Dynamics is essential.

To start your journey to becoming a destination, drop us a line and one of our team will be in touch to schedule a time to discuss exactly what you're looking to get from Location Dynamics.

◆ **Drive innovation in creating destinations.**

◆ **Be somewhere that people talk about.**

◆ **Be somewhere that people are going.**

◆ **Be part of the destination evolution.**

🌐 caci.co.uk/datasets/location-dynamics/

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