



Leisure Footprint provides consumer catchments for over six thousand destinations in the UK offering leisure activities, including food and drinks.

What is Leisure Footprint?

Leisure Footprint is a spatial interaction model that provides catchments for centres that offer leisure activities, including food and drinks. Each centre is assessed by combining factors like the quality and quantity of leisure provision, centre function, drive time, and level of competition.

The strength of provision is measured across five distinct categories (restaurants, cafes, takeaways, bars, pubs & clubs, and leisure venues) and classed into premium, mass, and value, allowing centres to be scored relative to one another.

Leisure Footprint summarises the above, along with the potential expenditure for each centre, helping users to uniquely assess how consumers engage with leisure destinations nationally.

Applications

- Assist in location planning decisions and estimate available expenditure in each centre.
- Visualise the size and extent of leisure catchments.
- Understand the demographics of each centre's catchment.
- Assess market share, outlet performance and overlaps between outlet and centre catchment.
- Estimate how changing a shopping centre's leisure offering will affect customer draw

Why Leisure Footprint?

- Calibrated against real-life credit and debit card data to represent customer spending.
- Helps to understand the size of catchments and detail on how much spend flows through a centre.
- Helps to understand the impact of resident, worker and tourist spend on leisure.
- Data led impartial evidence to support leisure strategy.
- Provides validation and confidence in business decisions.
- Delivered in a variety of formats to suit business needs.

Knowledge

