



Comprehensive information for over thirty eight thousand centres offering retail, leisure, convenience shopping and local services across the UK.

What is Local Footprint?

Local Footprint identifies the location, strength, and nature of locations ranging from stand-alone convenience stores and neighbourhood shopping parades to major city centres which are subdivided into zones.

Each distinct geographic location is uniquely named, coded, and referenced by postcode, attributed and scored according to services available as well as other types of provision.

Applications

- Understand the locations of your existing estate portfolio.
- Understand what services are already available at locations.
- Plan new locations or additional outlets and services based on existing services.
- Understand the flow of visitors by audience, demographics, seasonality, time of day and volume.

Why Local Footprint?

- Includes up-to-date lists of retailers, banks, pharmacies, post offices, petrol stations, transport stops and other convenience services.
- Scores locations according to the strength of outlet offerings.
- Uses the most extensive source of mobile data to characterise each location.
- Mobile app data can be licenced additionally and used alongside for further classing.

Knowledge



**Catchment
sizes**



**Drive
times**



**Visitor
types**



**Seasonality
class**



**Time of
day**



**Visitor
demographics**



**Volume
class**