

The Case for a High Streets and Town Centre Data Partnership for London

FINAL REPORT
November 2020



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EXECUTIVE SUMMARY

Following the recommendation of [High Streets & Town Centres Adaptive Strategies](#) and after a period of thorough research and dialogue, the GLA and its partners have identified the need to provide better evidence and data to support change in high streets and town centres.

Partners have identified an opportunity to link several existing strands of work with access to new data sources and innovation, driving a significant improvement in our understanding of the 600 high streets and more than 200 town centres in London.

Better, more available and more usable data has been identified as a critical tool in enabling a more effective recovery for London as informed by London's recovery missions and particularly High Streets for All.

This report is built around two key recommendations:

1. **A New High Streets Data Service:** An interactive, iterative hub which uses relevant data sets (both maps and graphs) to help local authorities, BIDs, and other partners to track and compare activity (social, economic) within London's high streets and town centres.

This would unite a new digitised Town Centre Health Check with new data generated from innovative collaborations (principally the Busyness Project). It will use the new Night Time Observatory along with existing tools such as the GLA Cultural Infrastructure Map, as well as provide a repository for new public and private data as it becomes available. Democratising data is critical to this ambition, with the new service aspiring to be usable by large a group as possible.

A survey of potential users has shown that there is a strong case for a new data service (or process for accessing data) which provides a clearer journey to good evidence and insights. Specifically, this has shown that whilst London is a world leader in the provision of local data, use of and access to this remains low.

2. **A High Streets and Town Centres Data Partnership:** A group of pan-London organisations (including GLA, London Councils, LOTI, BIDs) responsible for co-ordinating new high streets/town centres data. The partnership will make decisions on collective data purchasing as well as provide ongoing reflection on the use of data and promote new sources. It will work collectively to speak with public and private providers of data and decide upon what London needs, in part supporting the needs of the High Streets for All recovery mission.

Research undertaken for this study shows that existing GLA data and maps have seen low uptake among key audiences. Partners have identified that new processes and partnership are needed to oversee the evolution of high streets and town centre data in London. The partnership would be the fulcrum of a new data service and a driver of innovation. There is appetite amongst partners to access new types of data an indication of a willingness to pay for this. The partnership would also be responsible for helping Boroughs and other partners to be better able to access and use data.



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It is recommended that any partnership reports to the High Streets for All Mission. A Steering Group will be established to manage both the new data service and to support decisions of the wider partnership. The wider partnership would be made up of service users and will meet less frequently to inform the steering group on decisions. It is envisaged that there will be a rolling programme of information and capacity building to inform partners and drive usage.

The partnership and the service will need additional resources to support partnership delivery and the assembly and publication of datasets. As a minimum viable solution this will require an additional position which could cut across the work of the Night Time Observatory and high streets and town centres. There is also a need to invest in coordination and capacity building among potential users. There is limited capacity to accommodate within the GLA, so this would require additional budget to either recruit someone to coordinate partner activity or to support a partner from outside the GLA to oversee promotion, dialogue, and capacity building.

Based on the findings of the survey, there is a willingness among potential users to pay for access to a data service, depending on its scope, insight and user-friendliness. There is a strong invest-to-save rationale, with identified economies of scale in collective data purchasing and reduction in costs associated local data collection and consultant fees. A potential subscription could be established for higher-cost data sources, although the aspiration is to keep existing free-to-access data as available as possible with no cost.

The first step for establishing the partnership and data service is to test potential elements of activity with an established sounding board. Work is already underway to further develop the Busyness Project and to digitise the Town Centre Health Check. The aspiration is to launch all elements of this work in Spring 2021 subject to resources.



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ABOUT THIS PROJECT

This report has been commissioned to consider some of the issues and opportunities and challenges associated with high street data and evidence. It sets out some of the practicalities associated with this and makes the case for the development of a **new high streets data partnership** and subsequently how this can enable **a new town centre and high streets data service for London**.

WHAT DO WE WANT TO ACHIEVE?

In response to the ongoing challenges of Covid-19 and recession, high streets and town centres will play an increasingly important part in London's social and economic future. Better and more democratically available data is needed to help understanding and better decision making.

This document sets out the case for this, drawing upon research with potential users to drive new approaches to partnership and organisation to drive better access and use to evidence. It outlines how collective action can help all partners to access more data how this can help enhance and understanding of places at an unprecedented time.

Partners have identified the key aspirations as being to:

- Develop a data service which is usable for a wide range of potential users (including individuals and community organisations)
- Support Open Data collection/provision and collective purchase of data
- Oversee the more efficient update of current data sets
- Make better use of data and evidence from local sources and organisations
- Make informed recommendations on the purchase of new data
- Agree reasonable costs and value for money for accessing new data
- Oversee ongoing capacity building in relation to data analysis, enabling partners to make better use of information and ultimately save money
- Recommend city-wide commissioning of insights on high streets
- Drive a clearer understanding of the way places are working and emerging from Covid-19 and recession.



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WHY WE NEED A NEW APPROACH NOW

High streets and town centres are the spaces where people will come together in London's recovery and will be the foundation of new types of economic activity. To effectively influence this there is a need for improved evidence, and to this end, a shared objective of a high streets and town centres data service. Focusing upon economic health and social well-being—already under consideration—has emerged as a key priority.

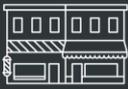
The pandemic has had a big economic and social impact on London's high streets and town centres. We have seen record falls in footfall and economic output. Temporary closure of businesses could become permanent, especially in retail, hospitality and leisure. The loss of social and cultural infrastructure is also a high risk. The GLA and many boroughs have recognised this, making high streets the focal point for recovery planning.

At the same time, the [London Data Commission](#) has identified that the city does not make enough of the data available to it. It makes the case for stronger partnerships to support data provision and innovation in how it is used. The government has also identified the need for better use of evidence and data [The Planning for the Future White Paper \(August 2020\)](#) states: "It is time for the planning system finally to move towards a modernised, open data approach that creates a reliable national picture of what is happening where in planning, makes planning services more efficient, inclusive and consistent, and unlocks the data."

The idea of a data partnership was proposed in the GLA's [High Streets and Town Centre Adaptive Strategies](#). The London BID Foundation has also been looking to support BIDs and their members with data needs, and GLA Planning are keen to revise and update more strategic data gathering including the London Town Centre Health Check (TCHC). The GLA City Intelligence has been purchasing a range of data sets (Local Data Company, O2 and Mastercard) as well as looking at innovative ways of gathering new data in partnership with the Alan Turing Institute as part of the Busyness Project.

A workshop was held in May 2020 to discuss bringing these strands of work together and mobilising data is now part of the GLA recovery programme (and the High Streets for All mission).

THE LONDON RECOVERY PROGRAMME

<p>Recovery Mission:</p>  <p><i>Deliver enhanced public spaces and exciting new uses for underused high street buildings in every Borough by 2025, working with London's diverse communities.</i></p>	<p>High Streets for All</p> <p>Examples of the types of projects that might deliver this mission:</p> <ul style="list-style-type: none"> Develop the capacity of local authorities and town centre partnerships to work with community groups and the private sector to plan for, safeguard and directly deliver a diverse, resilient and thriving mix of High street and town centre activity within easy reach of all Londoners. Foster a culture of ideas, collaboration and invention to bring vacant and underused buildings into productive use; promoting local employment and near home working, protecting existing community and cultural spaces and introducing new types of businesses and civic organisations. Capitalise on TfL / Borough Street Space programmes to promote walking, cycling and wider accessibility, enhanced public spaces, parks/urban greening and cultural engagement. Pilot high street Innovation Zones and related planning, licensing, property management (catalyse private landlord inventiveness & collaboration) and economic development approaches (including discretionary rate relief).
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Even before Covid-19, partners had made recommendations about how data could be more widely available and better used and democratised to support participation. Developing a data partnership and new data tools is now seen as a fundamental part of this. The wider the user



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group and the breadth of data, the greater the depth of analysis which can be undertaken, not only on economic factors, but also on wellbeing and social interaction.

PROCESS

From August to October 2020, PRD has:

- Implemented an online questionnaire aimed at officers in boroughs and BIDs to gather feedback on which data would be most useful for their high street planning efforts
- Consulted with key stakeholders to collect ideas about how a new data service should be delivered and managed
- Reviewed existing GLA data services offered by various departments to uncover gaps and opportunities
- Reviewed data services offered by other major cities to compare data on offer and gather intel for how Covid-19 recovery and/or high street data is being handled in other cities
- Created borough and BID sounding boards to review progress

This report runs through the findings of this work, considering the implications and options for delivery of both a new service and partnership before alighting on a specific recommendation.

STRUCTURE OF THIS REPORT

This report includes the following:

- A brief appraisal of data available currently and the planned evolution of data
- A review of the needs of partners and potential users including how they might use the service
- Recommendations on the evolution of a new data partnership to manage the evolution of the service and to get more form the available evidence
- Recommendations relating to the evolution of a new data service devoted to high streets
- An outline of the resource considerations and a six-month programme of activities



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CURRENT POSITION - EXISTING DATASETS AND SERVICES

As of September 2020, London Datastore holds nearly 1,000 datasets available for public use. Some of them have been commissioned or collected by the GLA itself while others are sourced from boroughs and central government.

Many of the datasets feed into interactive data services aimed at public sector officers, developers, the general public, and other users.

We carried out a brief assessment of the following GLA data services to review aspects such as types of data held, ease of access and use, transparency of data and ownership, availability of raw data, and update frequency:

- [Town Centre Health Check \(TCHC\)](#)
- [Infrastructure Mapping Application \(IMA\)](#) (public-facing map only)
- [Planning Data Map \(PDM\)](#)
- London Development Database (LDD) – There are two maps offering LDD information: the [Planning Permission map](#) which appears on the London Development Database landing page, and what appears to be an older version called [London Development Database](#) accessible through web search.
- [Cultural Infrastructure Map/Data \(CIM\)](#)
- [Open Workspace Map \(OWM\)](#)
- [Map of Publicly Owned Land \(POL\)](#)

The questionnaire for borough and BID representatives also included a section for feedback on the Town Centre Health Check, Cultural Infrastructure Map, and Datastore more broadly.

Below are the key findings from the assessment and questionnaire, with recommendations to consider for the new data service.

DATA GAPS

The above services and Datastore hold an incredible amount of information but tend to lack some data critical to understanding high streets and town centres. In particular:

- **Day-to-day services** which have proven essential during lockdown and are linchpins in 15-minute city initiatives, such as grocery stores, places to buy fresh food, pharmacies, GPs
- **Night-time economy/activities.** CIM contains data relating to venues which operate into the evening, but there is no data about associated activity levels. However, this gap will be filled by the Night-time Observatory, launching autumn 2020.



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- **Industrial/manufacturing activities.** There are shapefiles for Strategic Industrial Land but less information about the spatial distribution of various industrial activities/uses, jobs, floorspace, rents, company turnover etc.
- **Datasets over time.** Development-related data is robust back to 2006, but datasets relevant for high street recovery usually only offer a snapshot of the time they were last collected.
- **Summaries and analysis.** The Datastore landing page offers high-level/London-wide summary graphs, but individual data services lack regular commentary or analysis to draw users into the data or reiterate what it can be used for.

FUNCTIONALITY GAPS

Ease of access

- The GLA already provides an incredible amount of information in the Datastore and various data services – but uptake is low. Questionnaire respondents who had never used data services overwhelmingly cited lack of awareness as the main reason (though it's worth noting that the CIM in particular has been targeted at planners and culture officers, a slightly different group to most of the survey respondents in Appendix C).

Have you ever used...	Town Centre Health Check	Cultural Infra Map	London Datastore
Yes, I use it monthly or more often	0%	2%	9%
Yes, I use it a few times a year	16%	18%	38%
Yes, I use it once a year or less	16%	7%	11%
Unsure/don't remember	5%	4%	4%
No	63%	70%	39%
• <i>Didn't know it existed</i>	80%	85%	73%
• <i>Interface not useful</i>	9%	5%	0%
• <i>Doesn't have data we need</i>	0%	3%	0%
• <i>Not updated frequently enough</i>	6%	0%	5%
• <i>Source/reliability unclear</i>	0%	3%	0%
• <i>We use a different data service</i>	3%	5%	5%

Based on 55 respondents (September 2020)

- Low awareness of data services could be partly because most of them don't appear when searching relevant keywords within the Datastore (e.g. 'infrastructure' does not bring up the IMA). Instead, maps are held across different services/departments, linked to from landing pages associated with various departmental projects. Users either have to be on the relevant department landing page to access the map, bring up the map via general web search, or access the map through the GLA 'webmaps and tools' page (<https://www.london.gov.uk/what-we-do/research-and-analysis/webmaps-and-tools>).
- The Datastore [landing page](#) doesn't promote any of the maps or popular/useful datasets.





Ease of using interfaces

- The spreadsheet-based TCHC requires technical know-how, particularly where datasets require manipulation (therefore also requiring time and resource) to generate analysis.
- Some data services, being aimed at practitioners, rely on planning-specific terminology which may be a barrier to use by the general public or less tech-inclined officers (particularly the IMA).
- Most services have an obvious GLA look and feel/branding, aside from TCHC and the old version of LDD (which are also the more cumbersome services to use).

Data transparency

- Services are inconsistent when it comes to explaining data sources. Most services which do give the data provenance require cross-referencing.
- Similarly, finding out when data was last updated often requires clicking between pages, if this information is supplied at all.
- While some data sources (e.g. IMA, CIM) have a named owner with contact details, others do not, or instead name a responsible department with generic contact details.

Availability of raw data

- Not all the data displayed within various maps is available to download, which may limit the usefulness for users who want to recreate maps for their own projects.
- Where raw data does exist, it is not linked to or downloadable from the relevant maps. Users have to search Datastore separately to access the raw data, assuming they know the name of the source or associated keywords.

PLANNED NEW DATA SERVICES

The GLA is already in the process of bringing together new data services:

Night-time Observatory (underway launching Spring 2021)

What it is: The London Night-Time Commission report identified a need for consistent and relevant data about their boroughs at night so that boroughs can carry out cost-benefit analyses on their economies between 6pm and 6am. As a result, a new data platform—and a world first—has been created to focus on the performance and consideration of the city and its places at night.

In its first iteration data will provided across four themes:

- **Vibrancy:** this includes data on the evening and night-time offer of an area in economic and cultural terms, including the diversity of the offer. For example, data on the number of



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workplaces and employees working in night-time industry sectors, opening hours of premises by type of premise, licensing statistics, and pub closures.

- **Vitality:** this includes data on the public uptake of the evening and night-time activities, including the “busyness” of local areas by time of day, consumer spending patterns and characteristics of night-time workers.
- **Safety:** this includes A&E attendance and London ambulance service call-out statistics as well as other community safety measures such as crimes by time of day and type of offence committed.
- **Liveability:** this includes data relating to the quality of life in an area, e.g. data on personal well-being, air quality, deprivation and household income.

In addition, there are plans to continue building the Observatory by adding new data sources (for example data related to accessibility).

Links to new data service: High streets and town centres are a critical element of the city's night-time activity. It is therefore important that direct links are formed between any new service and Night-Time Observatory.

Busyness Project (underway currently testing in Beta form)

What it is: The Busyness Project brings together three new datasets to help understand high streets activity in terms of movement, clustering, and consumer spending:

- Footage from publicly-owned traffic cameras, which is analysed in partnership with the Alan Turing Institute to determine density of traffic, cyclists, and pedestrians across London. This data does not identify or track individuals.
- Consumer spending data from Mastercard, which is indexed to 2019, showing changes in transactions over time, available down to 150m² parcels.
- Anonymised and aggregated data from O2 (30% market share across broad demographics), which shows hourly counts of visitors or workers down to MSOA level. As with camera footage, this data does not identify or track individuals.

Links to new data service: The Busyness Project could form the basis of the spatial element of the high streets data service.

Town Centre Health Check Digitisation (scoping delivered late 2021)

What it is: The GLA intends to improve the Town Centre Health Check by supplementing the existing spreadsheet with an interactive, digitised hub which displays data for individual town centres and high streets in a more user-friendly way. The project depends on funding/resource. The GLA has already purchased a regular update on town centre uses and vacancy (for units/outlets) from the Local Data Company and this data, alongside other recent high street data purchases (including footfall and spend), will be incorporated into the health check.



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Links to new data service: TCHC is a valuable resource for understanding a more granular economic landscape of London's town centres and needs to be part of any new high streets data service. However, up to date information from at least 2019 (to provide a baseline) and 2020 (to assess Covid-19 and recession impacts) is critical to the usefulness and functionality of the new service.

RECOMMENDATIONS AND LESSONS

Based on the existing use and performance of the existing data services and those in the pipeline, the following immediate recommendations and long-term implications should be considered:

Recommendations for Existing Services

1. Amend search functionality so all maps appear in Datastore results when searching relevant keywords.
2. Give better visibility to the existing 'webmaps and tools' page (<https://www.london.gov.uk/what-we-do/research-and-analysis/webmaps-and-tools>) by linking it on the Datastore landing page.
3. Consider reducing overlapping services. Namely, there are two versions of the London Development Database (<https://maps.london.gov.uk/idd/> and <https://maps.london.gov.uk/map/?idd>) and the same information is held in the IMA – can they be folded into the IMA? Can any of the services be merged into the new proposed data service?

Implications for new partnership / service

1. Use branding/interface consistent with the most prominent existing GLA data services.
2. Have a single hub site for, and a clear connection/interplay among, the Night-time Data Observatory, Busyness Project, digitised TCHC, and new data service (see Section 4 for initial user journey mapping).
3. Use plain English wherever possible and javascript info boxes to give additional information/clarity about data, e.g. provenance/source, definition, date last updated.
4. Provide direct download links and/or links to Datastore with aggregated or raw data for each dataset (numerical/statistical data as well as GIS/mapping files which aren't subject to licencing restrictions).
5. Include a feedback/contact link for users to submit bugs or queries, ideally naming an officer responsible for the service.
6. Offer summaries and brief insights, especially when datasets are updated or when political/policy changes mean data will have newfound relevance. This could be through a blog and/or email bulletin.



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7. Signpost to other relevant data services, particularly Cultural Infrastructure Map and London Development Database or the 'webmaps and tools' page.



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WHAT USERS WANT – QUESTIONNAIRE FINDINGS

This chapter looks at what Boroughs and BIDs have told us they want.

In late August, PRD issued an online questionnaire which was open for approximately three weeks through to mid-September. PRD promoted the questionnaire to boroughs and BIDs through direct email, Twitter (via @LDN_economy), and LinkedIn.

The questionnaire collected feedback on aspects of existing data services as well as datasets respondents would like to have access to. There were 56 respondents, breaking down to 34 boroughs/development corporations (22 unique), 20 BIDs (19 unique), 1 GLA, and 1 other organisation. Across all organisations there is good coverage of both inner and outer London, and respondents ranged from senior (directors, CEOs) to officers. See **Appendix B & C** for a list of survey questions and respondents.

MOST USEFUL DATA

The relatively small number of respondents familiar with TCHC, CIM, Datastore reported the most useful aspects as follows:

Town Centre Health Check

- Vacancy rates
- Floorspace
- Data split by town centre
- Rents
- Sector breakdown
- Employee numbers
- Footfall
- Use classes

Cultural Infrastructure Map

- Location-specific data
- Category layers, especially workspace, artist studios, galleries, cinemas, venues

Datastore

- Business and economy data
- Labour market info
- Transport data (especially in light of Covid-19)
- Population/demography
- Sectoral data
- Commercial property info
- Employment and training
- Planning approvals
- Crime and anti-social behaviour

MOST WANTED DATA

Respondents were invited to select datasets (from a list of 72 options) they would find useful from a list of possible datasets based on discussions from the May workshop.

In most cases, the datasets appealed more to local authorities; borough respondents selected on average 42 datasets compared to 36 for BID respondents (four of whom didn't select any datasets).



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Some datasets had large differences in demand between boroughs and BIDs, often reflecting the different needs of the two groups. Very broadly, boroughs are comparatively more in need of data relating to social and economic health: rents and leases for commercial premises, business starts and closures, digital connectivity, numbers/types of businesses, clustering/activity hotspots, and local wellbeing.

This isn't to say BIDs aren't concerned about social and economic health—like boroughs, they are interested in data about vacancies, job numbers, land use, and land ownership—but that they don't necessarily require the same data or depth of data. Compared to boroughs, the 'most wanted' datasets for BIDs lean somewhat towards more experiential data such as quality of public realm, sentiment/happiness of area users, healthy streets indicators linked to an area.

Additional engagement with both BIDs and boroughs will help refine data needs.

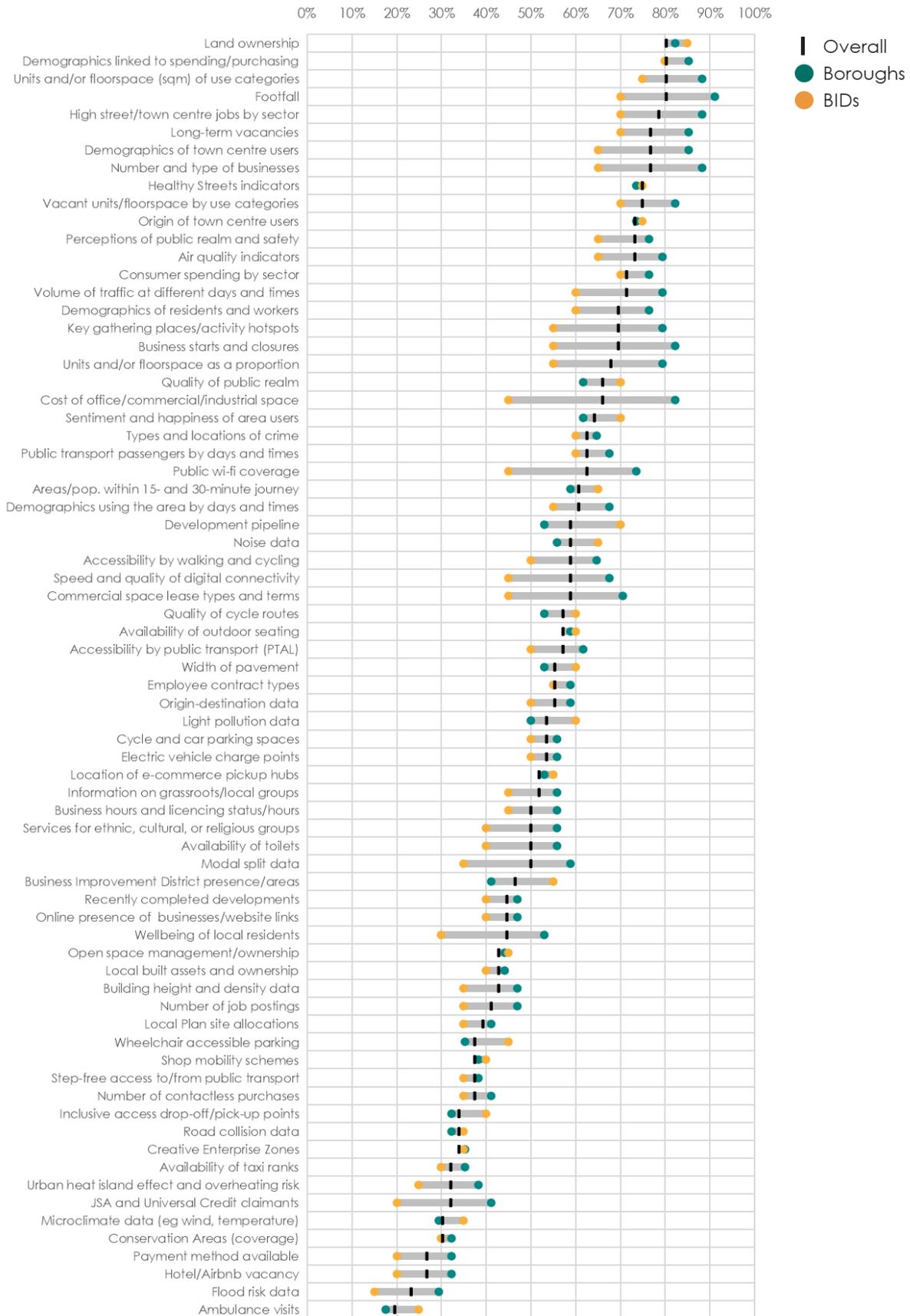
Boroughs most wanted

BIDs most wanted

Yellow background indicates datasets appearing in both 'most wanted' lists

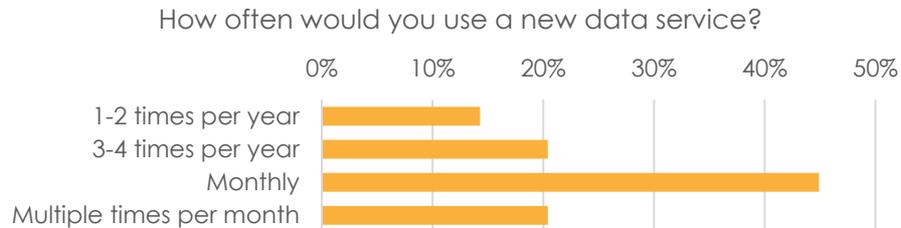
Footfall	91%	Land ownership	85%
Number of units and/or floorspace (sqm) in different use categories	88%	Demographics linked to spending/purchasing	80%
Number of workplace jobs in high street/town centre by sector (e.g. retail, hospitality)	88%	Number of units and/or floorspace (sqm) in different use categories	75%
Information on number and type of businesses (e.g. SMEs/large business, chains/independents)	88%	Healthy Streets indicators	75%
Demographics linked to spending/purchasing	85%	Origin of town centre users (local residents, workers, domestic visitors, international visitors)	75%
Demographics of town centre users	85%	Footfall	70%
Information on long term and persistent vacancies	85%	Number of workplace jobs in high street/town centre by sector (e.g. retail, hospitality)	70%
Land ownership	82%	Information on long term and persistent vacancies	70%
Vacant units/floorspace in different use categories (e.g. retail, leisure, office, housing) including vacancy rates and trends over time	82%	Vacant units/floorspace in different use categories (e.g. retail, leisure, office, housing) including vacancy rates and trends over time	70%
Air quality indicators (CO2, NO2, PM25, PM10 across different days and times)	82%	Consumer spending by sector (e.g. retail, culture, leisure)	70%
Key gathering places/activity hotspots	82%	Quality of public realm	70%
Business starts and closures	82%	Sentiment and happiness of high street/town centre users	70%
Cost of office/commercial/industrial space (both market rate and affordable)	82%	Development pipeline (planning permissions, under construction)	70%

The graph overleaf provides a more detailed view of responses. It ranks the datasets by overall popularity (i.e. the combined responses from boroughs and BIDs), alongside the proportion of borough and BID respondents requesting each dataset.

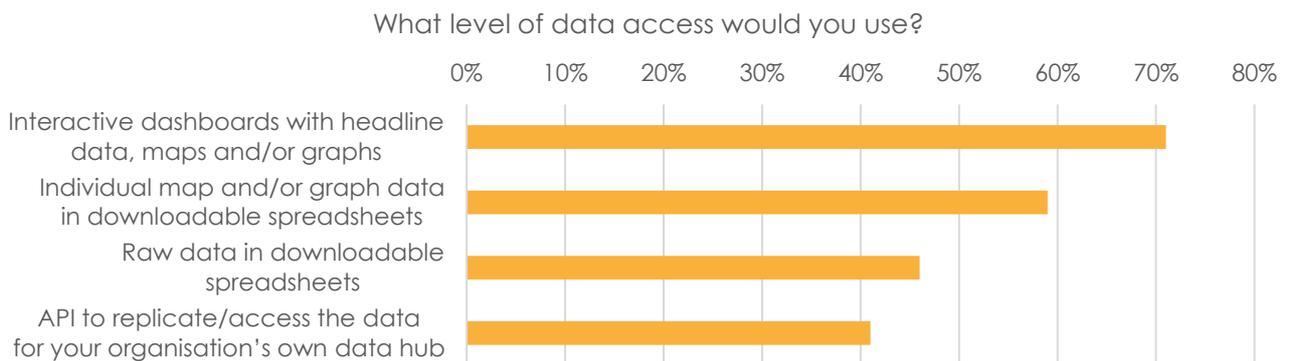


INTERACTION WITH NEW DATA SERVICE

Assuming the data service caters to their needs, survey respondents anticipate using it more frequently than existing services. Nearly half would check in monthly.



The most useful format would be interactive dashboards with headline insights, though a notable proportion of respondents would like access to raw data and an API. It is possible that figure could increase if officers had time and know-how to make the most use of raw data sets. It is also likely that potential data service users who were not surveyed might find raw data useful (e.g. academics).



Implications for the New Service / Partnership

- There is some clear consistency on the type of data that organisations want to use. Potential users are interested in land/property ownership, vacancies, town centre job numbers, and the movement of people around centres.
- Two thirds of respondents would use a service at least once per month, indicating healthy demand.
- Additional engagement with boroughs, BIDs, and other user groups will help determine how data needs differ across organisation types, and help understand the various reasons for using data in the first place.
- Given time and resource constraints, users want data that is searchable and already has some level of analysis or sorting.



ACTION 1: DATA PARTNERSHIP

The survey of partners revealed that existing GLA data and maps has seen low uptake among key audiences. Partners have identified that new processes and partnership is needed to oversee the evolution of high streets and town centre data in London. The partnership would be the fulcrum client of a new data service and a driver of innovation as the GLA seeks to deliver its High Streets for All recovery mission.

WHAT IT IS

A group of pan-London organisations (including GLA, London Councils, LOTI, BIDs) responsible for co-ordinating a new high streets/town centres data. The partnership will make decisions on collective purchasing of data as well as providing ongoing reflection on the use of data and promotion of new sources. It will work collectively speak with public and private providers of data and deciding upon what London needs, in part, supporting the needs of the High Streets for All recovery mission.

RATIONALE

The rationale is linked to the High Streets for All recovery mission and the fact that without good, accessible data, London will be less likely to recover and realise the full potential of its high streets. The future of town centres and high streets is complicated, so the partnership is needed to ensure that the processes is as adaptive and useful as possible.

More specifically, it anticipated that having a partnership will help by:

- **Maximising the effectiveness of GLA investment in new data and tools:** Learning from previous data tools and maps and recognising the deficit in skills within some boroughs, there is a need for a team, or at least an individual, to coordinate and promote the services available.
- **Direct savings:** Central coordination and analysis of data will help to lower the costs for Boroughs, BIDs and partners. Lowering the burden on data costs and consultancy fees will create a saving for London as a whole and potentially the ability to recoup costs once value of the service is established.
- **Commonality:** Create a minimum standard in data collection in town centres, providing the basis for better policy and measurement of success
- **Ensuring Coordination and Efficiency:** Better curation of data and evidence can enable more effective collective understanding and shared strategy between places. This will ultimately support better pan-London policy and action
- **Enabling Comparison and Identifying Similarities:** Collective data approaches can allow better comparisons between town centres to identify common challenges and successes, identify common issues, and facilitate collaboration on addressing these shared issues.



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- **Supporting Better Policy:** Covid-19 and the current recession will present several challenges for policy-makers to consider, particularly in relation to the likely acceleration of the trend in retail restructuring and town centre diversification, increased consumer spend via the internet, risk of business failures, changes in technology and structural shifts in remote-working practices. Policy responses, initiatives, and the assessments that underpin them need to be informed by robust and timely evidence. We know data and insight can be made available, but there will need to be some support to interpret this and make it policy-ready.
- **Remaining World Leading:** The plans for the data partnership and evidence base are potentially world leading. However, the insights and implications need to be shared for this to happen.

PRECEDENTS

New York City operates a [Recovery Data Partnership](#) which can offer inspiration for guiding principles and managing membership. Data Partnership members are invited to share data with a city-approved list of agencies. However, there does not appear to be an associated tool/interactive hub to display this data.

The GLA previously hosted a [borough data partnership](#) which was intended to share data and approaches to analysis, but it has been inactive for 2.5 years.

HOW IT'S MANAGED

Given constraints on resources, it is proposed that the partnership is managed by an officer within the GLA Regeneration team with capacity to dedicate one day per week to co-ordinating partnership activities and liaising with the data service manager within the City Intelligence Unit (see Section 6, Resourcing).

This could be supplemented with resources from other organisations who may work with or be members of the partnership.

The data partnership manager will work with partnership members to collect feedback on the service, source new data, develop training for officers, and promote the service.

As part of this project, PRD is commissioned to provide additional support for the data partnership for the first six months.

HOW IT'S STRUCTURED

It is suggested that the partnership reports to the **High Streets for All Mission**, albeit with responsibilities to other missions and other local and pan-London organisations. The practical activities of the partnership will be overseen by a data steering group. Whilst a wider group of partners/subscribers will provide insight which will constantly inform the evolution of the data offer.



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Steering Group: A small core/steering group made up of GLA and BID representation, alongside LOTI and TfL to oversee the day to day evolution of the service and the partnership. The steering group will:

- Meet regularly (monthly or every two months) to identify new data sources, assign responsibility for their collection, review functionality of the data hub, and develop engagement/dissemination strategies
- Recommend commissioning of research to fill gaps in delivery
- Recommend opportunities for the bulk purchasing of data
- Help develop and disseminate training/knowledge sharing opportunities (potentially starting through/tapping into LOTI's digital officer network)
- Survey users for feedback e.g. on usability, most-wanted data sources
- Share examples of where the data service has been used
- Consider issues of data rights and privacy

There will also be an expectation that **data users and subscribers** will actively participate in the development of the partnership by:

- Beta testing new tools/data on the hub
- Providing feedback on hub functionality
- Suggesting new datasets
- Contributing their own data and help standardise data collection
- Attend training sessions,
- Share examples of how they have used the data service

To support the early development of the data service, we have identified three local authorities and three BIDs to join Sounding Boards which provide ongoing advice to the CIU and GLA Planning team. As the project develops, they could form part of the Steering Group.

MEASURING SUCCESS

The success of the partnership will be judged on the following:

- New data identified, or existing data improved (in terms of quality/reliability, timeliness, transparency, user-friendliness etc)
- New members joining
- New member joining who have not previously engaged with GLA data
- Number of people taking up training/knowledge sharing
- Data hub usage statistics
- Savings/economy of scale achieved



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ACTION 2: NEW HIGH STREETS DATA SERVICE

Based on the evidence collected above the policy importance of the high streets and town centres, there is a strong case for a new data service (or process for accessing data) which provides more of a clear, usable journey to good evidence and insights. This will be the first order of businesses for the partnership and will provide the practical infrastructure to help it deliver its objectives.

THE HIGH STREET AND TOWN CENTRE DATA SERVICE

The proposed data service would be an interactive, iterative hub which uses relevant data sets (both maps and graphs) to help local authorities, BIDs, and other partners to track and compare activity (social, economic) within London's high streets and town centres.

RATIONALE

The data service will provide a clearer understanding of the way places are working and emerging from Covid-19 and recession. It will do this by offering a regularly-updated, user-friendly, and well-maintained evidence base for changes in high streets and town centres which can inform local planning, development, and funding decisions—and set a precedent for other cities.

WHO IS IT FOR?

It is important to keep in mind who the core audience is so the user experience is properly tailored; some other data hubs aren't clear about who they're aimed at or what they can/should be used for.

The new data service will be primarily aimed at local authority and BID officers involved in monitoring activity around high streets; tracking Covid-19 and recession recovery; and developing local policies and investment plans. It is critical however that the service becomes a vehicle for democratising data and making it available to anyone who is interested in town centre, high streets and places in London. It is important that this is kept in mind when designing the user interface.

User	Use/Need
GLA	Better data which is comparable and aggregable will help GLA (and other pan London bodies) make informed regional policy. It will enable a more informed consideration of the functionality of the town centre hierarchy as well as providing a fuller appreciation of issues relating to


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	the High Streets for All mission and the impact of actions delivered through this.
Boroughs	Boroughs will be able to access much broader and deeper evidence about their centres. This will help in the formation of action and policy as they navigate through the recession. An accessible service should be able to lower data and consultancy costs as well as enable cross borough collaboration.
BID	The bulk purchase of data will help BIDs access deeper information on the real time performance of their area. Benchmarking will enable them to track performance and added value versus other areas in the London.
Retailer	The new data service and partnership will democratise finer grain spending and movement data which is usually only available to large retailers in major centres. It will help smaller shops and services tailor their offer and better respond to local demand and need.
Developer/Investor	Developers and investors will have information which will allow them to make more informed decisions about spending and have more open and equal discussion with boroughs and local people about their proposals and the need for them.
Civil Society/Voluntary Organisation	More democratically available and easily accessible data will empower local civil society organisations to play a more active role in the evolution of their local centres. They will become more active participants in the evolution of the High Streets for All agenda, being more responsive to the needs of local communities as identified within the data.
Local Resident / Representative	Accessible and understandable data should mean that any individual should be able to become more informed about their places and how they operate. This should lead to a strong conversation about the evolution of places and more informed public consultation in the future.

PRECEDENTS

A town centre and high streets data service of this type would be unique amongst global cities. There are however a number of lessons that can be learned from other data tools delivered by cities around the world.

National and municipal open datasets relating to social and economic activity are not uncommon, nor are interactive hubs to monitor impacts and spread of Covid-19. Far less common are municipal data services dedicated to tracking Covid-19 recovery through a social and economic lens at the high street or town centre level.



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There is no direct comparator data service that we can currently find in other cities; as such, this is likely to be the first of its kind. That said, there are still opportunities to learn from elsewhere. See **Appendix A** for a selection of other hubs.

HOW SHOULD IT BE ACCESSED?

The data service will have its own hub page on the GLA website, with links from other relevant pages (e.g. Webmaps and Tools). The URL should be as short as possible, e.g. data.london.gov.uk/highstreets.

Although it will be using existing datastore infrastructure, the service needs its own 'front door' with an accessible and inclusive design which helps more people to the relevant information. This will require reasonably significant design work and testing to be successful.

Similar to the Infrastructure Mapping Application, the data service will be partially publicly accessible. However, as the GLA will be supplying datasets which are subject to licencing agreements, some elements of the data service will only be available to registered users with a demonstrated remit in high streets analysis and recovery. Criteria for 'demonstrated remit' can be developed through the data partnership.

ETHICS

In development of the new service, there is no intention to collect personal data, nor publishing any data that could be used to identify individuals. All sites and data sets will be subject to the high standards to which the GLA already adheres to as a signatory of the Cities Coalition for Digital Rights and the Local Digital Declaration.

COMPOSITION OF THE SERVICE

A range of options were considered for the service, including:

- Continuing with current arrangements with improved signposting
- Local user-generated and uploaded content for each centre
- A single map of maps which included all information consolidating CIM, Infrastructure Map

In the end, the steering group for this scoping work chose a blended solution which allows some agility of development; recognition of broad ownership of strategy and data; and space to innovate, evolve and test new data types. This has been developed around four types of information/infrastructure, alongside a new 'front door' for those interested in high streets and town centres. Each of these responds to a rationale developed in response to the evidence. The four areas are:

1. **Provocation and Insights:** Space for publishing citywide reflection and insight on high streets, discussing the implications of the data and providing space for the London conversation on progress towards 'High Streets for All'. Briefings and analysis would be provided regularly (e.g. monthly) by GLA Regeneration and GLA Economics.



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2. **Digital Town Centre Health Check:** A new digital version of the town centre health check, providing searchable data on specific town centres in a user-friendly format. This would allow comparison between town centres. This would be owned by GLA Planning.
3. **High Streets Data Map:** A hub for any mappable information, allowing users to visualise information about high street composition and functionality at a local scale. This will be built on the initial mapping prepared for the Busyness Project, but should also include relevant data from the Town Centre Health Check, CIM and infrastructure maps amongst others (detailed further below). It could be overlaid with information such as sectors (Companies House), vacancy (Local Data Company) and land ownership (GLA (public) and Land Registry). The work will be led by the GLA City Intelligence Unit.
4. **Reflection and Local Sentiment:** This will be the most local element to the service. It will provide a repository for local insights including findings of local research, strategy and evaluations of other local sentiment. It is envisaged that this would be semi-open source, with local organisations able to upload information alongside that collated by boroughs, BIDs and the GLA themselves. Managed by GLA Regeneration, this will provide a searchable library of information and ideas for each town centre in London.



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High level components of the data service





EVOLUTION OF USER JOURNEY & FUNCTIONALITY

The data service will provide a mix of headline analysis, charts, and maps—including downloadable elements (e.g. images of charts, raw data, shapefiles)—which illustrate recovery-related activity at both a London-wide and high street/town centre level. Its practical evolution is set out below.

Beta/testing phase (Nov 2020 to Feb 2021)

- **Landing page:** link to and explain Busyness Project and Night-time Observatory beta versions; login/registration infrastructure set up for restricted Busyness Project data (could be similar to IMA login process); link to Data Partnership information and expressions of interest in membership
- **Dashboards:** initial graphs, maps, data links for Busyness Project and Nighttime Observatory; feedback links/forms

Alpha/launch phase (pre-purdah/by 23 Mar 2021)

- **Landing page:** headlines highlighting interesting/relevant changes and offering insight into recovery at a London-wide scale; links to interactive dashboards (Busyness Project/new high streets data service/digitised Town Centre Health Check and Nighttime Observatory); links to themed datasets; link to Data Partnership information ★ *See Appendix D, Paris and United States, for examples*
- **Themed datasets:** webpages collecting links to datasets for themes such as 'economy', 'night-time activity'. The list of links will include information about when each dataset was last updated, the smallest scale it applies to (e.g. ward, LSOA), where the data comes from, and who is responsible for managing it. ★ *See Appendix D, Paris for example*
- **Dashboards:**
 - **Data:** graphs/tables for indicators, including over time where possible; menu for users to add/remove/filter datasets and drill down to view or compare specific town centres and high streets ★ *See Appendix D, United States for example*
 - **Map:** interactive map with a choice of context and activity layers ★ *See Appendix D, GLA Planning Data Map, for example*
 - **Data links:** download options for datasets that don't have licencing/sharing restrictions, as raw data and/or graphics, with clarity about the data source and metadata embedded in each downloadable file ★ *See Appendix D, United States and Amsterdam, for examples*
 - **Data transparency:** 'about this data' javascript pop-up explaining where the data comes from, definitions, date last updated ★ *See Appendix D, United States for example*
 - **Feedback link:** contact email to provide feedback

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Future phase (autumn 2021)

- **Personalised dashboard:** allowing logged in users to set up and save the metrics they want to track, with potential to auto-generate a weekly or monthly report that goes directly to the user by email.
- **'Pathway'/'wizard' tool:** a series of questions accessible from the landing page to help people find the data most relevant to them e.g. about which area they're looking at, what questions they're trying to answer/what they want to know about the area, what time period they want to cover. They receive a list of datasets (based on tags in Datastore) that might help answer the query.
- **New/updated datasets:** where data will be difficult to collect before the March 2021 launch, additional data can be added at this phase (linking with the 'data phases' outlined below).

WHAT DOES IT LOOK LIKE?

Further work is needed to develop an integrated user experience. However, the data service could take inspiration from the following services for its user journey.

Landing page

- Headline, city-wide insights (n.b. Amsterdam example has these as sub-pages, not on main landing page)
- Links to Dashboard/Map
- Links to themed datasets

Example from Amsterdam

Uitgelicht

1.12 **OIS symposium**
Wat doet corona met Amsterdam?
Live vanuit pakhuis de Zwijger

1 december - OIS Symposium

Dossiers

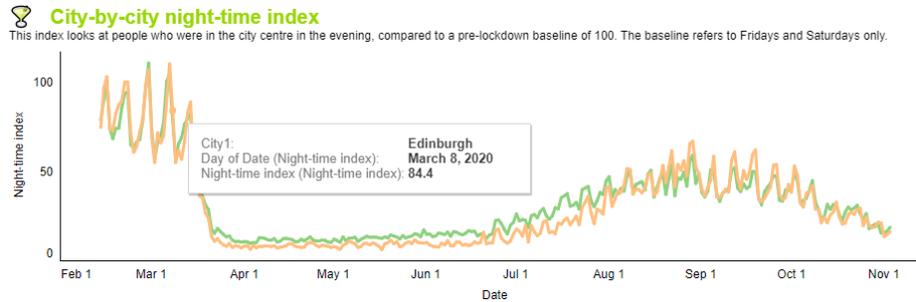
- Corona en de economie**
Welke gevolgen heeft het coronavirus op de economie van Amsterdam en de regio?
- Veiligheid**
Hoe staat het met de veiligheid in Amsterdam?
- Gebieden**
Cijfers over stadsdelen, gebieden, wijken en buurten.
- Toerisme**
De feiten en cijfers over toerisme in Amsterdam bij elkaar.
- Demografie**
Alles over de Amsterdamse bevolking op een rij.
- Wonen**
Alles over wonen in Amsterdam en in de Metropoolregio Amsterdam.

Zoek op thema

- > Werk en sociale zekerheid
- > Duurzaamheid en milieu
- > Cultuur en recreatie
- > Bevolking
- > Economie en toerisme
- > Openbare orde en veiligheid
- > Wonen
- > Onderwijs en wetenschap
- > Verkeer
- > Ruimte en topografie
- > Bestuur
- > Zorg en welzijn

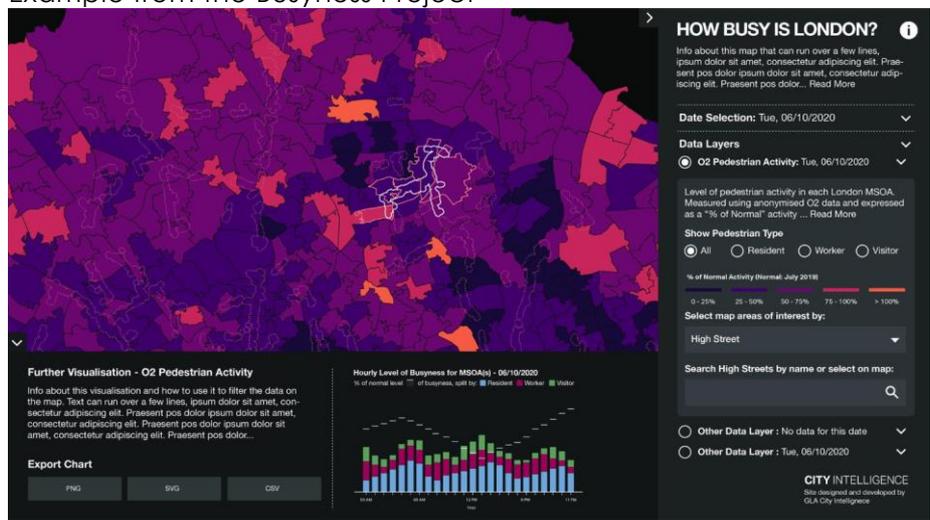
Town Centre Dashboard Example from Centre for Cities recovery tracker

- Interactive graphs
- Tables
- Comparisons between areas



Town Centre Map Example from the Busyness Project

- Map with layer toggles



WHAT DATA SHOULD BE INCLUDED?

The data service is intended to be an iterative project, with new datasets added as they become available and in response to requests via the Data Partnership (see Section 5, Partnership).

At the outset, the data service will contain data the GLA already has access to or is in the process of collecting. We have reviewed the datasets associated with the existing data services listed in Section 2, as well as feedback from the questionnaire, to determine priority for additional datasets. Priority has been assigned based on relevance to high street recovery planning/monitoring, demand, ease and cost of collection, and ease of incorporating into the data service platform.

- **Phase 1:** datasets that should be included when the data service launches to provide a good baseline for activity/recovery monitoring
- **Phase 2:** datasets to source and add within first six months, which should be simple to collect and incorporate

- **Phase 3:** datasets with more complexity in sourcing/programming/cost and/or with lower demand, to add within 12 to 18 months

The above datasets, and those beyond the initial 18 months, will be informed by the Data Partnership/subscribers.

Phase 1

Data	Where to get it	Ease of collection
Map context layers (i.e. more static data requiring less frequent updates)		
Boundaries for: boroughs, devt corps, BIDs, high streets, town centres, SIL, wards	IMA, CIM, PDM, Datastore	1
Public land ownership: borough, GLA family, central govt owned land and privately-owned public spaces	PLO, Datastore, Privately Owned Public Spaces data set	1
Private land ownership	Land Registry (GLA already purchases)	2
Land use	IMA	1
Cycle parking spaces	TfL	1
Cycle routes		1
Accessibility by public transport (PTAL)	IMA	1
Bus stops	CIM (Workspaces also from OWM)	1
National rail stations, lines, tunnels		1
Pavement widths		1
Tube/tram stations and lines		1
Blue ribbon network		1
Open spaces		1
Outdoor space for cultural use		1
Art centres		1
Cinemas		1
Community centres		1
Museums and public galleries		1
Pubs		1
Street markets		1
Flexible/shared workspaces		1
Supermarkets and local grocers		??
Indices of Multiple Deprivation	IMA, CIM	1
Map data layers (i.e. data tracked over time and requiring more frequent updates)		
Footfall	Busyness project, Datastore Covid-19 mobility report	1-2
Key gathering places/activity hotspots	Busyness project	1-2
Consumer spending data	Busyness project	1-2
Chart data		
Consumer spending data	Busyness project	1-2
Footfall/volume of traffic (foot, bike, private car, taxi/private hire) across different days and times	Datastore Covid-19 mobility report	1-2

Data	Where to get it	Ease of collection
Floorspace retail, business, leisure, culture, arts (and % of total) in 2007, 2012, 2016	Experian**	3
Total outlets retail, business, leisure, culture, arts (and sub-categories)	Local Data Company**	3
Occupier and premises types (chains, independents, dept stores, shopping centres) in 2007, 2012, 2016	Experian**	3
Vacant floorspace in 2007, 2012, 2016	Experian**	3
Vacant units	Local Data Company	2
Town centre employment	ONS	3
Vacant units/floorspace in different use categories (e.g. retail, leisure)	Local Data Company**	2
Number of units and/or floorspace (sqm) in different land use categories and sub-categories (e.g. comparison/ convenience retail, restaurants, cafes, hot-food takeaways) (and % of total)		2

**data from 2017 is in the Town Centre Health Check, but should be collected for 2020 (and potentially 2019 to provide more up-to-date pre-covid comparison figures), and updated at least yearly after that for any new service, subject to resources.

Phase 2

Data	Where to get it	Ease of collection
Map context layers (i.e. more static data requiring less frequent updates)		
Areas covered by Article 4 Directions	PDM	1
Open space (including waterways) management/ownership	PLO, CIM, Privately Owned Public Spaces data set	2
Public wi-fi coverage	Potential to collect through Digital Access Mission	3
Speed and quality of digital connectivity	Commons Library: Constituency data, broadband coverage and speeds	1
Crossrail stations and lines	CIM	1
Bus routes	TfL	2
Electric vehicle charge points	Datastore	1
Public libraries	CIM	1
Skate parks		1
Artist workspace, creative workspace, makerspace		1
Creative Enterprise Zones		1
Chart data		
Air quality	London Air API (Imperial)	2
Healthy Streets indicators	TfL results of 'healthy streets mystery shopper' surveys, healthy streets surveys	2

Data	Where to get it	Ease of collection
Business openings and closures	Gov.uk, updated yearly (but for previous year, so significant time lag) or companies house, updated more frequently (but cumbersome to analyse)	3
Market cost of office/retail/industrial space	Commercial agents	3
Information on long term and persistent vacancies	Local Data Company	2
Floorspace for civic and community, health, education facilities (and % of total)	Experian	3
Financial performance: rents	Colliers	3
Financial performance: yields		3
Financial performance: turnover		3

Phase 3

Data	Where to get it	Ease of collection
Map context layers (i.e. more static data requiring less frequent updates)		
Outdoor seating for pubs/cafes/restaurants	Boroughs	3
Public toilets, wheelchair accessible toilets, changing places toilets	Boroughs	2
Brownfield register & site allocations	PDM, LDD, IMA	1
Broadband capacity	IMA, London Connectivity Map	2
Creative Enterprise Zones	CIM	1
Opportunity Areas	IMA, CIM	1
Accessibility by walking and cycling		3
Wheelchair accessible parking/blue badge spaces	Boroughs, TfL	3
Car parking	Boroughs	3
Commercial galleries	CIM	1
Venues: dance, grassroots music, LGBT+, music, theatres, etc	CIM	1
Map data layers (i.e. data tracked over time and requiring more frequent updates)		
Crime and anti-social behaviour	Police.uk	2
Origin of town centre users (local residents, workers, domestic visitors, international visitors)		3
Chart data		
Perceptions of public realm and safety (i.e. from attitudinal surveys)	?	2

Data	Where to get it	Ease of collection
Demographics linked to spending/purchasing	?	3
Demographics of local residents, employees, business owners, town centre users	?	3
Origin of town centre users (local residents, workers, domestic visitors, international visitors)		3
Variations in demographics using the area across different days and times	?	3
Office floorspace affected by office to residential permitted development rights (PDR) prior approvals	LDD	3
Population within 15 and 30-minute walk, cycle, or bus	?	3
Floorspace retail, business, leisure, culture, arts (and % of total) in 2020	Experian	3
Occupier and premises types (chains, independents, dept stores, shopping centres) in 2020	Experian	3
Vacant floorspace in 2020	Experian	3

BUILDING USER CONFIDENCE

To achieve the goal of guiding positive Covid-19 and recession recovery in London, the data service needs to be useful for and well-used by practitioners. However, many are not aware of the breadth of data the GLA holds, and do not have time to seek it out or engage with data held in spreadsheets.

Offering digestible insights (as described on p.22) and presenting data in a user-friendly way is a start, but more detailed guidance and training is critical to giving people confidence in using the service. We recommend that the data service is supported by regular training opportunities in the form of online group sessions every three or four months. These could include:

- Demonstrations from CIU staff on the high streets data service functionality, including accessing and manipulating backend/underlying data
- Theme-specific sessions (e.g. 'local transport', 'retail') to highlight datasets and methods useful for investigating a theme in more detail
- Introductions to other GLA data services and Datastore
- Presentations from practitioners to showcase how they've applied the high streets data service to a particular project or problem

Training needs/wishlists can be developed further with the Steering Group and users.





MEASURING SUCCESS

As indicated by the questionnaire, intended Datastore and data service users have very low awareness of the services on offer. Furthermore, there are no monitoring processes in place to review how people are using data services and whether they are useful. Page views are available, but only offer quantitative information (e.g. total/unique views, how long visitors dwell on a page).

To ensure a new data service is well-used and meets people's needs, a more robust approach to measuring success is needed. For example:

- If using a system that requires registration, tracking how often users log in and which data they are using (if collecting information about their organisation/role, this will allow more granular analysis of who is using what)
- Tracking downloads of datasets by non-registered users to indicate which are most popular/useful
- Counting monthly page views and dwell time
- Collecting feedback from links within the dashboard/map to provide comments via email or a form
- Doing annual user surveys asking how often the service is used, which data is most relevant, what they use the data for (e.g. project planning, funding bids, business cases, impact monitoring), what impact it has for their work/projects
- Tracking attendance at data service training workshops and conducting follow-up surveys with attendees to gauge effectiveness e.g. after three months
- Collecting feedback via data partnership



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PROJECT RESOURCING AND COSTS

In considering the options for the partnership and the potential of the data service, there are clearly resource implications, both in terms of investment and staff resources.

STAFF RESOURCES

It is important to establish the principle that in an ideal world, there would be a team dedicated to delivering the service and the partnership. In the current context, it has been recommended that, alongside the time given by the current steering group, there will need to be at minimum two positions/activities. These are outlined below.

GOOD GROWTH DATA OFFICER (NEW POST)

This role's principal responsibility would be to co-ordinate the technical aspects of the town centre and high street data service, ensuring it is well-maintained and meeting user needs. This would be aligned with the need identified for the management of the Night Time Observatory

Given its technical focus, it is recommended this role sits within the City Intelligence Unit, and would be combined with other data and mapping roles, namely:

- Maintaining and improving the Night Time Data Observatory
- Updating and maintaining the Town Centre Health Check data and dashboard
- Supporting/leading on other emerging data services from RED, Planning and Culture.

Data management

- Develop data service infrastructure
- Maintain and update current datasets
- Pro-actively scan the market and evaluate alternative or additional data sources according to need
- Manage webpages on the London Datastore

Provide insights through analysis and data visualisation

- Make data more accessible via data visualisation/dashboards etc
- Report on trends
- Develop content and profiling to promote organisational approaches



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- Respond to paid commissions related to specific centres or themes
- Develop longer-term commercialisation strategy, including interface with potential private sector users

Training and support

- Provide written guidance
- Provide training to users, especially borough and BID officers

DATA PARTNERSHIP MANAGER (0.5 FTE RECRUITED WITHIN THE GLA)

This role's main responsibility would be to co-ordinate the Data Partnership steering group, users, feedback, training, and promotion.

In order to reach the users who will most benefit from the data, it is recommended that this person sits within the Regeneration Team, but works alongside the City Intelligence Unit and other teams involved in high street planning and recovery. As this does not require a full-time position, it could be appended to an existing officer role. The role would include:

Stakeholder management

- Ongoing management of the data partnership steering group
- Act as point of contact for data partnership members/subscribers
- Arrange surveys, workshops, and ongoing dialogue to understand user needs
- Arrange 3-4 partnership meetings annually to share best practice, discuss new data, launch new components of tool, offer training

Promotion/comms

- Develop promotional strategy (local, national, global) and raise awareness of data service
- Publish monthly or every two months newsletter with data service updates, headline analysis, case studies, upcoming events/training
- National and global promotion of the service

Training and support

- Develop training sessions in partnership with data service manager
- Collect examples of how data is being used and share best practice



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POTENTIAL FOR COMMISIONING OF COLLABORATION

In developing the training and capacity building, it may be more cost effective to engage an external party to support this process. This would be best achieved by an organisation with an existing network who can be drawn into the service. Future of London, Centre for London, LSE and UCL all have different networks and the expertise to develop a programme of engagement and capacity building on behalf of the GLA.

PROJECT COSTS

There are still some unallocated up-front costs which will be necessary to ensure that the data service is successfully implemented. These include:

- Cost for technical services relating to the digitising the Town Centre Health Check (est £20,000 - £40,000 subject to scoping and final agreement)
- Cost of designing site 'front door' and signposting (est £10,000 - £20,000 – assuming development of online infrastructure is done in-house)

Ongoing costs will vary depending upon the data purchased and assembled and the choices of the partners. Based on the current data and shape of the working partnership, the following costs are provided as an indication of this:

Costs	Monthly	Yearly
Data service manager (City Intelligence Unit) at Grade 8	4,916	59,000
Data partnership manager (via existing Regeneration officer) at Grade 6-7, 0.5 FTE	1,625	19,500
Cost of promotion and capacity building	5,000	60,000
Alan Turing Institute Busyness Project support	1,000	12,000
O2 data purchase	20,000	240,000
Mastercard data purchase	2,083	25,000
Town Centre Health Check data update (2019 onwards)		10,000
TOTAL	34,624	415,500

Funding via membership fees

One option to provide the resource for collecting data is to share the cost among data partnership members through a subscription/membership fee.

The questionnaire asked respondents if they would be willing to pay a subscription to access privately-collected data. Only 7% declined; 38% were unsure and 48% would be willing depending on the data and costs involved, as many respondents indicated they have limited budgets.

To make a subscription model attractive, it would have to provide data that meets user needs and cost less than purchasing similar data individually (e.g. Experian, Springboard). It may also help to include free training/knowledge sharing events as part of the subscription, which would upskill staff to use the data service and provide additional benefit to member organisations.



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Based on initial dialogue with LB Boroughs it is estimated that boroughs will buy data (footfall counts, high street user surveys) at a cost of between £5-10,000 per year. If they are developing high street strategies, they will pay consultants between £20-£50,000 per project (some projects will focus upon more than one place). Whilst information on costs is ongoing, it is reasonable to assume an annual base subscription of £10,000 per organisations is reasonable (derived from £8,000 data and £2,000 partnership and training costs)

It should also be the case the data service would provide access to a wide range of datasets free of charge, especially those datasets aggregated to town centres and high streets in the Town Centre Health Check.

Evolving the subscription model

This sort of centralised data partnership is a new endeavour for London and there are few precedents globally. Therefore, the GLA should seek to fund a significant proportion of the cost of the partnership and data service its first 24 months as the concept is developed.

As the partnership and service develops, it will need to consider the costs that would be applied to different groups. To make the service truly democratic, it is reasonable to assume that there will be some cross-subsidy to offer access to groups less able to afford full partnership costs.

Funders should be given some say over the data which is purchased and made available each year. To that end, a clear plan should be published each year.

The following groups will need to be considered when developing scaling of pricing (green are those who may pay more, red are those who may pay less)

Indicative Enhanced Contribution	Indicative Reduced Contribution
<ul style="list-style-type: none">• One off user• Private sector (large)• Private sector (SME, Micro)• Business (developer investor)• Business (consultant)• Academic Institution	<ul style="list-style-type: none">• Business (retailer)• Charity/civil society• Individual Londoner• Student

It should be noted again that a significant amount of data would be made available free of charge to those outside of any subscription model. The benefit of subscribing would be to access the paid for data which would come from any collective purchasing, provision of training and insights and the ability to influence future decision on how data is assembled and used.



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NEXT STEPS – THE FIRST 6 MONTHS

Consideration has been given to the first six months of activity supporting both the establishment of the partnership and the development of the data service. A full project plan will need to be presented for scrutiny by the board, but the core tasks this is likely to include are:

OCTOBER 2020

- Establish internal endorsement
- Link to High Streets for All Mission
- Produce and internally promote the document
- Establish BID and borough Sounding Boards
- Agree data hierarchy
- Ongoing evolution of Busyness Project and map

NOVEMBER 2020

- Start TCHC digitisation project
- Develop brief for design wrap around
- Finalise Steering Group structure and initial members
- Initial announcement of the data partnership and its objectives
- Preview Busyness Project at events (e.g. London Councils)

DECEMBER 2020

- Informal meeting of the Steering Group
- Test Busyness Project with Sounding Board/Steering Groups and soft launch
- TCHC additional data acquisition
- Recruit new post(s)

JANUARY 2020

- Launch Steering Group



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- Ongoing data purchase and cleansing
- Wider communications to boroughs and BIDs
- Finalise the wraparound of the data - visual design and user journey; beta testing with stakeholders and/or partnership
- Agree best arrangements for capacity building

FEBRUARY 2020

- First formal Steering Group meeting
- Preamble to launch – process for promotion
- Develop city-wide provocation and insights content
- Upload local evidence and information where this is held centrally

MARCH 2020

- Launch the high streets data tools as a whole



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APPENDIX A: GLOBAL DATA HUBS

Yellow background = most relevant

Global: public perceptions of change***

<https://public.tableau.com/profile/salesforceresearch#!/vizhome/SalesforceLeadingThroughChangeDashboard/LTCHome>

What it is: An interactive hub tracking public attitudes towards covid recovery and economy across six countries (Australia, Brazil, France, Germany, UK, US)

What it tracks: People's financial concerns, job security, physical/mental health, pessimism/optimism, connectedness to others, attitudes towards changes in the workplace, employee experience, perceptions of small biz, shopping/commerce experiences and expectations

Level(s): Country

Update frequency: Every two weeks

Relevance for London: Nice interface. This hub is interesting for its focus on public perception rather than government data. Perhaps beyond the scope of what GLA's recovery hub hopes to include, but something like Talk London could potentially run short tracking surveys every month to gauge Londoners' own attitudes towards recovery.

Global: OpenTable State of the Restaurant Industry

<https://www.opentable.com/state-of-industry>

What it is: An interactive hub using OpenTable data to show restaurant booking volumes by day across various countries

What it tracks: Seated diners from phone, online, and walk-in reservations; percentage of restaurants using OpenTable that are accepting reservations (as an indicator of them being open)

Level(s): Selected countries and cities

Update frequency: Daily with 1-2 day lag

Relevance for London: Simple interface and allows quick comparison across places. Interesting dataset for monitoring recovery and public confidence in local services; can also see impact within UK of Eat Out to Help Out scheme.

United Kingdom: Centre for Cities

<https://www.centreforcities.org/data/high-streets-recovery-tracker/>

What it is: UK-wide interactive online tracker focused on towns and cities, showing comparative progress towards achieving 'pre-lockdown' level of urban activity. It allows comparison between different cities or comparison between pre- and post-lockdown activity for an individual city.

What it tracks: Where visitors are coming from, how many workers are in the city, weekend/weekday/nighttime activity. It relies on data from Locomiser for footfall. It's based on an index (compared to pre-lockdown baseline of 100, which was taken from Feb-Mar) and gives an 'overall recovery index' for each city.

Level(s): Towns/cities

Update frequency: Appears to be monthly

Relevance for London: Interface is clear. Ability to compare areas against each other may be helpful for a similar service for London.





United Kingdom: Oxford Covid-19 Impact Monitor

<https://www.oxford-Covid-19.com/?id=142703&data-region-id=34609>

What it is: Interactive hub with map and data visualisation with info relating to clinical commissioning groups throughout the country.

What it tracks: Population movement, population flows, home stayers, supermarket visits, hospital visits, park visits. The dashboard shows each of these metrics as a percentage change but it's unclear whether the change is from the previous day or another time. Movement data is supplied by Cuebiq. The dashboard has interesting metrics but at a glance it's difficult to work out what the data means (explanations are given in a separate tab).

Level(s): Regions, with some data available at individual CCG level

Update frequency: Appears to be daily with a couple days lag

Relevance for London: The information it tracks is relevant for high streets, especially movement and supermarket visits.

United Kingdom: Local Data Company

<https://www.flipsnack.com/LocalDataCompany/first-look-Covid-19-insight-pack/full-view.html>

What it is: A traditional report rather than interactive/dynamic hub which offers a snapshot of retail-focused activity throughout the UK.

What it tracks: Performance of retail subsectors (e.g. which have been quick vs slow to reopen); reopening rate among independents vs chains; activity in retail parks vs shopping centres (but not high streets); year on year and week on week footfall volume changes.

Level(s): Region

Update frequency: Unsure, but given the amount of commentary that has gone into it, wouldn't expect monthly updates

Relevance for London: Breakdown by retail subsector and data on reopening rate is interesting.

Newcastle: Newcastle Uni Urban Observatory

<https://covid.view.urbanobservatory.ac.uk/#intro>

What it is: A data hub using thousands of sensors and data sharing agreements to monitor activity around key points in the city (e.g. specific streets, car parks, buildings).

What it tracks: Traffic and pedestrian flow, congestion, car park occupancy, air quality, energy consumption (of selected buildings), climate. Some data sets offer comparison to previous year's data.

Level(s): Street, asset

Update frequency: Appears to be daily or near enough, but the data viz usually doesn't go back more than a few weeks (data in spreadsheets goes back further).

Relevance for London: Graphs offering comparison to previous year's data are useful, but the interface displaying them is a little out of date. Ped/traffic flow counts would be more effective if linked to a map.

Paris

What it is: City government hub (their equivalent of London Datastore)

What it tracks: Huge range of data – trees and green spaces (incl. 'remarkable trees'), parking, public wifi sites, public toilets, cycle hire availability, drinking fountains, traffic counts...

Level(s): City-wide, but most (all?) data is plottable on a map to show how things are spread out across the city.

Update frequency: Depends on the dataset

Relevance for London: It's very similar to Datastore, but the search results screen is a little more useful. A nice thing about it is that a lot of the key details and functionality for the datasets are



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just listed on the main search page. There's no need to click into the dataset to see when it was last updated, the source, or to do things like export data or display on a map.

Amsterdam***

<https://data.amsterdam.nl/dossiers/dossier/corona-en-de-economie/473ee7ce-1219-44f2-836e-90f63da7a751/>

What it is: City government hub about coronavirus and the economy with indicators at the city level, which is a mix of commentary and dashboard

What it tracks: Hotel stays, airport passengers, labour market, consumer confidence, global trade, etc. This information exists within a dashboard as well as downloadable spreadsheets. Seems to only be city-wide trends, not neighbourhood specific. Lots of data sets use an index going back 1 and 10 years, others are absolute data.

Level(s): City-wide

Update frequency: Depends on data stream. Some updated by quarter, others appear to be monthly. They also publish short 'fact sheets' every couple months and news articles discussing growth expectations.

Relevance for London: Each metric has an explanation of what it is and where the data comes from, so it's transparent and user-friendly. The interface is a good example of a clear, city-wide dashboard. Indicators would be interesting to see in London context.

Barcelona: Covid-19 and Barcelona***

<https://dades.ajuntament.barcelona.cat/sequiment-covid19-bcn/>

What it is: Interactive hub with graphs and underlying data relating to various city-wide indicators.

What it tracks: Covid confirmed cases, weather and environment quality, port/airport operations, vehicle use/traffic composition, public transport demand, visitors, food prices, labour market (employment, dismissals, workers affected by industry), energy and water consumption, property sales, 'domestic bookings' (tourism), employee work places. Also has a list of neighbourhood support networks and contact details. Data comparable over time, going back to well before lockdown.

Level(s): City-wide

Update frequency: Depends on data set – some appear daily, others have month or so lag.

Relevance for London: Nice interface and good breadth of data, with coverage going back several months/year in some cases which is helpful for comparisons. Tracking food prices is interesting and could be worth incorporating this and the costs of other basic goods for London (particularly as upcoming Brexit might have an impact here). Changes to residential property prices/rents and energy/water consumption would also be relevant.

Toronto

<https://open.toronto.ca/dataset/toronto-economic-bulletin/>

What it is: An economic health spreadsheet for city-wide indicators

What it tracks: Labour market information (wages, unemployment), GDP estimates, real estate activity, retail sales, transportation use (trains, airports, metro, buses), housing starts, commercial vacancy, and the city's place within global city rankings. Tracker has been in operation for a while so presumably can compare new data to older spreadsheets to understand covid impacts. It's similar to London's own TCHC in format and data, though doesn't have as much information.

Level(s): City-wide

Update frequency: Monthly



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Relevance for London: Global city rankings could be an interesting thing to include as a very rough way of tracking recovery against other major cities.

United States: Track the Recovery***

<https://tracktherecovery.org/>

What it is: Interactive hub tracking consumer and economic activity throughout the country.

What it tracks: Changes in consumer spending, small biz data, job posting, unemployment claims, etc across cities. It's similar to the Centre for Cities hub in that it compares city recovery across the country, but can also drill down into individual cities for the metrics on offer.

Level(s): Country, state, county, city (depending on data set)

Update frequency: Seems to depend on data stream, some up to date by the day, others a couple weeks, others a month or so.

Relevance for London: Interface is similar to Centre for Cities but has more flexibility in allowing the user to select which indicators to display, which is useful since it has more indicators than Cfc. It also offers downloads of the charts displayed. Some of the indicators are interesting, e.g. job postings, education, change in employment by income groups. The landing page with key insights is a nice touch – gives confidence that the hub is monitored and being used.

NYC: Open Restaurant map 1

<https://experience.arcgis.com/experience/ba953db7d541423a8e67ae1cf52bc698>

What it is: Interactive map showing status and amenity of NYC food and beverage outlets.

What it tracks: Whether a restaurant is open (though doesn't seem to show open hours); what type of outdoor seating it has; whether it serves alcohol. It's limited in scope and doesn't offer much that Google Maps etc doesn't (it shows types of seating, but doesn't show open times, cuisines, busy-ness...)

Level(s): Individual business

Update frequency: Appears to have live updates but unsure where the data comes from – is it businesses making the updates or a city officer?

Relevance for London: Interface shows almost all info within one screen, which some people might like, but others will find cluttered. Here for reference only.

NYC: Open Restaurant map 2

<https://citiessense-enterprise.carto.com/u/swc28/builder/f1f68b35-cd40-4338-b256-9d892260714d/>

What it is: Interactive map showing status and amenity of food and beverage outlets within NYC BIDs.

What it tracks: 'Participating' restaurants within BIDs (unclear if 'participating' means open, or restos which are BID fee payers); type of seating available; types of cuisine served

Level(s): Individual business

Update frequency: Last updated two months ago

Relevance for London: As above, limited in scope, particularly as only covers BID areas. Here for reference only.

Las Vegas Community Dashboard

What it is: A mix of graphs and tables for indicators across Las Vegas and southern Nevada

What it tracks: Economic and workforce indicators (employment, retail activity, commercial vacancy, housing market, employees by sector, businesses by sector and number of employees, wages by sector, education levels), development, business, foreclosures, neighbourhood demographics (seems based on census data), schools,

Level(s): City-wide



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Update frequency: unclear for some data sets, hub isn't very transparent on the time periods data covers. Others appear to be monthly.

Relevance for London: The look of the hub is very slick – it's strongly branded and well-laid out, feels very coherent.

San Francisco/Bay Area: Path to Economic Recovery

<https://jill.maps.arcgis.com/apps/MapSeries/index.html?appid=dbcb2c51a43e4f9b91bedff96ec5d23e>

What it is: A mix of graphs, traditional report with commentary, and a small amount of interactive data covering the city-region level.

What it tracks: Discusses job losses, recovery by industry, focus on AI industry, online shopping/e-commerce industry changes, venture capital activity, impacts on 'sharing economy' (Airbnb, uber, lyft etc).

Level(s): City-wide

Update frequency: 'Last updated' dates on the posts are recent, but some of the data in graphs dates back to June – difficult to tell what's being updated and when. Data is either displayed monthly or yearly, some going back a few months, others going back a few years.

Relevance for London: Some of the data streams are interesting, such as venture capital movements, changes to sharing economy, and growth of e-commerce – all things that could be also be indicators for London, if data is available.

Santa Monica: is open for business

<https://smgov.maps.arcgis.com/apps/InteractiveLegend/index.html?appid=42d89e1939d540a4ba79474c90422210>

What it is: Interactive, community-updated map showing which businesses are open.

What it tracks: Business website, email, open times, essential services offered, type of business. Like NYC food maps doesn't necessarily offer more than Google Maps.

Level(s): Individual business

Update frequency: As and when business owners/ reps make updates

Relevance for London: Mostly interesting for relying on businesses to make their own updates via <https://survey123.arcgis.com/share/002d843a661745879de8f3c35a5512ac>

Los Angeles

<https://laist.com/projects/2020/coronavirus-economy/la/los-angeles/>

What it is: A public facing narrative style data 'story'

What it tracks: Standard indicators for labour markets and activity.

Level(s): City-wide

Update frequency: Not collated by public sector so not sure it'll be updated. Data on display goes back months and years.

Relevance for London: Mostly interesting as an example of how to do a more narrative-oriented data display.

New Delhi

<https://public.tableau.com/profile/paighowal#!/vizhome/DelhiAirQualityIndex/NewDelhiAQI>

What it is: An unofficial/non-government data viz focusing on air quality changes during covid

What it tracks: Air quality changes by day

Level(s): City-wide

Update frequency: Daily

Relevance for London: Interesting for the way it displays daily AQ data using a calendar combined with a line graph, and use of colour to indicate severity of AQ issues



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APPENDIX B: QUESTIONNAIRE

ABOUT THE SURVEY

The pandemic has had a big economic and social impact on London's high streets. We have seen record falls in footfall and economic output. Temporary closure of businesses could become permanent, especially in retail, hospitality and leisure. The loss of social and cultural infrastructure is also a high risk.

The GLA is looking into a new high street data service for boroughs and BIDs. This would provide better evidence and useable insights for your high street recovery planning.

We would be grateful for your input. We need to know what information would most help you and your team understand economic and social activity on London's high streets. The survey takes around 10 minutes to complete.

ABOUT YOUR DATA

The survey is administered by PRD on behalf of the GLA. Survey responses will be analysed by PRD and shared with the GLA. Any personal information supplied will be detached from survey responses during analysis.

For more information, contact amanda.robinson@prdemail.com or mathilde.lebreton@london.gov.uk.

ABOUT YOU

Q1 What organization do you work for?

[single line text]

Q2 What is your role?

[single line text]

EXISTING DATA SERVICES

Have you ever used any of the following GLA data services as part of your current role?

Q3 Town Centre Health Check [url or screengrab]

- Yes, I use it monthly or more often
- Yes, I use it a few times a year
- Yes, I use it once a year or less
- No
- Unsure/don't remember



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Q3a If 'yes', what information is most useful to you/your team?

[free text box]

Q3b If no, why haven't you used it? Tick all that apply.

- Didn't know it existed
- User interface not useful
- Doesn't have the data I/my team need(s)
- Information not updated frequently enough
- Source/reliability of information unclear
- We use a different data service for this information
- Other, please specify:

Q4 Cultural Infrastructure Toolbox [url or screengrab]

- Yes, I use it monthly or more often
- Yes, I use it a few times a year
- Yes, I use it once a year or less
- No
- Unsure/don't remember

Q4a If 'yes', what information is most useful to you/your team?

[free text box]

Q4b If no, why haven't you used it? Tick all that apply.

- Didn't know it existed
- User interface not useful
- Doesn't have the data I/my team need(s)
- Information not updated frequently enough
- Source/reliability of information unclear
- We use a different data service for this information
- Other, please specify:

Q5 London Datastore [url or screengrab]

- Yes, I use it monthly or more often
- Yes, I use it a few times a year
- Yes, I use it once a year or less
- No
- Unsure/don't remember

Q5a If 'yes', what information is most useful to you/your team?

[free text box]

Q5b If no, why haven't you used it? Tick all that apply.

- Didn't know it existed
- User interface not useful
- Doesn't have the data I/my team need(s)
- Information not updated frequently enough
- Source/reliability of information unclear
- We use a different data service for this information
- Other, please specify:



Q6 What other sources of information (from the GLA or other sources) do you use?

[free text box]

POTENTIAL DATA SOURCES

The GLA is looking to improve the way information about high streets and town centres is disseminated. This includes considering different ways of presenting data (e.g. providing interactive maps and graphs in addition to spreadsheets) and making new types of data available.

Q7 What information would most help you/your team understand economic and social activity around the high streets and town centres within your remit? Tick all that apply.

PEOPLE

- Demographics of town centre users
- Demographics linked to spending/purchasing
- Demographics of local residents, employees, and/or business owners
- Origin of town centre users (local residents, workers, domestic visitors, international visitors)
- Services for particular ethnic, cultural, or religious groups
- Footfall
- Variations in demographics using the area across different days and times
- Key gathering places/activity hotspots
- Sentiment and happiness of high street/town centre users
- Wellbeing of local residents
- Information on grassroots orgs, traders' associations, residents' groups, and informal networks

USES & ACTIVITIES

- Number of units and/or floorspace (sqm) in different use categories (e.g. retail, leisure, office, community uses, housing) and finer grained sub-categories (e.g. comparison/convenience retail, restaurants, cafes, hot-food takeaways)
- Units and/or floorspace (sqm) in different use categories/sub-categories as a proportion of all units/floorspace in the town centre/high street and trends over time
- Vacant units/floorspace in different use categories (e.g. retail, leisure, office, housing) including vacancy rates and trends over time
- Information on long term and persistent vacancies
- Information on business opening hours and licencing hours
- Local built assets (including heritage assets) and ownership
- Open space (including waterways) and management/ownership
- Anticipated investment areas
- Developments with planning permission
- Developments under construction
- Recently completed developments
- Local Plan site allocations
- Speed and quality of digital connectivity
- Public wi-fi coverage
- Creative Enterprise Zones

BUSINESS & ECONOMY

- Number of workplace jobs in high street/town centre by sector (e.g. retail, hospitality)



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Demographics of people employed in high street/town centre
Employee contract types (e.g. permanent, temporary, contracting, self-employed)
Number of job postings
JSA/UC claimants
Information on number and type of businesses (e.g. SMES/large business, chains/independents)
Consumer spending data
Business openings and closures
Cost of office/commercial/industrial space (both market rate and affordable)
Commercial space lease types and terms
Online presence of local businesses/links to websites
Payment method available (i.e. cash only, card only, all formats)
Number of contactless purchases
Location of ecommerce pickup hubs (e.g. Collect+, Amazon lockers, Hermes)
Business Improvement District presence and operational areas
Hotel/Airbnb vacancy
Business opening and closing times

TRANSPORT

Accessibility by walking and cycling
Accessibility by public transport (PTAL)
Volume of traffic (foot, bike, private car, taxi/private hire) across different days and times
Volume of tube/rail/DLR/tram station passengers across different days and times
Modal split data
Step-free access to/from public transport
Wheelchair accessible parking/blue badge spaces
Inclusive access drop-off/pick-up points
Shop mobility schemes
Origin-destination data
Population within 15 and 30-minute walk, cycle, or bus
Quality of cycle routes
Cycle and car parking spaces
Road collision data
Availability of taxi ranks

ENVIRONMENT & HEALTH

Quality of public realm
Healthy Streets indicators
Perceptions of public realm and safety (i.e. from attitudinal surveys)
Types and locations of crime
Availability of public toilets, wheelchair accessible toilets, changing places toilets
Width of pavement
Availability of outdoor seating for pubs/cafes/restaurants
Building height and density data
Conservation Areas (coverage)
Air quality indicators (CO2, NO2, PM2.5, PM10 across different days and times)
Noise data
Light pollution data
Electric vehicle charge points
Flood risk data



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Urban heat island effect and overheating risk
Microclimate (wind, temperature) data
Ambulance visits

Q8 Is there any other information that would be helpful?

[free text box]

DATA USE

Q9 How often would you expect to use high street and town centre data?

- 1-2 times per year
- 3-4 times per year
- Monthly
- Multiple times per month

Q10 What level of data access would you use? Tick all that apply.

- Interactive dashboards with headline data, maps and/or graphs
- Individual map and/or graph data in downloadable spreadsheets
- Raw data in downloadable spreadsheets
- Application programming interface (API) to replicate/access the data for your organisation's own data hub

Q11 Some privately-collected data including consumer spending data (e.g. credit card transactions) and mobile data (e.g. footfall activity by hour, demographics, residents vs visitors) are available for monthly or quarterly fees. Would your organisation be interested in co-funding access to these data streams, alongside other boroughs and business improvement districts, to help spread the cost?

- Yes, we are interested but would like to know more about the data
- Yes, we would pay up to £750/month
- Yes, we would pay up to £1500/month
- Yes, we would pay up to £2500/month
- Unsure
- No

Q12 Do you have any other comments?

[free text box]

DATA SHARING

Q13 The GLA is currently working with the Alan Turing Institute to use TfL CCTV cameras for tracking things like footfall, social distancing, and vehicle movements. The project could be expanded to include CCTV cameras owned by local authorities and business improvement districts. Would your organisation be interested in learning more about how to participate? (If yes, your contact details will only be used to share information about this project.)

Yes, my email address is ____

No



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Q13 Would you like to be notified of any future developments regarding the proposed data service? (If yes, your contact details will only be used to share information about this project.)

Yes, my email address is _____

No



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APPENDIX C: QUESTIONNAIRE RESPONDENTS

Respondent organisations A-Z

Aldgate Connect BID
Angel BID/angel.london
Better Bankside x2
Bexleyheath BID
Brixton BID
Camden Town Unlimited
Cross River Partnership
Unnamed BID
Hampstead and Midtown BID
Ilford BID
Love Wimbledon BID
Make It Ealing BID
Marble Arch London BID
Sidcup Partners Ltd
Successful Sutton BID
Team London Bridge
Vauxhall One
WeAreWaterloo BID
Your Bromley BID
GLA
Old Oak & Park Royal Development Corporation
LB Brent
LB Bromley
LB Croydon x2
LB Ealing x2
LB Enfield
LB Haringey x3
LB Harrow x4
LB Hillingdon
LB Hounslow x2
LB Lambeth
LB Richmond
LB Southwark x2
LB Sutton
LB Tower Hamlets x2
LB Waltham Forest
LB Wandsworth
RB Kensington & Chelsea
RB Kingston upon Thames
Westminster City Council x2
Unnamed local authority x2
Unnamed Social Housing architect

Respondent job titles A-Z

BID Manager x6
Business and Enterprise Manager x2
Business Growth and Inward investment manager
Chief Executive x6
Development Director
Director
Economic Development
Economic Growth Senior Manager
Engagement Manager
Estate Renewal Manager
External Funding Manager x2
GIS Officer
Growth and Delivery Team Leader
Growth and Economic Development
Head of Area Regeneration
Head of High Streets
Head of Process Design
Head of Regeneration
Head of Renewal
High Streets and Town Centres Manager
Infrastructure Coordination - Streetworks Lead
Investment Opportunities Officer x2
Manager of High Streets & Town Centres Team Manager x2
Managing Director
Marketing & Events Manager
Operations Manager
Place Shaping Officer
Placeshaping Director
Planner
Planning Policy Team Manager
Principal Regeneration Officer
Programme Manager
Project Manager
Regeneration Manager x2
Research Officer & Assistant Census Liaison Manager (ACLM)
Senior GIS & Address Data Officer
Service Manager
Town Centre Improvements Manager
Urban Design Manager

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APPENDIX D: USER INTERFACE EXAMPLES



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Paris Open Data example landing page

1. Links to datasets by theme
2. Headline data
3. Links to raw data, which detail date last updated, source, licence, and data visualisation/export options
4. List of most popular datasets (timescale unknown)

1 Retrouvez les données par thématique :

Administration et
Finances Publiques

Citoyenneté

Environnement

Equipements, Services
Social

Commerces et
tourisme

Culture

Mobilité et Espace
Public

Urbanisme et
Logements

4 Jeux de données les plus populaires

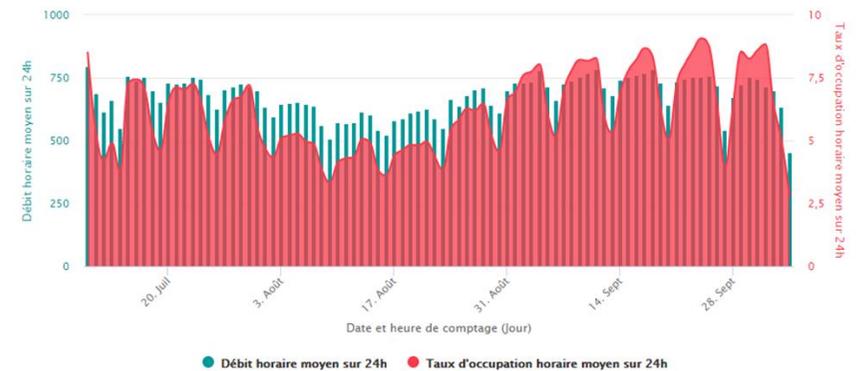
-  Vélib' - Vélos et bornes - Disponibilité temps réel
1 645 723 téléchargements
-  Un verger dans mon école
98 315 téléchargements
-  Parcs de stationnement concédés
75 473 téléchargements
-  Belib' - Prises de recharge pour véhicules élec...
71 537 téléchargements
-  Liste des prénoms
42 576 téléchargements

2

Donnée à la Une :
COMPTAGE ROUTIER en J-1 sur 13 MOIS GLISSANTS !
33 millions d'enregistrements et jointure géographique avec 3700 compteurs (tronçons de voie)

Produite par le Poste Central d'Exploitation Lutèce de la Direction de la Voirie et des déplacements, la donnée est chargée et indexée quotidiennement. - Le plus gros jeu de données en J-1 jamais publié sur la plateforme PARIS DATA ! :-)

Exemple : Profil des 3 derniers mois du comptage routier - Moyenne quotidienne du débit et du taux d'occupation



Toutes les dates et heures sont affichées dans le fuseau horaire Europe/Paris.

[Accédez aux données](#)

3

[Tous les jeux de données du Comptage routier](#)

Amsterdam economic indicators example dashboard

A chart-focused review of activity

Link

1. Link to download raw data, which is held on a separate page listing date of publication, date last updated, time period covered, and responsible officer
2. Headline indicators which expand to show detail on click
3. Description of graph and definitions
4. Update frequency, date last updated, data source

How is the Amsterdam economy doing?

The key indicators below show how the economy in Amsterdam is doing. We update the figures monthly or quarterly depending on when they become available.

1 > Download de data

bbp <small>kw1 2020 - kw2 2020</small> ▼ -8.5%	Wereldhandel <small>mei 2020 - jun 2020</small> ▲ 7.6%	AEX <small>aug 2020 - sep 2020</small> ▼ -1%
Producentenvertrouwen <small>jul 2020 - aug 2020</small> ▲ 3.3 /±100	Consumentenvertrouwen <small>aug 2020 - sep 2020</small> ▲ 1 /±100	Verkochte woningen <small>kw1 2020 - kw2 2020</small> ▼ -4.8%

2

3

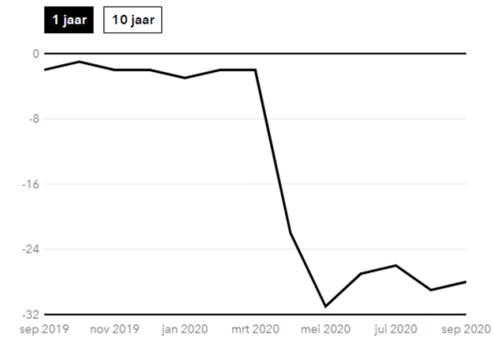
This graph shows consumer confidence per month. Positive and negative consumer expectations are related to their spending and are therefore an important predictive indicator of economic development. The more optimistic or pessimistic the consumers are, the more the value of consumer confidence will deviate positively or negatively from the zero line. In theory, consumer confidence can vary from -100 to +100, but in practice the deviation from the zero line is smaller.

How is consumer confidence calculated?

Consumer confidence indicates how much confidence consumers have in the economic climate. Statistics Netherlands calculates consumer confidence as the balance of the positive and negative expectations of Dutch consumers about economic developments and the financial situation in the coming 12 months.

4

Wordt maandelijks bijgewerkt. Laatste update: sep 2020. Bron: CBS.





United States 'Track the Recovery' example landing page with headline insights

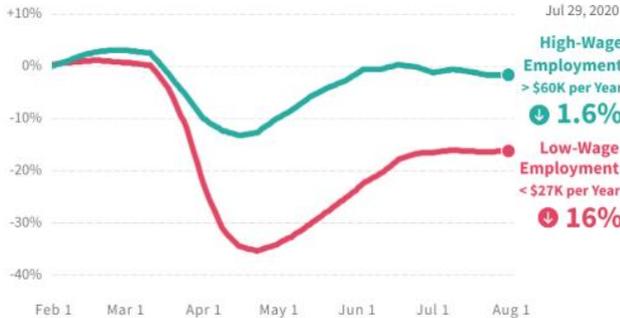
[Link](#)



Track the economic impacts of COVID-19 on people, businesses, and communities across the United States in real time.

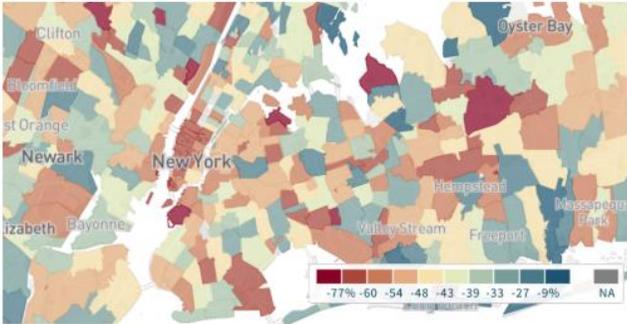
Recession has Nearly Ended for High-Wage Workers, but Job Losses Persist for Low-Wage Workers

While employment rates have rebounded to nearly pre-COVID-19 levels for high-wage workers, they remain significantly lower for low-wage workers.



Low-Income Employment Down in Affluent Areas

Declines in high-income spending led to significant employment losses among low-income individuals working in the most affluent ZIP codes in the country, as shown in the map below of employment declines in early June in New York City.



How has COVID-19 impacted your community?

EXPLORE THE DATA

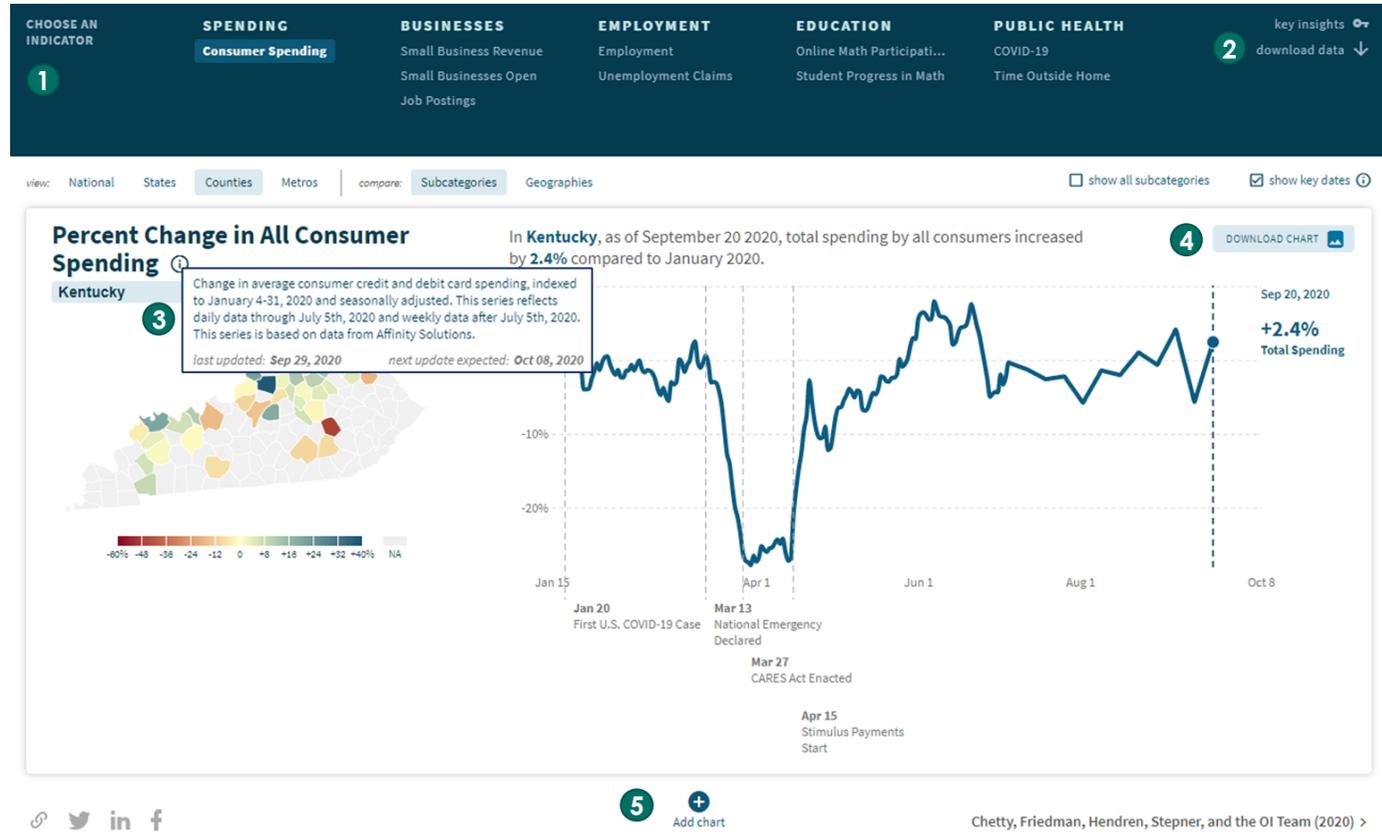
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United States 'Track the Recovery' example dashboard

A primarily chart-focused review of activity with choropleth maps to illustrate certain indicators

Link

1. List of indicators
2. Link to download raw data, hosted on Github alongside a data dictionary
3. On-hover info box explaining the data, date last updated, next expected update
4. Option to download chart as .png
5. Option to add charts for more indicators

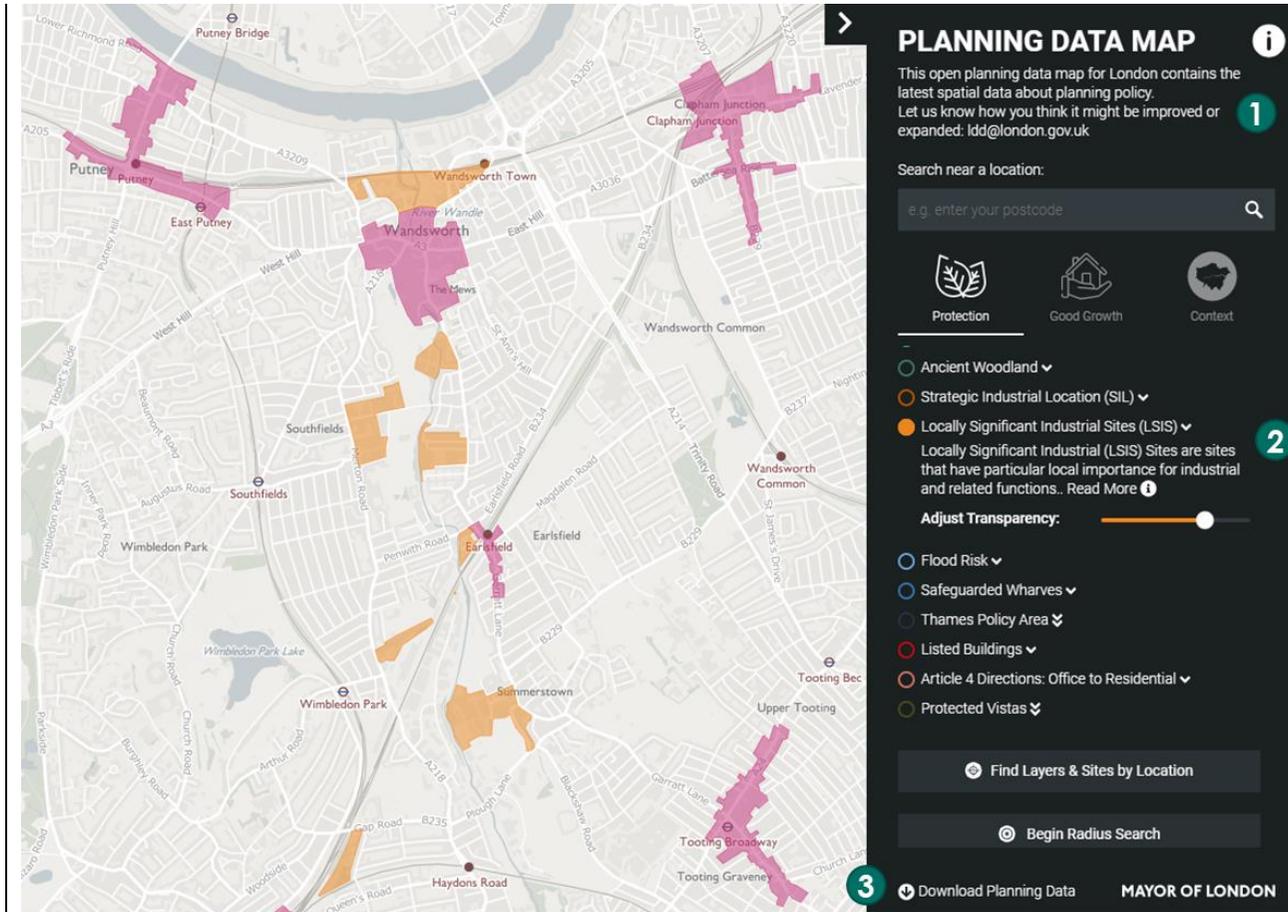


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GLA Planning Data Map

A map-based review of spatial planning and development elements

1. Brief explanation with contact info; pop-up with more detailed description of map
2. Choice of layers with explanations of each dataset
3. Link to download datasets



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