Hoxton Analytics for Retail Destinations

Case Study: Spitalfields Market

Location: London, UK
Client: Bishops Square Sarl
Managing Agent: CBRE

Annual Footfall: >10m
Previous Supplier: n/a
Live Date: December 2018

The Challenge

Spitalfields Market is a landmark indoor/outdoor retail destination in East London. Its mix of independent traders, cutting-edge fashion and artisan food attracts huge numbers of annual visitors (over 10m to the covered market area alone). Under the current ownership there has been considerable investment into the market and surrounding area. The asset management team want to track the impact of these decisions over time by gathering accurate foot traffic and gender mix data.

The Solution

CBRE appointed Hoxton Analytics to deliver a highly-accurate, GDPR-compliant counting solution that would inform key footfall and capture rate metrics along with valuable behavioural/demographic insights on visitors to Spitalfields Market. Low-levels cameras provide coverage of all key entrances and exits to the market along with passing street traffic on both Brushfield Street and Lamb Street.

The Results

Hoxton Analytics has been covering the site since December 2018 with an audited accuracy rate of 96.05%.

Management have near real-time visibility of visitor numbers and street-to-market capture rates broken down by hour, day, week, entrance and gender. The data allows them to benchmark performance, assess the return on their investment into marketing/promotional activities and share valuable pedestrian insights with occupiers.

Accurate, private & insightful pedestrian data

- Footfall
- Gender
- Occupancy
- Dwell-time
- Direction
- Capture rates