Case Study: HATCH

Location: Manchester, UK
Annual Footfall: ~ 1m
Client: Bruntwood
Previous Supplier: n/a
Managing Agent: n/a
Live Date: June 2019

The Challenge

HATCH is Manchester’s award winning food, drink and retail destination. A place to shop, eat and drink, 7 days a week with over 30 independent traders. Management have used wi-fi analytics in the past to count and profile visitors to the scheme, but this proved to be inaccurate and offered limited reporting capabilities. In addition to understanding the number of visitors to HATCH, it is important to know how many potential visitors are passing on Oxford Road.

The Solution

Bruntwood, which owns and manages HATCH, chose to appoint Hoxton Analytics to deliver a highly-accurate, GDPR-compliant counting solution that would inform key footfall, occupancy and capture rate metrics along with valuable behavioural/demographic insights on visitors to the site.

The Results

Hoxton Analytics has been covering the site since June 2019 with an audited accuracy rate of 98.60%.

The solution tracks pedestrians passing outside on Oxford Road and those who cross a threshold into the site. This allows management to measure and understand street-to-mall ‘capture rates’, broken down by hour, day, week and gender.

Accurate, private & insightful pedestrian data