



Government
Events

governmentevents.co.uk | 0330 0584 285 | info@governmentevents.co.uk

Edouard Epaud

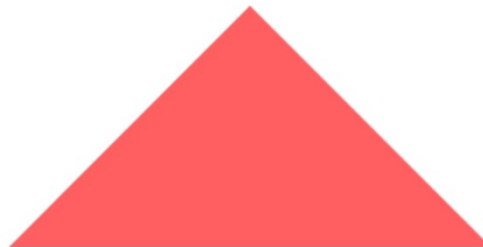
Head of UK

Mytraffic



mytraffic

The next data platform for physical places





Edouard Epaud – Head of UK at Mytraffic

For the last 5 years, I've been helping Local Authorities, Retailers and Landlords take **data-driven decisions**.

1

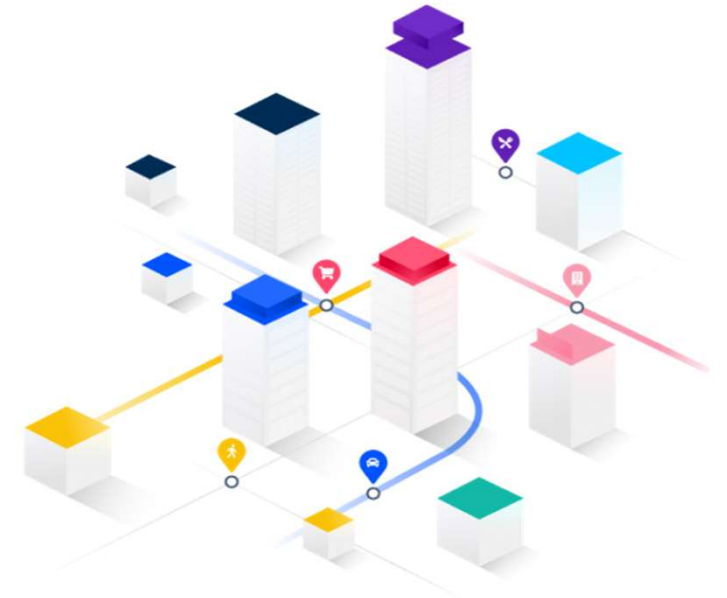


1

make data driven

Dilem Tekan, 29/03/2022

How to **revive** town centres and local high streets after COVID?



Using **location insights** to make your local areas more attractive

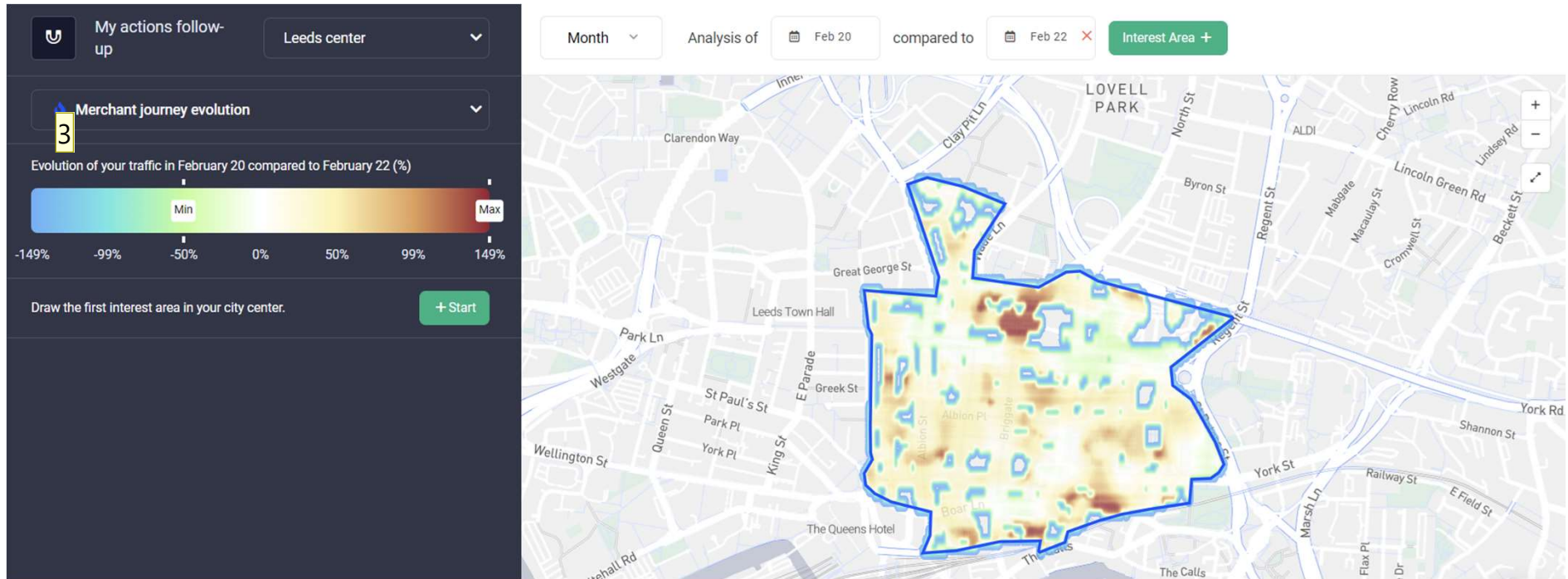
Slide 4

2

Maybe "use" so it matches the same tense as the title

Dilem Tekan, 29/03/2022

Example: Leeds City Centre



3

What is the context of this slide?

Dilem Tekan, 29/03/2022



The impact of the pandemic on UK High Streets

High streets all over the UK suffered during Covid

-73%

Market Street,
Brighton

-88%

Princes Street,
Edinburgh

-80%

The Shambles, York

-73%

Camden Street,
London

-88%

Buchanan Street,
Glasgow

-78%

The Trafford Centre,
Stretford

-31%

Morley High
Street, Leeds

-82%

Milsom Street,
South West

-76%

Fleet Street,
Liverpool

UK High Streets are recovering at a different pace in 2022

-17%

Market Street,
Brighton

-18%

Princes Street,
Edinburgh

+4%

The Shambles, York

-52%

Camden Street,
London

-12%

Buchanan Street,
Glasgow

+79%

The Trafford Centre,
Stretford

+8%

Morley High
Street, Leeds

-30%

Milsom Street,
South West

-29%

Fleet Street,
Liverpool

Slide 8

- 4 Then it should be 2022 compared to march 2020
Dilem Tekan, 29/03/2022
- 5 Isn't this the wrong way round - if leeds is 8% higher now than 2020
Dilem Tekan, 29/03/2022
- 6 Just a small correction
Dilem Tekan, 29/03/2022

UK High Streets are recovering at a very different pace



VS.



Camden High Street, London

-52%

Compared to pre Covid levels

The Shambles, York


+4%


Compared to pre Covid levels


Slide 9

- 7** First impression is this comparison seems a little random
Dilem Tekan, 29/03/2022
- 8** Maybe it would be better to compare two places in London?
Dilem Tekan, 29/03/2022

The ¹¹only way to measure the real impact of Covid is by having historical data

 Footfall data on any address across the UK

 Visitors' insights by day, week, month and year

 Visualisation of the impact of Covid on footfall



Slide 10

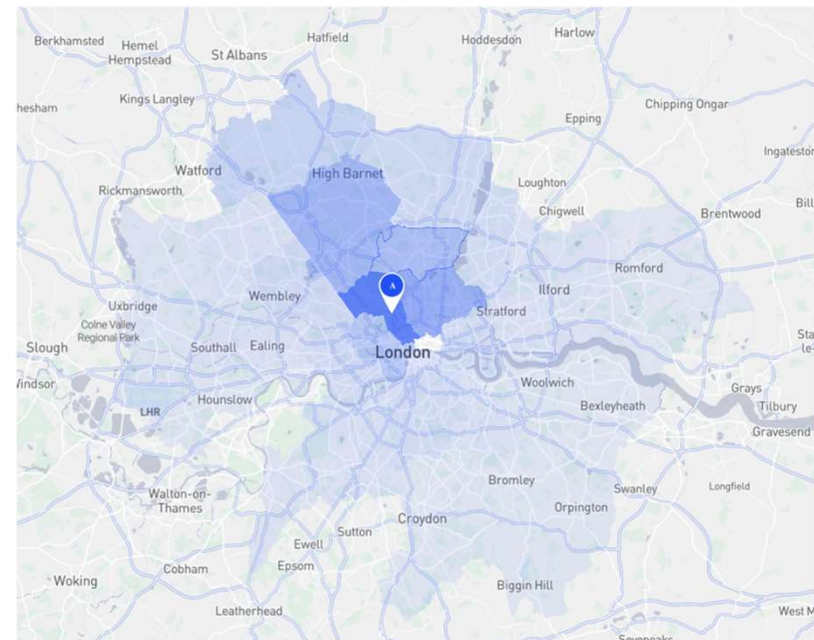
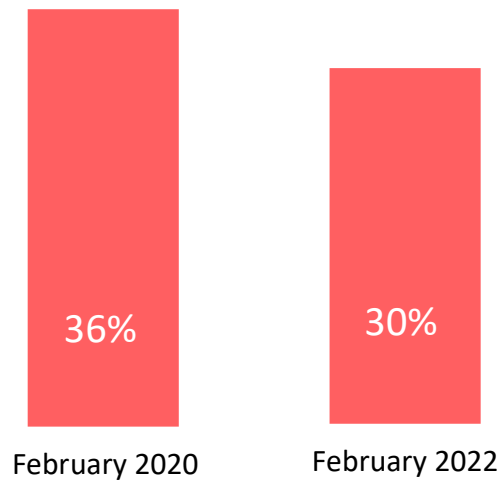
- 9** I'd be careful not to undermine the data you just presented.
Dilem Tekan, 29/03/2022
- 10** Difficult to understand the point here. Are we saying the previous slides are pointless - because each location is random?
Dilem Tekan, 29/03/2022
- 11** Maybe you mean "To understand the variation in data you need to understand the historical and socio demographic data for each street" or something like that
Dilem Tekan, 29/03/2022



Understanding visitors' behaviour, bringing them back and attracting retailers in 2022

Covid altered visitors' behaviours towards High Streets

Example: The reach of Camden High Street on **Barnet population**



Catchment area

How to attract visitors to your area?

First, understand **who they are** and **where they come from**



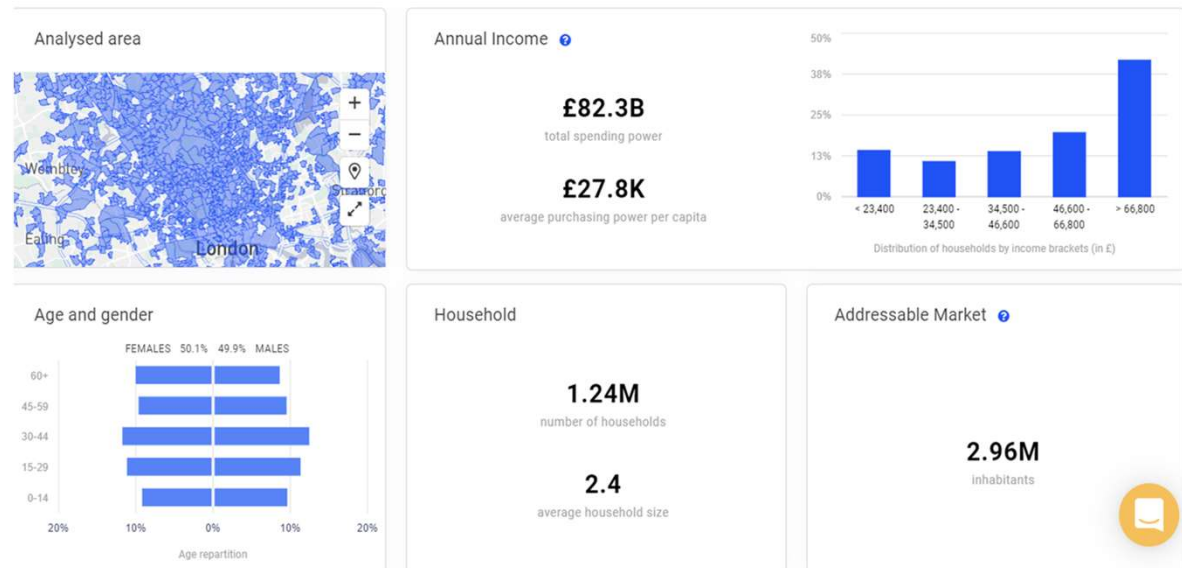
How much are your visitors earning?



Who are they? (gender, age, family)



Where exactly do they live?



How to attract retailers to your area?

Show **footfall** within your area and **benchmark** other areas



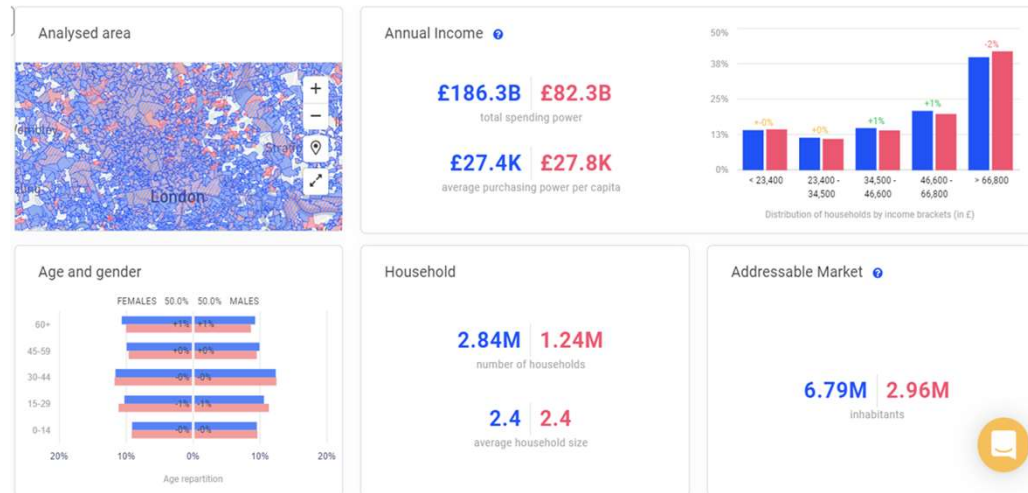
Find out who are the visitors in competing High Streets



Compare visitors' profiles and see if they fit retailers' target customers



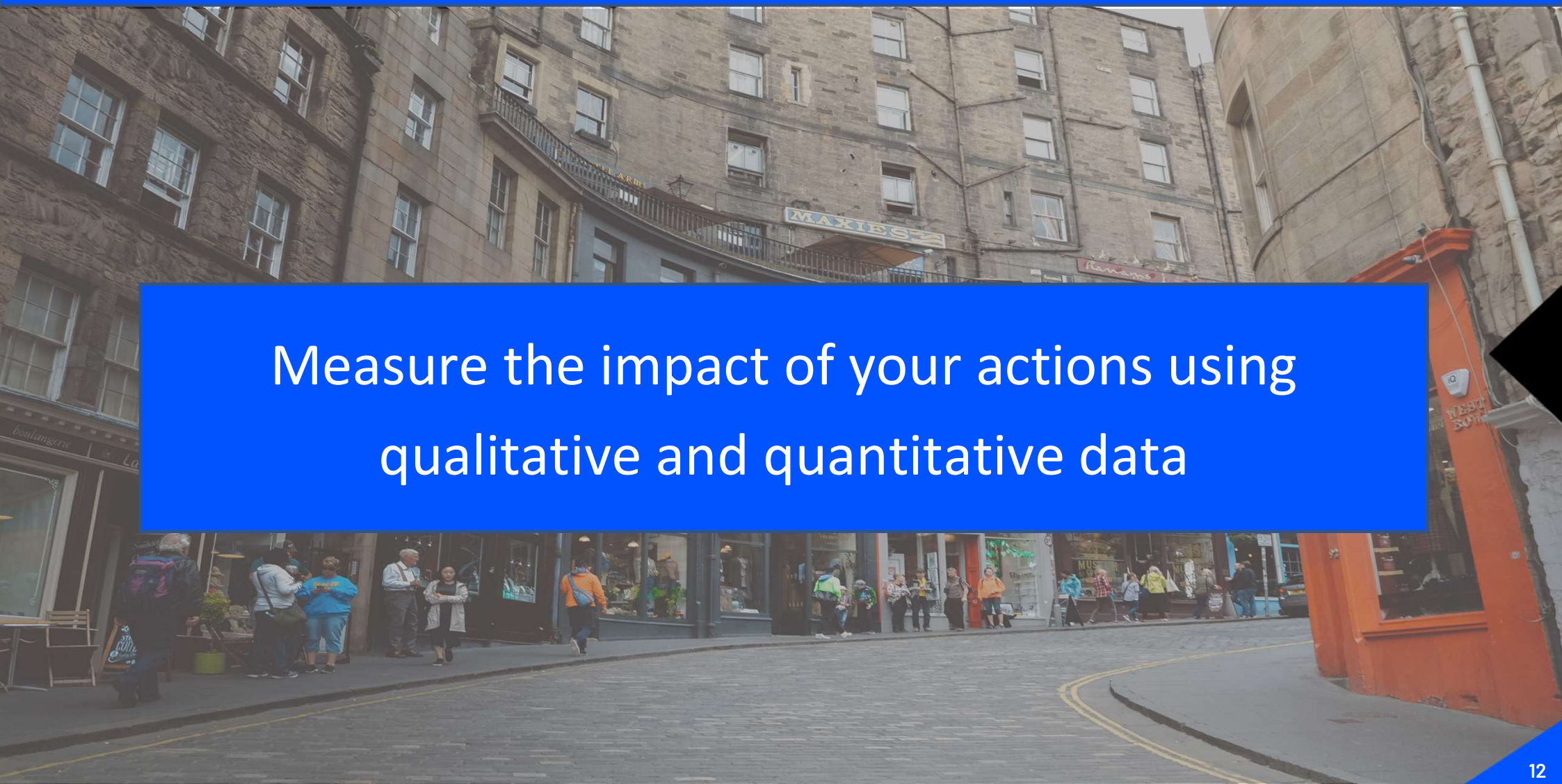
Show how qualified the footfall in your town centre



12




This sentence is incomplete. How qualified what?

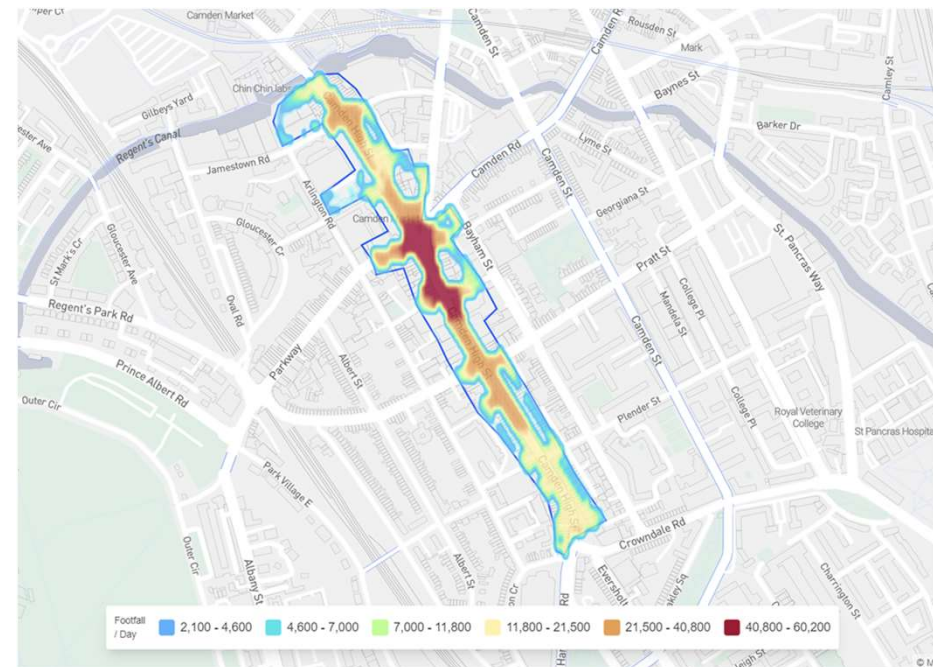
Dilem Tekan, 29/03/2022



Measure the impact of your actions using
qualitative and quantitative data

Real-time footfall data **measures the impact** of your actions in town

-  Identify hotspots within your region
-  Follow the evolution of footfall after your campaigns in town
-  Measure the reach of your local areas on other regions



Using location data to **target visitors**
and **attract them** back to your local area

-26%

**Drop in vacancy
rate**

(City in eastern France)

40+

**Events organised in
town**

(City in the North of France)

1000+


**Town centres
revived all over
Europe**

100+

**Pedestrianisation
projects**

(In 5 European countries)


 Effective and targeted marketing campaigns

 Strong data to present to retailers and project leaders

Edouard Epaud – Head of UK
M: +44 777 109 8651
@: edouard.epaud@mytraffic.co.uk

**Thank you
& see you soon**

www.mytraffic.io

 My-Traffic

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