

HUQ– what is it and how do Skipton BID use the platform

Skipton BID work with the data firm HUQ to measure footfall in the town and to understand where visitors come from. The data allows us to measure activity and plan for future activities.

As a Business Improvement District (BID), it's vital we work with partners such as HUQ to allow analysis of the town to monitor the impact of the BID Objectives.

Other local BIDs such as Harrogate and Ripon also use HUQ which enables us to compare the towns and understand North Yorkshire as a whole.

How is the HUQ data collected?

Huq have direct relationships with app publishers whereby anonymised data is collected. With the appropriate user permissions, the software runs in the background of popular mobile apps and games to collect data. Data is collected from those who have downloaded one of the partner apps.

The HUQ figures allow us to observe different data sets within the set BID area, measuring footfall, density, granular catchment and dwell time over specified time periods.

As the data is collected by mobile phone data, we are also able to understand the purchasing power of visitors in the town and whether they have a high, average or low disposable income, depending on where they live.

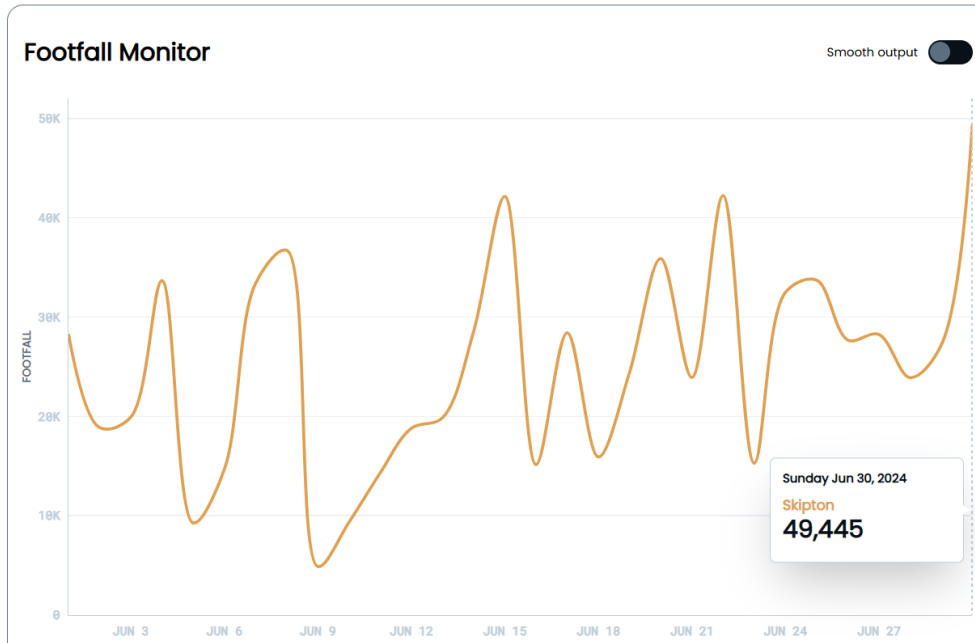
Different factors can sometimes impact on the HUQ data, from weather and school holidays to traffic levels and road closures. So, it's also important to consider this when looking at the data, especially when breaking it down to daily records rather than over a longer period of time.

Footfall

The footfall data allows us to view the number of unique people within the BID area each day. Each person can only be tracked once every 24 hours, so if someone exits and re-enters the area within the same day they will only be recorded once.

Although this tool is useful to see the success of an event in the town, it is most useful to monitor trends and compare to previous years.

The footfall data is very useful, however it's important to remember that it should not be used as the only metric of how busy the town is, on an event day there may be thousands of people in one location for a short time and this could feel very busy, but the same amount of people spread over 24 hours may feel less busy.



For example, looking at June 2024, we can see that the total footfall for the month was 756,723, with the highest daily footfall recorded on Sunday 30th when 49,445 unique visitors passed through the BID area. Meanwhile, the lowest footfall was recorded on Sunday 9th June when 4,869 unique visitors passed through the BID area.

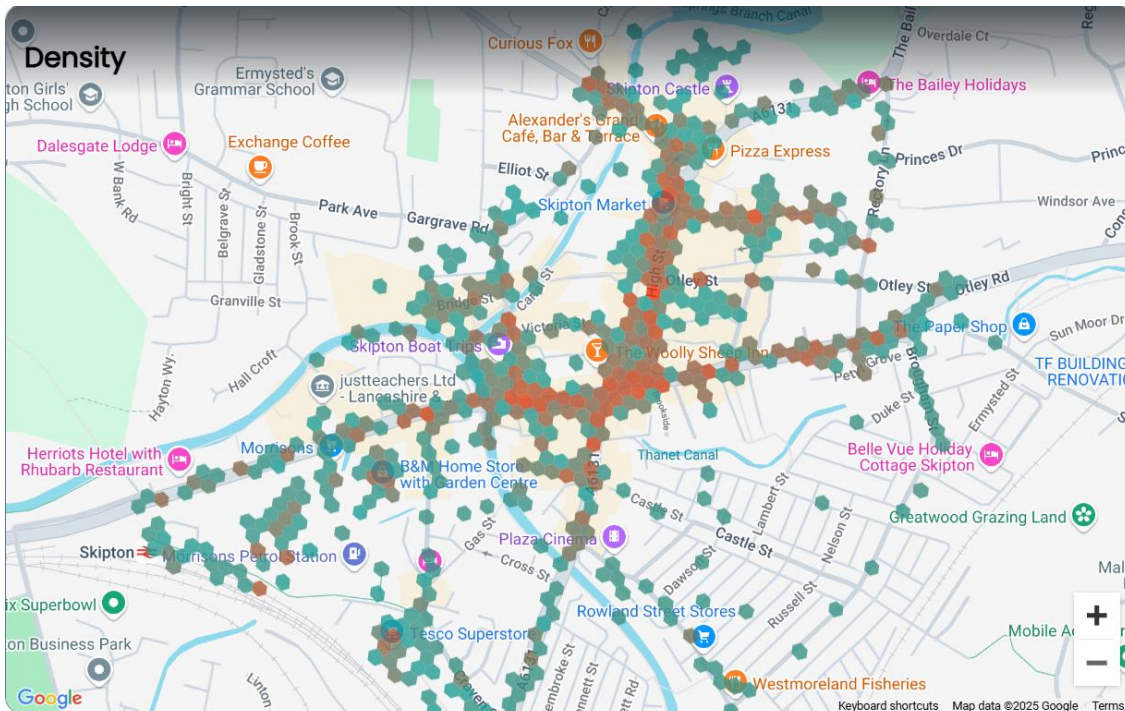
Sunday 30th June was Sheep Day and Sunday 9th was the day after Gala Day so this could explain a quiet Sunday when everyone had been in town the day before.

Density

It is important to understand which areas of the town centre are used most by people. The Density report allows us to track the movement of people around the town centre to see which areas are ‘hot spots’ and which are visited less often.

These figures are displayed on a map allowing us to view the most frequently visited sites. The higher the density within a certain area, the lighter shade of red it is shown on the map created by the data. Meanwhile, the less dense areas are shown in a darker shade of green.

Looking at the figures and the map below for June 2024, areas marked in red include the High Street on to Mill Bridge, Swadford Street and Newmarket Street.



Granular Catchment

The granular catchment data enables us to see where visitors to the BID area have travelled from. To calculate each home location, they analyse where each device has resided overnight the most times in the preceding 30 days. The data is then highlighted at a postcode district level.

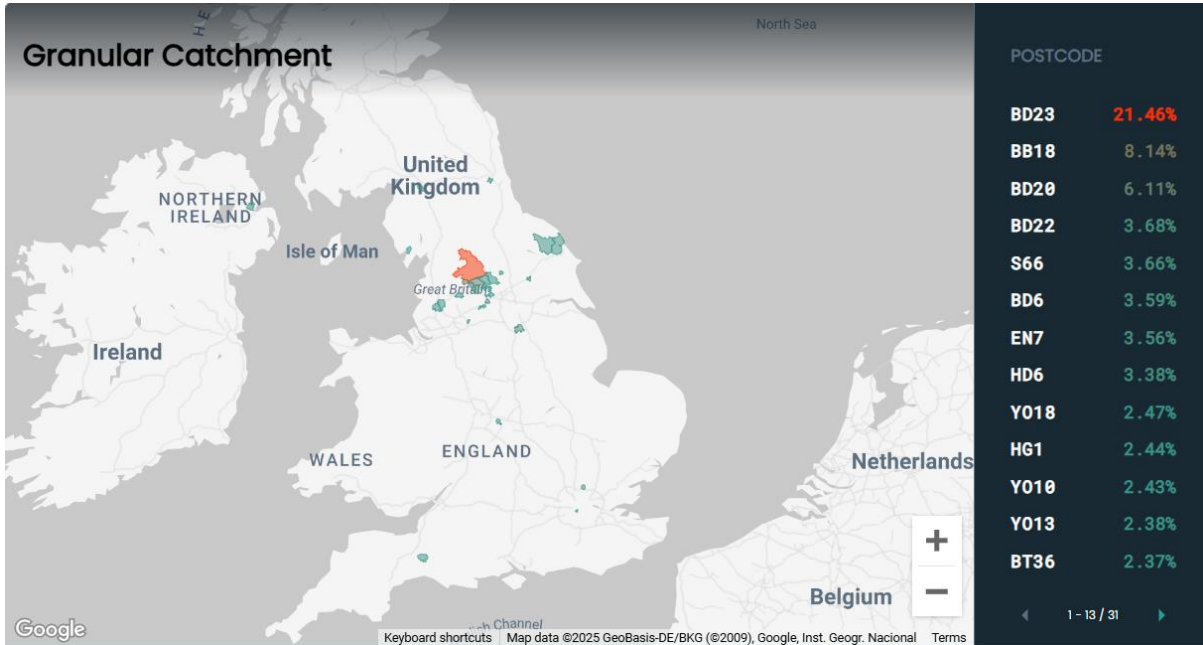
The data is displayed on a map of the UK to allow us to see where they have come from and how far they have travelled.

The higher the percentages are coloured red and proceed to amber and green. Please note unshaded areas do not mean there are no visitors, it means the volume is too low to monitor.

It is recommended this is viewed for a minimum of a month.

The data below is from June 2024. The most popular postcode is BD23 and other BD postcodes but as we move down the list, we begin to see where visitors have come from.

In June 2024, we can see visitors travelled from as far as Northern Ireland, Newcastle, Somerset and London.

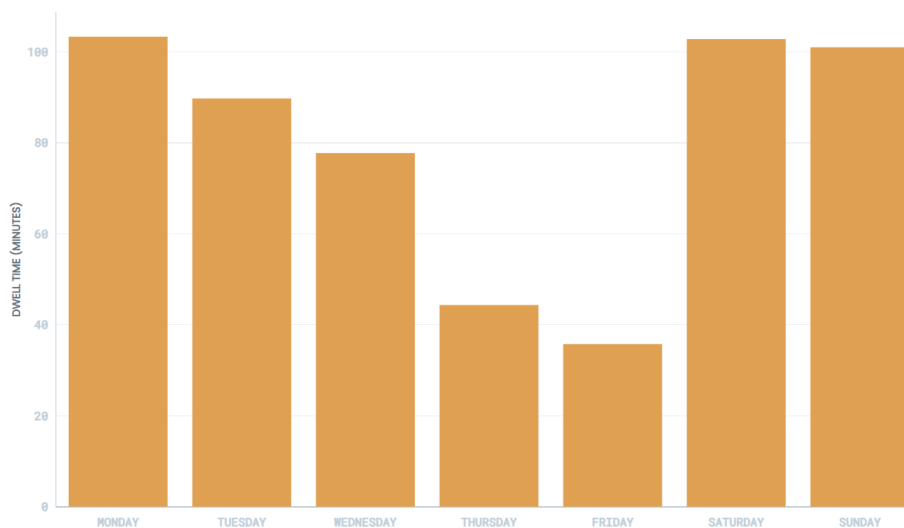


Dwell Time

These figures allow us to see how long people are spending within the BID area on average per visit. Using this, we can see which days of the week people spend the most time in the town centre each month.

Continuing with data from June 2024 you can see Monday and Saturday were the busiest days with dwell time being 1hr 43 minutes in the town centre, closely followed by Sunday with 1hr 41 minutes. The quietest day in June was Friday with the dwell time of only 36 minutes.

Average Dwell



However when we look at the annual dwell time for the whole year Saturday continues to be the busiest day but the other days are all similar with Friday remaining the quietest day.

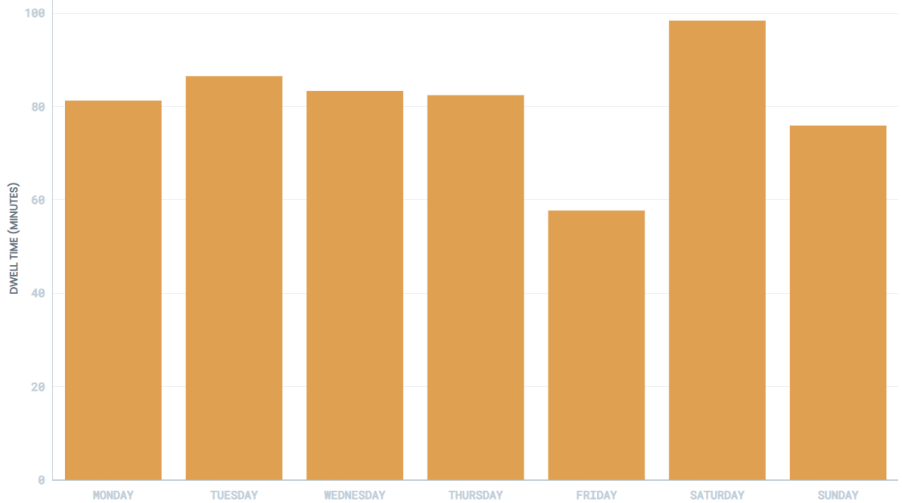
Parameters

DATES
Jan 2024 - Dec 2024

CENTRE NAME
Skipton

PURCHASING POWER
All

Average Dwell



If you would like any data for specific dates we are able to provide this for you. Please email info@skiptonbid.com with the details you require.