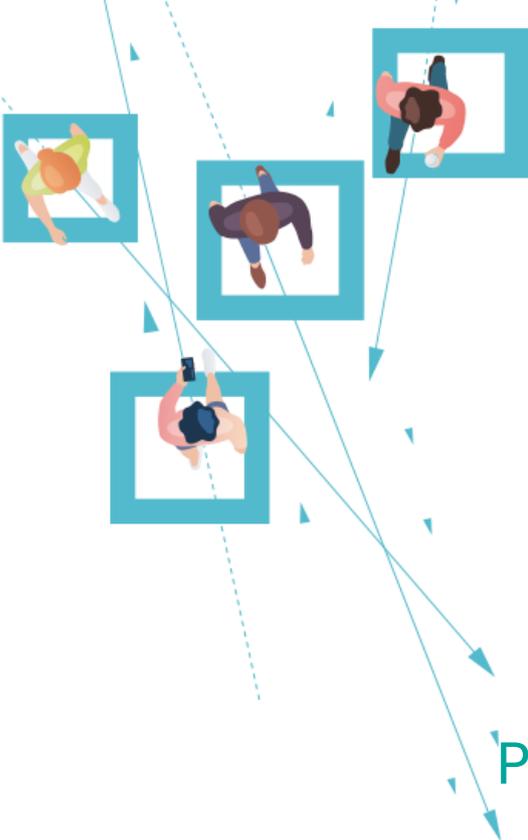


PROXIMITY. FUTURES

Decisions through Data

Proposal Prepared for Shropshire Council





Proximity Futures

Proximity Futures are a UK leading provider of data collection, specialising in Town, City and High Street environments that, through data collection, help decision makers to make smarter, informed choices. Connected systems allow integration of a wide range of products; the more established **ElephantWiFi** and **Geo-Sense** products integrate with carpark sensors, **Parking-Sense** and real-time environmental data collection sensor, **Enviro-Sense**.

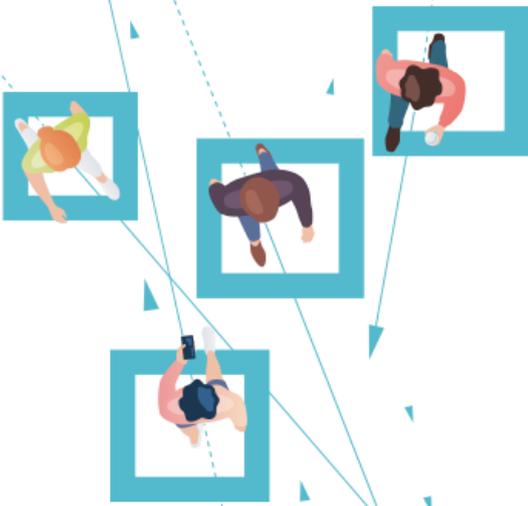
Proximity Futures' innovative approach to connectivity and the Internet of Things – IoT – enables the development and scaling of bespoke systems that provide both live and historical data that can be viewed, downloaded and interrogated.

A unique company built on the back of working very closely with BIDs and Council Place Managers to help develop bespoke solutions that really makes a Place stand out. We differentiate ourselves from any other “Smart City” supplier by delivering not only on our promises, but by really listening to our customers’ needs, enabling us to develop solutions that solves issues and helps overcome challenges while delivering analytics that actually matter, rather than just trying to make existing “tech” fit!





GEO SENSE



Why GEO-Sense?

GEO-Sense is a revolutionary footfall system developed by Proximity Futures for one purpose, to make footfall counting as accurate as it can be.

Launched In 2016 as a completely independent system to ElephantWiFi, **GEO-Sense** turned the footfall analytics market on its head due to the level of accuracy provided. The key to this being **GEO-Sense** counts unique visitors rather than the conventional beam and camera platforms which are incapable of identifying unique pedestrians and as a result will multi count, artificially increasing visitor numbers. **GEO-Sense** also has a 360° field of view opposed to the normal 120° of cameras or fixed location of beam counters.

Accuracy, Increased field of view, enhanced analytics,
GEO-Sense offers It all.

GDPR

Privacy is a major consideration of a system like GEO-Sense. Even before GDPR became law in May 2018, GEO-Sense was designed to follow all the guidelines set out by the ICO for WiFi based location analytics from its original concept in 2016. As such GEO-Sense is 100% GDPR compliant and fully anonymises any data collected.



What is GEO-Sense Footfall Monitoring Solution?

GEO-Sense brings to you data not yet seen by conventional Footfall cameras or counters, capturing, storing, recalling, monitoring visitor movement and differentiating between new and repeat visitors, giving you a unique insight not only on visitor Footfall, but also invaluable information on visitor dwell times and how often they visit your place.

Designed to help towns, cities and retailers really understand visitor information 24/7 using technology that can actually differentiate between new and repeat visitors. **GEO-Sense** tracks all WiFi enabled devices, anonymises the data and delivers analytics in real time, any time. All of which can be viewed, downloaded and interrogated.

How does it work?

Based on a proprietary system designed by ourselves **GEO-Sense** associates the unique ID provided by WiFi enabled devices to individuals, this unique approach to footfall allows us to provide a wealth of reports providing the type of information YOU want, allowing you to make informed and intelligent decisions through data.

Unlike systems recently developed to mimic **GEO-Sense** we use dedicated sensors that do not require visitors to make any WiFi connection, GEO-Sense simply listens with no Interaction required.

GEO-Sense is also responsive and 100% mobile compliant meaning not only will you have access to all the footfall data you need while in the office but you can also take it on the move with you and access all the reports on your mobile or tablet.



The Portal

Our single sign on, cloud-based portal known as Intelli-Sense provides access to **GEO-Sense** as well as all our other applications including **ElephantWiFi, Enviro-Sense, Parking-Sense & Retail Sense**. Intelli-Sense offers “a fly on the wall” view of who comes to your place, how often they come back and what they do when there.

Reporting

As **Geo-Sense** is capable of reporting on unique visitors the reports included within the Intelli-Sense system contain more detail when compared to traditional footfall systems. The reports are specifically tailored to include unique and returning visitors, accurate dwell time, identify how people move around a town or venue and heat mapping to understand areas of less and greater interest.

Reports are all available via the Intelli-Sense system, on screen, downloadable in RAW format as CSV files as well as automated PDF reports sent direct to your inbox. For those of you who are more technical we can also provide secure API access to have raw data streamed direct to you and have also developed WordPress plugin to show data live on your own WordPress based website.

Available Reports Summary

Visitor report – This shows detailed Information specific to the venue as a whole such as new & repeat visitors, dwell, busiest time of day, busiest zones, weather all of which are selectable by date range down to 15-minute Increments.

Zone report – As per the visitor report but specific to a single zone

Day / Night report – This report includes information as per the visitor report but allows for the selection of a specific time period over a set number of days, for example comparing visitor number results for Monday to Friday between 5:00 pm and 11:00 pm.

Visit report – This report details the number of visits made by people visiting your venue each day customisable by a range of set hours. I.e. how many people visit the place twice in a day with an hourly gap of at least 2 hours between each visit.

Repeat Visitor report – This report Is very useful for places that have tourism but works just as well on the high street. The report Is designed to detail how often a person revisits the venue. I.e. on the high street, how many people visit once every week or for a tourism venue how many visitors come back at least once every year.

Event Information – This report Is designed to create a virtual area by combining a selection of zones into one, the event zone. Once created the zone will act as a single super zone and detailed Information can then be gathered on this area. The report also has a live counter updated every 30 seconds which Is very useful for crowd control.

Comparison Reports – these are mini visitor number-based reports which allow you to select various dates (up to 9 on a single page) and compare one date with another.

Heatmap – This report represents each zone at a venue as a hot spot, the deeper the colour the busier the zone Is. The report Is fully animated so a time / date selection can be made and watched as a time lapse showing how crowds move around your venue.

Visitor Journeys – This report Is very popular and shows the number of visitors that move from zone to zone up to a maximum of 10 journeys. Starting with the most popular zone, journeys are created showing the number of people moving back and forth onto the next zone and so on.

The Headline Report

Designed to provide a summary of the last month of footfall, the Headline report has been specifically designed to give you, your board members and retailers if you so desire, an overview of the last month of footfall including several comparisons to previous periods.

This is one of many automated PDF reports that if selected will be emailed to you on the 1st of every month detailing the previous month in an easy to read format.

GEO-Sense Footfall Headline Report

February 2020

293698

Total visits this period

footfall is
5.21%
up based on last month

10128

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **5.21%** increase
- The total number of visitors was **293698** of which **235299** (80%) have visited previously and **58399** (20%) were new
- The average number of visitors per day has decrease by **-0.44%** based on the year to date average
- Footfall for the year to date has decrease by **-1.13%** (-6806) based on the same period last year
- The busiest zone during February was the **Lancaster Rd-9** with **79354** visitors, **27.02%** of the total venue visitors

Busiest Days

- The busiest day this month was **Friday 31st** with **13470**, 5% of the total of which **3249** (24%) were new visitors
- During this day the busiest time was between **12:00 and 13:00**
- Average Dwell for the day was **119** minutes

Intelli-Sense Analytics

powered by GEO-Sense

www.geo-sense.co.uk

www.geo-sense.co.uk



Shrewsbury

GEO-Sense Proposal

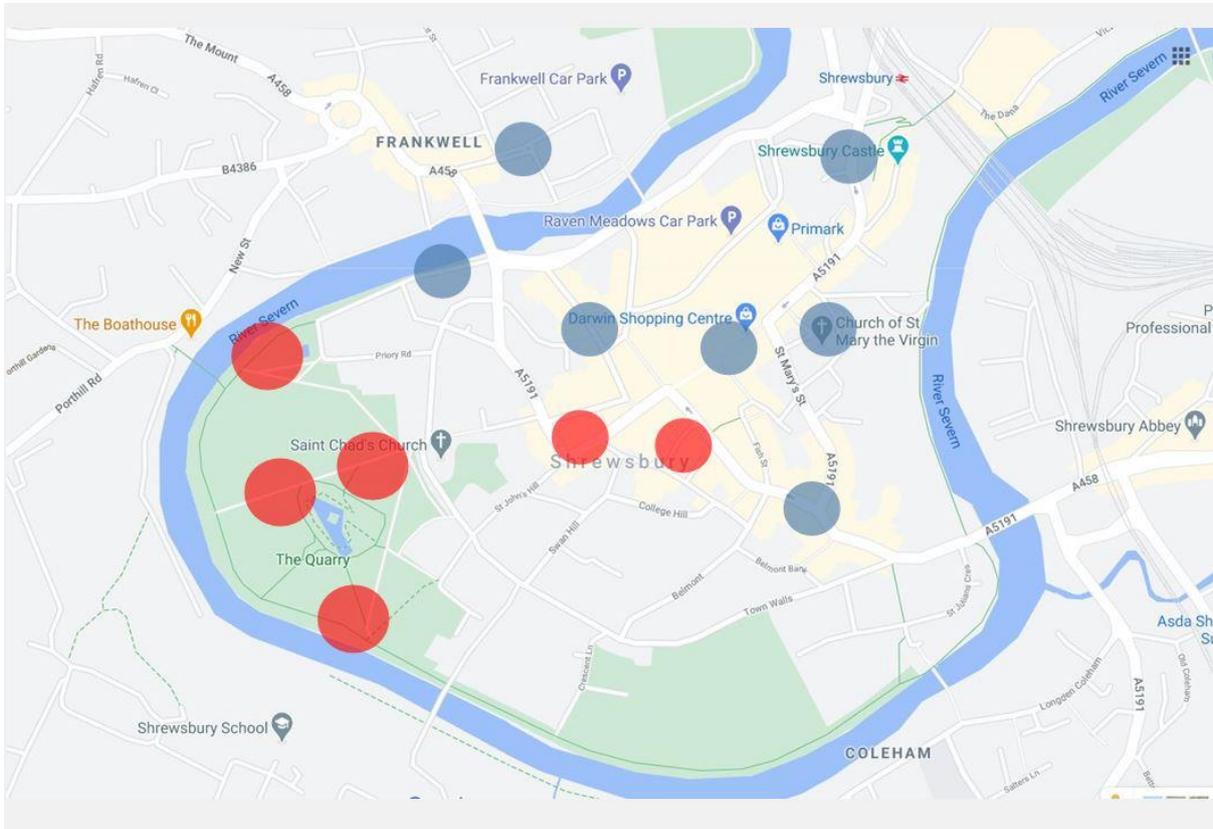
To include equipment connected to existing CCTV, Lamppost columns or Buildings.

To supply 7 GEO-Sense sensors - £14,000.00

Guest WiFi Filtering Licence & ongoing Maintenance & Support -
£525.00 per month.

Install of 7 Sensors - £3,600.00

Project Management - £500.00



Proposed New sensors ● Existing Sensors ●

All pricing is subject to a 3 year minimum Licence & Support agreement, Vat, availability, installation survey, power will be paid for by the Council (approximately £14.00 per annum per install location) and is subject to installation permissions.