

Project Proposal



Client details
Personnel names go here

Centre of Excellence contact details
John Smith

What is the problem you are trying to solve?
A more in-depth analysis to look at causal factors of changes in footfall for the economic health check. Look at events including: Major Works, Avenues Project, Fires

What would success look like to you?
Looking at what impacts footfall: why and where; working with other services to mitigate this or develop this; more people coming to experience the city centre increases footfall; lessons learned and potential solutions; mitigate against activity in other areas (for instance avenues).

Have you tried to solve this challenge before? If so, tell us about it...
Currently the City Centre Economic Health Check reports on a wide range of statistics. However, it only reports what the statistics are and how much it has changed compared to previous years' statistics.

What data is available?
Footfall Data, NiteZone Data, SPT?, Bus Station Footfall, Train Station Footfall, Vacant Units, UK Property Markets, Environmental Indicators and Crime, Trafcom
What timescales do you have?
Publish the Health Checks in March and September

Who is your key audience?
(Internal and external stakeholders)
Shopping Centres, Connectivity Commission, City Centre Strategy Board

Additional information
The plan for this would be to look at the available data as a whole rather than as individual components to try and determine if there are any causal factors in the fall and decline of any particular statistics.

This piece is more an investigation as to why something has changed rather than just reporting that it has.
Questions:
Is there something in particular you want to

look at?; unexpected changes in footfall counts – increases too!; what are we doing right?; who receives the health check?; stakeholders above via distribution list; do you have the raw data or only statistics.