

Data Profile – Springboard

Introduction

Springboard Research Ltd is a privately-owned company established in 2002, delivering intelligence and insights into the performance of all consumer generating environments. Its core business is the provision of automated footfall monitoring across all types consumer generating environments, with a particular specialism in understanding the performance of town and city centres.

Scale and Extent

Field	Value
Data Provider	Springboard
Analytical Units	high streets; shopping streets; retail parks
Data Format	CSV
Temporal Coverage	January 2013 - December 2017 plus Glasgow data from 2018 to 2022
Geographical Coverage	Birmingham; Bristol; Cardiff; Chester; Edinburgh; Glasgow; Leeds; Leicester; Manchester; Newcastle; Norwich; Nottingham; Reading; Southampton; York

Citation Information

The following statement should be included when citing the use of this dataset:

Springboard. Economic and Social Research Council. *Springboard's Footfall Benchmark Data*, 2022 [data collection]. University of Glasgow - Urban Big Data Centre.

Data Access

The Springboard data is classified as Safeguarded Data. To apply to access the data fill in the [UBDC Application Form](#)

Audience

Springboard data will be of interest to academic researchers analysing footfall in city centres.

Content

Springboard data consist of CSV files that compromises of Average Weekly Footfall by Town and Average Weekly Footfall by Location.

The dataset is provided in terms of average weekly footfall volume in each month over a five year period for the 16 towns

Field Level Metadata – Field Names for Avg Footfall by Town

Field Name	Description
BRCYear	
BRCMonth	
Birmingham	
Bristol	
Cardiff	
Chester	
Edinburgh	
Glasgow	
Leeds	
Manchester	
Newcastle	[available from January 2016]
Norwich	
Nottingham	[available from November 2015]
Reading	
York	

Field Level Metadata – Field Names for Avg Weekly Footfall by Location

The dataset is provided in terms average weekly footfall volume in each month over a five year period for the 16 towns.

Field Name	Variables	Description
BRCYear		
BRCMonth		
The Cross		
Birmingham	High Street	
Bristol	Broadmead East	
Cardiff	Greyfriars Road	
	High St	
	High St Arcade	
	Queen Street	
	Saint Mary Street	
	St Mary Street at Sandringham Hotel	
	The Hayes at Royal Arcade	
Chester	Foregate Street	
	Foregate Street at H Samuels	[available from June 2016]
	Northgate	
	Northgate Street at Oasis	[available from June 2016]
	The Cross	
Edinburgh	Princes St	
	Marks & Spencer	
Glasgow	Argyle St at Debenham	
	Buchanan Street	
	Buchanan Street at Lu	
	Sauchiehall St at M	
Leeds	Albion Street North	
	Albion Street South	
	Briggate	
	Briggate at McDonalds	

	Commercial Street at Barratts	
	Commercial Street at Sharps	
	Dortmund Square	
	Headrow	
Manchester	Exchange at Arndale Steps	[available from February 2014]
	King Street	
	Market Street	
	New Cathedral Street	
Newcastle	Northumberland Street	[available from February 2016]
	TJ Hughes	[available from February 2016]
Norwich	Gentlemans Walk	
	Rampant Horse St Debenhams	
Nottingham	Albert Street	
	Bridlesmith Gate	
	Clumber St at Levis	
	Forman Street	
	Long Row	
	Market Street	
	Pelham Street	
Reading	Broad Street	[available from November 2015]
	Broad Street at Ecco	[available from November 2015]
York	Coney Street	[available from March 2014]
	Micklegate	[available from March 2014]
	Parliament Street at M&S	[available from March 2014]
	Stonegate	[available from March 2014]



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