



# The Local Data Company

See where people go™

## for RETAILERS

The established mantra in retail has long been “location, location, location”. The Local Data Company provides data, insight and analysis that enables retailers, both large and small, to:

- optimise location planning
- conduct market entry analysis
- analyse a defined geographic region / town / street
- look at a specific brand / competitor
- analyse a retail category / sector

The Local Data Company helps retailers to identify where best to locate; and who best to locate near to.

LDC enables retailers to identify gaps in the market; and the **locations that have the highest likelihood to succeed**, (and identify the proximities that are best to avoid).



- ✓ Gain invaluable insight into a town, street or retailer
- ✓ Respond to activity within a town - churn, vacancy and mix
- ✓ Reduce retail investment risk - fuel your decisions with comprehensive, current and independent data
- ✓ Save time and money - reduce and optimise your time in the field visiting potential new sites

Hear what our customers have to say about us...



They clearly have a point of difference in their product, Town Centre Intelligence, and we have partnered at a time when we at John Lewis are exploring a new growth opportunity through John Lewis at Home. Accurate competitor data will be very important to us when screening prospective locations, and LDC clearly offers valuable competitor insight.

### John Lewis

**Michael Flood**  
Manager,  
Strategic Customer  
Analysis

We provide retail & leisure data to some of the leading names in the industry...



## WE DO THE HARD WORK SO YOU DON'T HAVE TO

LDC's data is...

### COMPREHENSIVE

- » 330,000 retail and leisure stores.
- » 250,000 retail fascia images.
- » 1,400 town centres.

### ACCURATE

- » Updated every 26 weeks.
- » Real-time data flows direct from the street to your desktop.
- » All data is validated by our in-house team of desk researchers.

### RICH

- » Over 20 fields of data collected on each premise.
- » Our digital photographs are of the highest quality - *a picture paints a thousand words*.
- » Each location is geocoded.

### UNIQUE

- » We take store lists direct from most UK multiple retailers.
- » And our team of field researchers also individually visit more than 280,000 retail outlets on high streets across the UK.
- » And we do this twice a year.
- » LDC has high resolution digital photographs of more than 250,000 retail outlets.
- » Our data is constantly updated.
- » And we have all the historic data going back to 2005.



### For more information

or to arrange an online demo call or e-mail Matthew Hopkinson now.

+44 (0) 20 3008 4998  
matthew@localdatacompany.com



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## How your business can benefit from LDC data and insight...

The Local Data Company provides data and insight in two distinctly different formats:

### 1 Raw Data File

As the name suggests - LDC can supply name, address and classification data for retail & leisure outlets.

### 2 Web-application tool

Or, you can subscribe to our on-line service "Town Centre Intelligence" which enables you to interrogate the data for insight that is delivered to you in an easy to use and easy to navigate web-application.




### 1 Raw Data File

We hold the following data at a national level.

|                                      |   |  |  |
|--------------------------------------|---|--|--|
| TOTAL NO. RECORDS<br><b>328,391</b>  | TOTAL NO. IMAGES<br><b>252,495</b>      | EVERY MULTIPLE IN<br><b>1,400</b> TOWN CENTRES | EVERY RETAILER IN<br><b>675</b> TOWN CENTRES |
| HISTORIC BUSINESSES<br><b>71,496</b> | BUSINESS CLASSIFICATIONS<br><b>450+</b> | TOTAL NO. MULTIPLES<br><b>2,134</b>            | UPDATE CYCLE<br><b>26 weeks</b>              |

The data we hold at an individual retail outlet level is as follows.

|                        |                         |                                     |
|------------------------|-------------------------|-------------------------------------|
| Business Name          | Business Website (URL)  | Nearest Transport                   |
| Address: Street Number | Business Photo          | Price (for 2)                       |
| Address: Street        | Business Telephone No.  | SIC Code                            |
| Address: Area          | Business Description    | Features                            |
| Address: City          | Multiple Name/Group     | VOA / Floorspace <b>COMING SOON</b> |
| Address: Town Centre   | Category Keywords       |                                     |
| Address: Postcode      | Business Classification |                                     |



#### For more information

or to obtain a count of the number of records that match your selection criteria, please call or e-mail Matthew Hopkinson now.

**+44 (0) 20 3008 4998**  
[matthew@localdatacompany.com](mailto:matthew@localdatacompany.com)

**PLEASE NOTE** - You can order an extract of all 330,000 records which we can deliver to you in the format of your choice within 24 hours. Or you can choose any subset you require based on any individual attribute or combination of variables; by town, by classification, or by retailer. e.g. ALL Restaurants in Leeds.

## 2 Web-application tool

**Town Centre Intelligence (TCI) is a web application, licensed per user on an annual subscription basis.**

It is intuitive and easy to use and we can provide training and assistance as required.

The reporting and insight included in TCI is:

| <p><b>OVERVIEW</b></p> <p>Displays total counts for locations and retailers and /or classifications.</p> | <p><b>RETAILERS</b></p> <p>Lists all available retailers within a location plus individual counts</p>   | <p><b>VACANCY</b></p> | <p><b>NEW</b></p> <p>Gives you insight into new businesses added in the last 26 weeks.</p> |                    |                 |                   |     |           |                |     |           |                   |     |           |                |     |           |                     |     |         |                   |     |  |
|--|---|-----------------------|--|--------------------|-----------------|-------------------|-----|-----------|----------------|-----|-----------|-------------------|-----|-----------|----------------|-----|-----------|---------------------|-----|---------|-------------------|-----|--|
| <p><b>CLOSED</b></p> <p>Gives you insight into closed businesses added in the last 26 weeks.</p>         | <p><b>Town Centre Intelligence</b></p>  |                       | <p><b>CLASSIFICATION MIX</b></p>   |                    |                 |                   |     |           |                |     |           |                   |     |           |                |     |           |                     |     |         |                   |     |  |
| <p><b>CHURN RATES</b></p>  | <p><b>FLOORSPACE</b></p> <p>View floorspace, and estimated stock size by floorspace or unit.</p> <table border="1"> <thead> <tr> <th>Employment</th> <th>Floorspace (Sq Ft)</th> <th>Estimated Value</th> </tr> </thead> <tbody> <tr> <td>Commercial Office</td> <td>500</td> <td>2,000,000</td> </tr> <tr> <td>Office Support</td> <td>500</td> <td>1,000,000</td> </tr> <tr> <td>Commercial Retail</td> <td>100</td> <td>2,000,000</td> </tr> <tr> <td>Service Retail</td> <td>100</td> <td>2,000,000</td> </tr> <tr> <td>Hotel/College, etc.</td> <td>200</td> <td>240,000</td> </tr> <tr> <td>Residential, etc.</td> <td>270</td> <td></td> </tr> </tbody> </table> |                       | Employment   | Floorspace (Sq Ft) | Estimated Value | Commercial Office | 500 | 2,000,000 | Office Support | 500 | 1,000,000 | Commercial Retail | 100 | 2,000,000 | Service Retail | 100 | 2,000,000 | Hotel/College, etc. | 200 | 240,000 | Residential, etc. | 270 |  |
| Employment   | Floorspace (Sq Ft)  | Estimated Value       |  |                    |                 |                   |     |           |                |     |           |                   |     |           |                |     |           |                     |     |         |                   |     |  |
| Commercial Office  | 500   | 2,000,000             |  |                    |                 |                   |     |           |                |     |           |                   |     |           |                |     |           |                     |     |         |                   |     |  |
| Office Support   | 500   | 1,000,000             |  |                    |                 |                   |     |           |                |     |           |                   |     |           |                |     |           |                     |     |         |                   |     |  |
| Commercial Retail  | 100   | 2,000,000             |  |                    |                 |                   |     |           |                |     |           |                   |     |           |                |     |           |                     |     |         |                   |     |  |
| Service Retail   | 100   | 2,000,000             |  |                    |                 |                   |     |           |                |     |           |                   |     |           |                |     |           |                     |     |         |                   |     |  |
| Hotel/College, etc.  | 200   | 240,000               |  |                    |                 |                   |     |           |                |     |           |                   |     |           |                |     |           |                     |     |         |                   |     |  |
| Residential, etc.  | 270   |                       |  |                    |                 |                   |     |           |                |     |           |                   |     |           |                |     |           |                     |     |         |                   |     |  |

- ✔ **Historical data**  
 Compare year on year change by town centre, location and classification and more all in one report.
- ✔ **Unlimited downloads**  
 No restrictions are put on how many town centre reports you can download at any time.
- ✔ **No hidden costs**  
 Data refreshes, enhancements and 3rd party licenses are included.
- ✔ **Snapshot**  
 Each report gives an overview of a town centre, from number of outlets to classification mix and overall floorspace.
- ✔ **450+ business classifications**  
 We track over 450 business classifications giving unparalleled insight into each town centre.
- ✔ **Agent Particulars**  
 Put agents particulars in context of a town's profile.

## 2 | Web-application tool (cont.)

Produces unique insight in a visual way and can provide numeric information in easy to navigate tables.

### Recent UK wide shop vacancy rates

| Rank | Town Centre      | Units (%) | Floorspace(%) |
|------|------------------|-----------|---------------|
| 1    | Fulham           | ▲ 30.8    | ▲ 30.4        |
| 2    | Hanwell          | ▲ 25.4    | ▼ 15.9        |
| 3    | Gateshead        | ▼ 24.3    | ▼ 25.7        |
| 4    | The Metro Centre | ▼ 21.5    | ▼ 22.6        |
| 5    | West Byfleet     | ▼ 20.1    | ▼ 18.9        |
| 6    | Runcorn          | ▲ 20.0    | ▲ 15.8        |
| 7    | Gants Hill       | ▲ 19.7    | ▲ 17.3        |
| 8    | Stockton-on-Tees | ▲ 19.5    | ▲ 14.4        |
| 9    | Redcar           | ▲ 19.1    | ▲ 12.8        |
| 10   | North Shields    | ▲ 14.8    | ▲ 11.7        |

### UK retail & leisure classification mix

| Classification mix: LEEDS        | Town Centre |       | National |       |
|----------------------------------|-------------|-------|----------|-------|
| Classification                   | Total       | %     | Total    | %     |
| ▶ COMPARISON                     | 514         | 37.57 | 122,974  | 39.63 |
| ▼ LEISURE                        | 437         | 31.94 | 81,513   | 26.27 |
| ▼ Restaurants, Cafes & Fast Food | 250         | 18.27 | 50,154   | 16.16 |
| Cafes, Snack Shops & Tea Rooms   | 63          | 4.61  | 11,238   | 3.62  |
| Fast Food Takeaway               | 36          | 2.63  | 3,952    | 1.27  |
| Take Away Food Shops             | 20          | 1.46  | 1,164    | 0.38  |
| Restaurant - Indian              | 16          | 1.17  | 2,771    | 0.89  |
| Restaurant - Italian             | 14          | 1.02  | 8,731    | 2.81  |
| Fish & Chip Shops                | 11          | 0.80  | 7,120    | 2.29  |
| Restaurant - Chinese             | 10          | 0.73  | 2,173    | 0.70  |
| Restaurant & Bar                 | 8           | 0.58  | 425      | 0.14  |
| Restaurant - Pizzeria            | 6           | 0.44  | 1,147    | 0.37  |
| Fast Food Delivery               | 6           | 0.44  | 246      | 0.08  |
| Internet Cafes                   | 6           | 0.44  | 201      | 0.06  |
| Restaurant - British             | 5           | 0.37  | 419      | 0.14  |
| Restaurant - Thai                | 5           | 0.37  | 1,530    | 0.49  |
| Restaurant - Japanese            | 5           | 0.37  | 651      | 0.21  |
| ▶ Bars, Pubs & Clubs             | 121         | 8.85  | 16,027   | 5.16  |
| ▶ Entertainment                  | 46          | 3.36  | 9,421    | 3.04  |
| ▶ SERVICE                        | 224         | 16.37 | 65,603   | 21.14 |
| ▶ CONVENIENCE                    | 107         | 7.82  | 27,658   | 8.91  |

### SUMMARY - What can TCI do for your business ...

- ✔ Display the exact location of every retailer on the street (LDC geocoded) by image, map and aerial photography.
- ✔ Give you a clear understanding of the current mix, composition and activity of a centre.
- ✔ Identify competing retailers or centres.
- ✔ Maximise competitive advantage and minimise investment risk
- ✔ Give a health check on a retailer, centre, street or unit based on occupancy, vacancy, and churn over time.
- ✔ Identify, analyse and rank potential sites.
- ✔ Insight for occupancy, planning, development or investment.
- ✔ Identify new or expanding / contracting retailers.
- ✔ Maximise the success of a location through a detailed understanding of its environment.

Hear what our customers have to say about us...

“ After researching the UK data market, the quality, depth and breadth of The Local Data Company's data really stood out. LDC are the perfect partner providing superb data and accurate updates for across the UK backed up by expert support.

Max Jennings, emomentum



#### Talk to our expert directly:

For more information or to arrange an online demo of 'Town Centre Intelligence' please call or e-mail Matthew Hopkinson now.

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