

PROXIMITY FUTURES

Decisions through Data



Quotation Prepared for South Somerset District Council



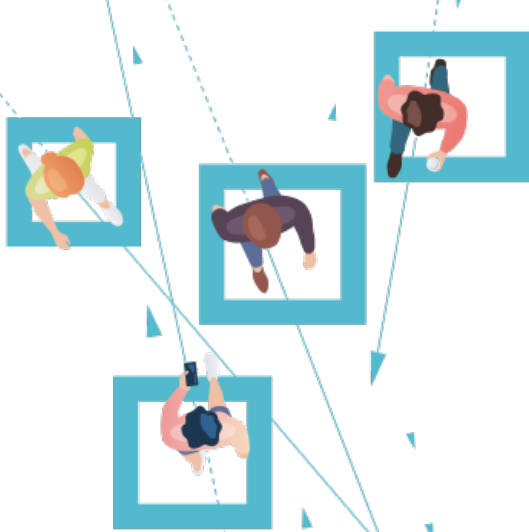


Proximity Futures

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.

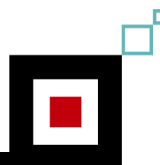
Launched In 2016 as a completely independent system to ElephantWiFi, **GEO-Sense** turned the footfall analytics market on its head due to the level of accuracy provided. The key to this being **GEO-Sense** counts unique visitors rather than the conventional beam and camera platforms which are incapable 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.

For full details please refer to – (**GDPR document Revision 2**)



What is GEO-Sense Footfall Monitoring Solution?

GEO-Sense is a proprietary solution developed, installed, supported and managed by Proximity Futures Ltd. It 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.

Providing footfall analytics in real time, 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?

GEO-Sense provides footfall analytics in real time and was developed after working closely with town managers and is an electronic footfall counting solution that is continually evolving. It monitors locations all day, every day and you can check and compare data by hours, days, weeks, months, and years. You can evaluate the whole area or independent, separate zones (count points).

GEO-Sense Looks/listens for probe requests from smart devices. When a device is detected it gives us a small piece of information along with the WiFi Media Access Control (mac) address as well as time and date. The mac address is masked and given a new unique identifier to comply with GDPR. The mac address is especially useful as this enables us to identify unique visitors rather than using algorithms favoured by more traditional footfall counters thus removing multiple counts of the same person.

GEO-Sense does not require any interaction whatsoever by the owner of the mobile device. Therefore, third party applications & browsers that may obscure a devices unique identity have no negative impact on the quality of GEO-Sense data.

As we build and develop the system ourselves, we are completely in control of the product. Meaning as the product develops, updates and patches are applied automatically. So, any new features for GEO-Sense will be added automatically to your package.

GEO-Sense is viewed through our INTELLI-Sense portal which is also built and managed by ourselves so not only have we full management of the GEO-Sense data but also the format for which it is viewed. The INTELLI-Sense portal can also



host other data sets such as camera-based footfall/cycle/vehicle monitoring, air quality, car parking, WiFi and is a completely open platform, by importing through API's, it is truly a comprehensive future proof system.

GEO-Sense sensors connect to our cloud based (Amazon AWS, UK hosted) Database via a secure SHA encrypted data stream. This connection can be via WiFi, Ethernet or Cellular based networks. For WiFi and Ethernet connections the data is transferred in real time, for Cellular based connection we transfer the data every 15 seconds. The connection is Bidirectional and once the server confirms receipt the data on the sensor is deleted automatically.

The sensors can store up to 14 days of offline data to allow for instances of Internet connection failures. Once the storage reaches its limitation the sensor will automatically start over writing the oldest data. The sensors are secured by a username and password and locally stored data is also encrypted.

Once the data is received by our cloud servers it is logged into our database and the MAC address is masked, masking means the address is converted into a new unique ID only known by the database, our Technical Director and Lead software Developer.

At 3:00 AM everyday all Masked addresses are re-masked using AI and a set of randomly generated alphanumeric characters meaning the MAC address can never be recovered. Therefore, we do not store any personal information as defined by the Information Commissioners Office (ICO) and GDPR beyond 28 hours maximum.

Data is viewed in real time and in different formats, such as PDF, CSV and on the portal. There is no limit to the number of people that have access to the portal, each individual login can request automated reports to be delivered monthly.

It is stated that 96% of the adult population carry a smart phone and in tests this is backed up by our accuracy which has proven to be at 96%.

The sensor comes within a weatherproof box which is discreet and can be attached to a post (Lamppost or CCTV column) or a building. Sensors have a range of 150-metre radius and will capture all probe requests within this area.

All our contracts have a dedicated point of contact who will regularly liaise with the client to ensure they are getting the maximum benefit from the data been generated. We build and develop the system ourselves, we are completely in control of the process, as we develop updates and patches, they get applied automatically.

In the unlikely event that a sensor goes 'off-line' everything is actively monitored so ultimately if something is off for 5 minutes it creates an active alert, if it doesn't come back on after 15 minutes, we get a notification. Our installation and maintenance team can usually fix most problems/issues remotely. If not while the unit has a licence and maintenance package it's also fully warranted so if it physically breaks, we replace FOC, only time we will charge is due to third party damage. From time to time we may swap some of the equipment this will be due to upgrades and updates we have made to the system.

In addition to the physical equipment we are regularly developing new reports and comparison charts etc. Many of these through customer feedback, some are developed in collaboration with place industry specialists we work closely with, including British BIDs, and Association of Town and City Managers (ATCM). This ensures we stay at the very forefront of developments and current trends and data requirements.

Service Levels

Proximity Futures aim to provide the following Service provision,

1. Backhaul Link – 99.8% availability
2. Hosting – 99.8% availability
3. Access Points – 99.8% availability (on average across network)

(It should be noted that generally any issues relate to power failure and not equipment failure)

Telephone support personnel will be available Monday to Friday between the hours of 09:00 and 17:30 (excluding public holidays.) Questions asked using the online help system will also be answered between these hours.

Outside of these hours Proximity Futures have an automated message forwarding system which logs calls, social media messages and emails to our support portal for action or response by our support team. Our support portal and network portal are monitored 24/7 and our support team are immediately notified of any pertinent issues.

Maintenance

Proximity Futures endeavours to give at least 48 hours' notice of a maintenance window. However, there are occasions when immediate maintenance is required and, in these instances, less than 48 hours' notice is unavoidable, but we make every attempt to limit these occasions to emergencies only.

Client Contact Details

As we may need to contact you from time to time for maintenance purposes, it is vital that any changes to email, telephone and mobile numbers are notified immediately to our customer service desk on 01163265389 or support@elephantwifi.co.uk,

Fault Procedure

Faults are classified by their seriousness in accordance with the table below and should be reported by the following methods:

Out of normal office hours email: support@elephantwifi.co.uk.

During office hours by telephone: 01163265389

Office hours are 0900Hrs – 1730Hrs Monday to Friday

Priority Level Description Max fault response time

1. Total systems failure 8Hrs
2. Partial systems failure or level 1 with temporary fix in place 24Hrs
3. Minor systems problem 48Hrs

Power

The sensors require 24/7 power supply, this can be via commando socket, 3 pin plug or fused spure. We suply unmetered supply codes (UMS) to allow the council to account for the power costs. The units cost around £14.00 per annum dependant on the tarrif.

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.

Proximity Futures Ltd has recently installed GEO-Sense in a number of towns across Somerset, this will ensure consistency of reporting across the region and will also support the “Stronger Somerset” proposal if approved.

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.

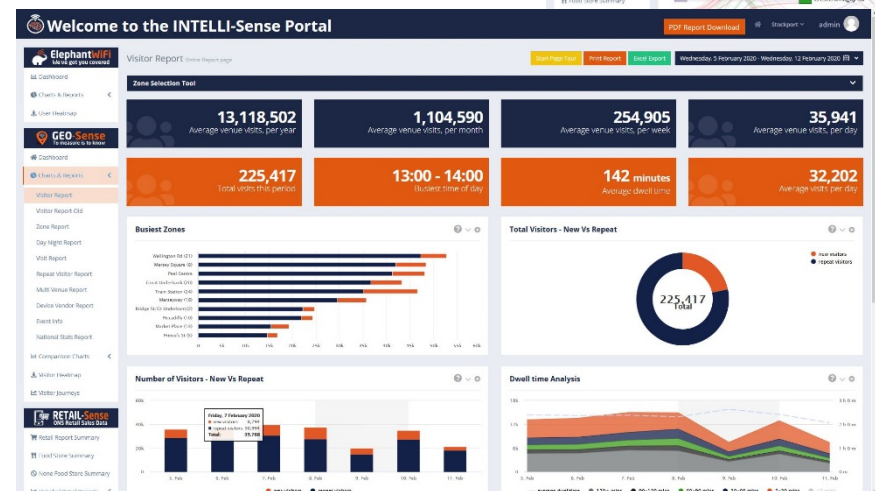
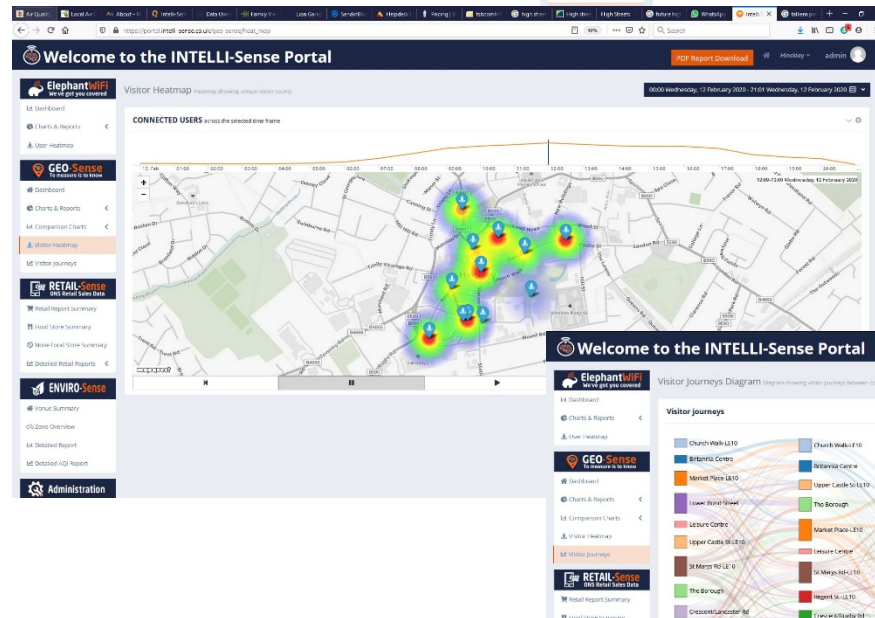
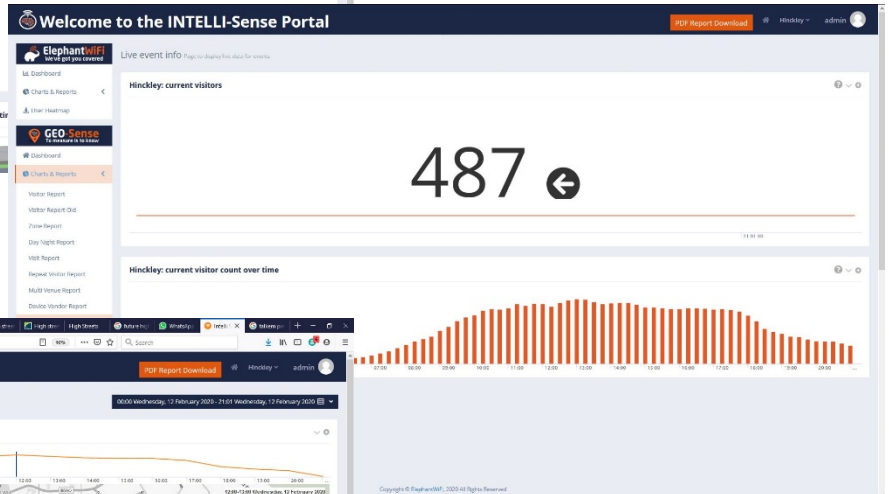
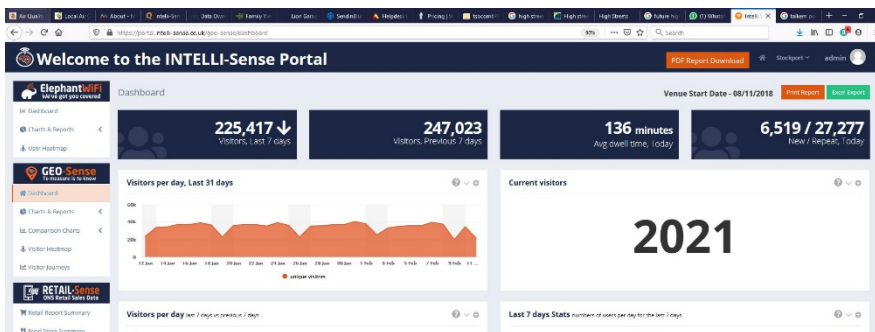
Event Information – This report Is designed to create a virtual area by combining a selection of zones into one, the event zone. Once created the zone will act as a single super zone and detailed Information can then be gathered on this area. The report also has a live counter updated every 30 seconds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

Screenshots



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



Project Mobilisation

Key Personnel

Rod Rayner, technical director and business owner.

Russell Downing, account manager.

Brendan Gannon, project manager.

Securing Consents.

As part of the installation plan we will assign a project manager who will take responsibility for gaining consents to use either Street Furniture, CCTV Columns or building for us to install the sensors. Our preference is Street Furniture and CCTV, and these will form part of our initial plan for installation. Buildings will usually only be used in the complete absence of any other option.

We will communicate with the relevant owners/managers of the furniture required and supply all information required regarding power, size weight and windage. We will also supply an installation guide and answer any queries that may arise. We would seek the councils help to identify the owners/Landlords of building and introduction to the relevant council/highways/streetlighting teams within the council.

In our experience we find it useful to also look at alternative locations as part of our site survey in case permission is not granted on any location for any reason. Permissions will be sought for alternative options at the same time to save on time should any be refused.

Mobilisation of contractors and sub-contractors

The only section of our installs that may be outsourced is the electricity supply for the sensor. We work closely with our installation partners who are qualified and competent to undertake such activities on highway electrical equipment. This could be our installation partners or the authority's street lighting team maintenance contractor may be used for this purpose. We will schedule an installation timeframe window as agreed with the initial project tender.

We work with several installation organisations to give us the flexibility both in timescales and coverage of the whole of the UK. Once the contract has been awarded, we will schedule in installation dates with our preferred contractor for



the installation, usually this is a two-week window set within the desired timeline that the customer is working towards. We also book Proximity Futures technical team for the same time period, so we have manpower available for the soft launch & handover on completion of the project.

Health and safety and systems of work

A safe method of working “method statement” & associated documentation are used & implemented which describes the physical installation requirements to achieve a safe and quality installation of Proximity Futures related products.

Installation will be carried out by persons qualified and competent to undertake such activities on highway electrical equipment. This would be our installation partners or the authority’s street lighting term maintenance contractor may be used for this purpose.

- All contractors and sub-contractors working on site will receive a copy of MS-HI Rev. 1.
- All stakeholders are to liaise with one another to ensure the general principles of health and safety are adhered to.
- Work on site is to be planned, managed and monitored to enable work to be undertaken, so far as is reasonably practicable, without risk to health or safety.
- All site personnel to be competent and fully trained for the tasks that are undertaken.
- Pre/post Installation Checks, activities and Health and safety considerations:
- Any staff member who notices any suspicious objects or behaviour must immediately inform the Police
- Under no circumstances shall the contractor perform activities without use of the required safety equipment and prior authorisation of works
- Should any doubt or problems arise which impacts on the safety of your activity, you must stop the activity, make the area safe and contact given escalation point for further direction
- Do not leave any tools/equipment unattended at any time
- No waste is left on site on completion of works
- Noise and disruption to local residents and businesses is to be kept to a minimum

Plant and equipment:

- All equipment is low voltage, comprising of Laptops, cable testers and a selection of hand tools
- Cherry Picker/MEWP to be utilised to work at height (certified users only)
- Engineers working at height are IPAF certified and carry their pass books with them at all times
- Engineers working at height always wear safety harnesses and lanyards when operating at height
- Safety equipment including harness are safety checked by senior staff before being issued and regularly checked and maintained

Method of intent and introduction:

- Installation of Wi-Fi or Cellular related products, and associated cabling
- All works and deliveries affecting public areas will be performed out-of-hours unless otherwise authorised
- All authorised documentation will be supplied to the engineering team prior to any visit

To ensure that the Project mobilisation is as efficient and effective as possible, we utilise the following standard documents (attached to this bid) that allow us to capture and retain all relevant project information. While these documents have been developed and refined over a number of years we continually review and revise them to ensure that they are always appropriate for our projects.

Please find a list of these standard documents below, which you can also review as they are attached to our submission:

- Site Survey Form (**PFSS-Rev.3**)
- Method Statement (**MS-HI Rev.2.6**)
- Risk Assessment (**RAMS Rev 1**)
- Post Installation Quality check list (**PIQC-Rev.1**)

Removal of Equipment:

Equipment will usually be removed within 28 days of the termination of the contract. All equipment, cabling and fastenings will be removed, the commando sockets will be left in situ and can be utilised by the council.

Installation time frame

We can confirm that we are able to meet the councils desired time line of 3 weeks from confirmation of permissions granted.

Training & Support

Russell will carry out comprehensive training on the portal and data usage and any ongoing support required. This enhanced understanding of standard and bespoke reporting will ensure that the economic benefits of the system are maximised.

There is no requirement on behalf of the respective councils to manage any data, this is managed by Proximity Futures. There is no limit to the number of users that can be granted access to the portal, all data and reports are available to be viewed in real time or can be printed to PDF, downloaded or exported in raw CSV format. In addition, we have developed a number of automated reports that can be scheduled to automatically be emailed direct to your inbox each month.

Case Studies

Proximity Futures Ltd are currently working with 90 different high streets, towns and cities utilising over 400 sensors to monitor footfall. Below is a small selection of case studies to give you a flavour of our existing customer base and its use.

South Somerset District Council – Yeovil – Ian Timms, Yeovil Refresh Project Manager

ian.timms@southsomerset.gov.uk

Contract start date December 2020, five year term

Value £36,600.00

GEO-Sense installed across strategic location in Yeovil town centre to help monitor footfall and develop data sets that will aid in decision making for the ongoing Yeovil Refresh project.

Broxtowe Borough Council – Matthew Batterham, Business Growth Manager

matthew.batterham@broxtowe.gov.uk

Contract start date May 2017 – ongoing contract

Value £28,200.00

GEO-Sense was initially installed in Stapleford town. Stapleford is perceived as being a poor relation compared to other towns in the borough and the council were keen to understand footfall and people movement in the area.

The data provided proved very useful in understanding trends within the town, the impact of events and a new store opening. This helped justify the investments spent in Stapleford. Broxtowe Borough Council then went on to install GEO-Sense in Eastwood & Kimberley where other investment projects are taking place. GEO-Sense for Beeston town has been ordered and will be installed shortly.

West Oxfordshire District Council – Phil Martin, Group Manager – Business Support Services

Phil.martin@publicagroup.uk

Contract start date December 2020, five year term

£21,760.00

GEO-Sense has been installed in three market towns as part of a bid that was funded by the re-opening the high streets fund. While the sensors have only just begun to provide data, the project leads are so impressed with the data they have enquired about extending to a further two towns and an additional sensor in one of the existing towns.