Organisation	Use Case / Outcome
Hertsmere Borough Council	Hertsmere council used Huq's insights to understand how pedestrians use their local high streets and how the pandemic impacted their places. They also wanted to understand where people were visiting their high streets from and whether the market days in one of their towns had a positive or negative effect on footfall. They were able to understand how seasonality impacted where their visitors were coming from, for example there was an increase in people travelling from further afield over Christmas, potentially due to key draws such as the theatre, specialist essential retail shops and a large restaurant area. Finally, they were able to establish whether their market days had a positive or negative impact on footfall and as a result made the decision to end the market days as they weren't successful and invest their resources into other activities where demand was greater.
Ripon BID	Ripon faced the challenge of positioning itself as more than just a day trip destination, striving to highlight its diverse attractions, heritage and local businesses to attract tourists and shoppers. They had no way to track the impact of their work, events and marketing without physical surveys. Thanks to Huq's reports, they were able to make informed decisions around their marketing and optimise their marketing strategies based on visitor behaviour insights. They also saved significant time that would otherwise be spent manually collecting and analysing data. Finally, they have been able to share reports with their board and stakeholders, fostering greater trust and understanding. They have seen increased footfall, an enhanced visitor experience and they have been able to demonstrate the value of their work.
Hertfordshire County Council	One of Hertfordshire's historic market towns is facing lots of the challenges a lot of high streets face like congestion, pollution and car dominance. The council is trying to promote active travel for health and wellbeing, but also as part of their response to covid and social distancing. This provided an opportunity to implement a scheme to promote walking and cycling. They closed a key high street to traffic on the weekend. The residents were mostly happy, but some stakeholders had concern about the economic impact. It was really beneficial to have Huq's data to support conversations with stakeholders. They were able to demonstrate that local businesses weren't adversely impacted by the scheme. The evidence when combining multiple data sets reassured stakeholders and residents that the impact of the scheme wasn't negative and in fact they were able to confirm that pedestrianisation tends to improve spend. The council's biggest challenge was contextualising public opinion and perception, as although this is really useful and insightful, it also has biases and influences. Using different data sets which align and tell the same story can ground this and provide an objective truth. As partnership working is key, the data can support the achievement of shared goals. It can also be used by stakeholders like businesses to look at trends to adjust their work and achieve their goals
London Legacy Development Corporation (LLDC)	LLDC is responsible for overseeing the development and regeneration of the Queen ELizabeth Olympic Park (QEOP). Their objective is to use the new infrastructure developments to drive more visitors to ensure it's long term success as a destination. Using footfall analysis, they have been able to help identify visitor peaks and improve event planning. Using catchment they have been able to identify the proportion of visitors travelling from further afield vs areas closer to the park to inform marketing and infrastructure development. From dwell time analysis, they are able to interpret commercial success and visitor satisfaction
Manchester City Council	The team we were working with had a 96 mil budget shortfall as a council and they were leveraging Huq data to support commercial investment in their parks to reduce impact. They used Huq data to get a £1 million project to put a restaurant into the park over the line, as the data helped them to justify the investment and reduce the estimated return on investment time frame from 25 years to 18 years. Before this, Heaton Park's investment plan was stalled for 6 years. The data has helped to support funding projects and bids and also informed transport plans.