

Density monitoring helps us find the most used parts of our towns

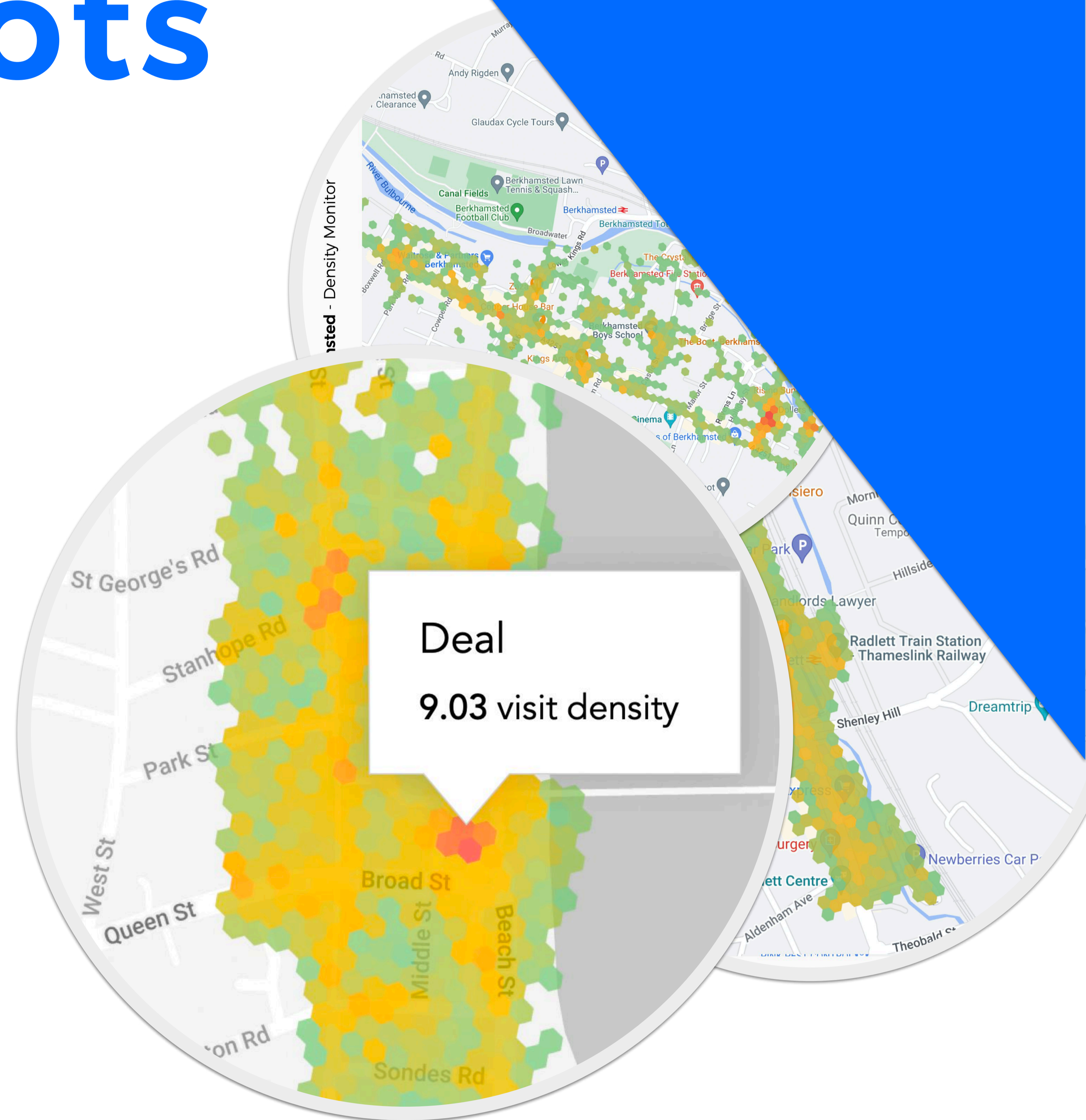
- Retail Store Planner
Healthcare Retailer

DENSITY MAP

Uncover local hotspots

Find the most popular parts of towns, streets and spaces

Density monitoring is a visualisation of pedestrian flows and hotspots across whole towns, streets and centres. Density maps are updated daily.



Pinpoint local opportunities

Why use it? Determine the places that attract most visitors to the areas you manage. Find the most valuable retail opportunities for within a centre or street. Learn how best to manage and maintain parks and spaces based on real, full-coverage usage of areas.



DENSITY MAP

Features

- ✓ Daily density heatmap
- ✓ Hotspot granularity to 10m
- ✓ Density score value provided
- ✓ Measurement of the full area
- ✓ Any place, any size, anywhere
- ✓ Up to 4+ years' data history
- ✓ Fine-grained date filters
- ✓ Compare with multiple places

Fig 1: Footfall density monitoring insight



High frequency

Monitor performance across the places and centres you manage in near real-time



4+ yrs history

Get up to 4yrs of history by default for every location you monitor



Full coverage

Place monitoring is available for any location in the UK and beyond



Discover our place insights platform

BROWSE MODULES

- ✓ Footfall
- ✓ Hourly Footfall
- ✓ Dwell
- ✓ Density
- ✓ Catchment
- ✓ Granular Catchment
- ✓ Satisfaction
- ✓ Inverse Catchment
- ✓ Commuter
- ✓ Visit Frequency



“ My team uses Huq insights to set targets and monitor change

Lesley Crisp
Economic Development Officer
Hertsmere Council

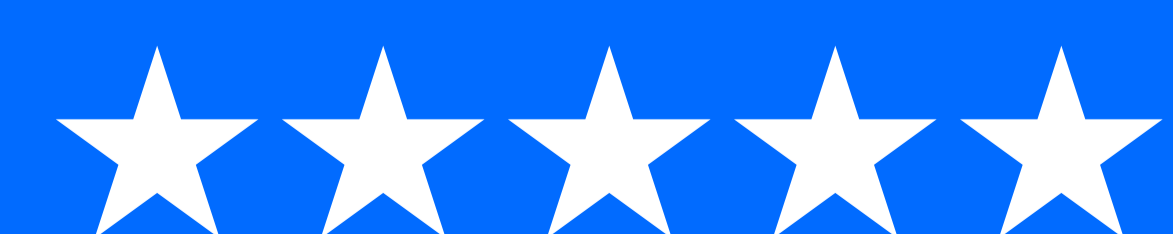
→ Get accurate place monitoring for decision makers in Local Government, Retail & Real-estate

Book a demo



Verified data quality

50+



Trusted by 50+ councils!