MAPPING THE UK'S CONVENIENCE CLUSTERS
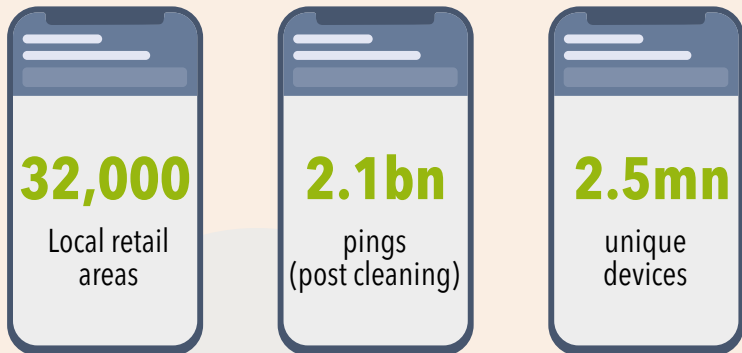
Convenience Clusters

The Convenience Clusters database pinpoints, classifies and scores over 32,000 convenience service locations across the UK.
Centres can range from rural locations with a small convenience offer to local high street parades and major city centres, providing an overview of the convenience landscape.

Understanding locations

Understand the function and nature of a location as a destination. Location type classing has been built by looking at what retail, leisure and services are there to draw people to a location.

For example, a centre may be classified using the major class as a Local High Street, but looking in more detail into the nature of the location with the minor class, breaks this down further into Urban High Streets and Rural Centres.

32,000
Local retail areas

2.1bn
pings (post cleaning)

2.5mn
unique devices

Understanding who uses the locations

Overlaying Convenience Clusters with Mobile App data generates unique insights into how centres are being used, at what time of day and year and by whom:

Business and levels of traffic

Demographics and Acorn profiles of visitors

Time of day and day of the week analysis of the cluster

Catchment analysis including how far have people travelled to visit the centre

Footfall classifications to show proportions of vehicles compared to walkers and browsers

Seasonality insight

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Location & Audience types

City Centre
Major Retail

16% Young Urban Affluent

70% Busiest during Weekend Daytime

Retail Destination
Regional Mall

22% Affluent Mixed

30% Busiest on Christmas time

Retail Park
Outlet Centre

40% Mixed Demographics

6% Busy during University term times

Local High Street
Urban High Street

10% Rural Affluent

10% Busiest in Summer Holidays

Local Parade
Strong Urban Parade

15% Low Affluence Urban Communities

95% Not Seasonal

Standalone
Supermarket

12% Wealthy

6% Busiest in warm months (April to September)

Transient
Railway & Underground Station

7% Working Older Families

40% Busiest during Rush Hour

Benefits and new opportunities

Relevant for a wide range of clients and sectors

- Convenience & grocery
- Leisure
- Media
- Citizen Services
- Retail
- CPG brands
- Finance
- Convenience Services

What you could use this data for and how can this help your business

Retail context	Finding the best locations	Getting the most from existing stores	How much could I take here?	Finding your audience
How does this location fit into the local retail landscape?	Which retail areas offer the greatest opportunity?	How should I tailor stores, ranging, operations?	Which location types do I perform better in?	Where do I find my core audience and when?
Are there other stronger centres nearby?	A set of realistic opportunity points for expansion	Insight into existing store locations	Model and analyse to quantify how much better one location is than another	Target marketing and messaging to the right audiences at the right times

If you want to find your best location and audience type as well as get the most from existing store locations, please contact us today:

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