

HIGH STREETS DATA SERVICE

A man in a dark shirt and light trousers stands at a podium on a stage, holding a white paper. He is addressing an audience seated in front of him. The stage is lit with spotlights. Behind the speaker are large projection screens displaying city data visualizations. The foreground is filled with the backs of the audience members' heads. The entire image has a dark, monochromatic color scheme with a reddish-pink tint.

2026/27 Membership Prospectus

HSDS Data Day 2025
p/c: Rachel Rodriguez

MAYOR OF LONDON

Greater London has over 600 high streets and 200 town centres. Each has its own needs and communities, yet form of a connected, citywide network of local economies.

Improving these places starts with good data.

The Mayor of London created the High Streets Data Service (HSDS) in 2021 to build a common evidence base and framework for monitoring performance, shaping strategy, and evaluating projects across London's high streets and towns.

Today, HSDS provides 36 boroughs and BID areas with timely data on footfall, spend, vacancy, and business premises — alongside a partnership that helps members access expert support and learn from each other.

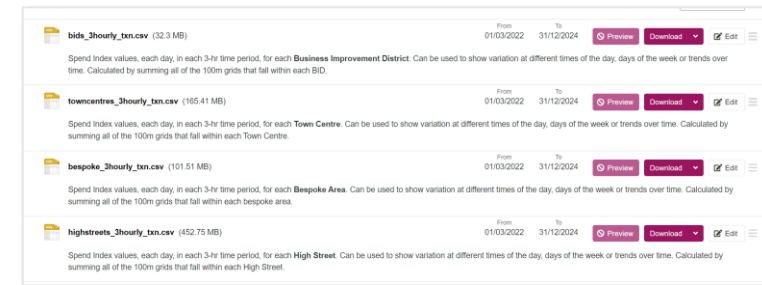


High streets and town centres in Greater London

Analyse, understand, and collaborate

Datasets

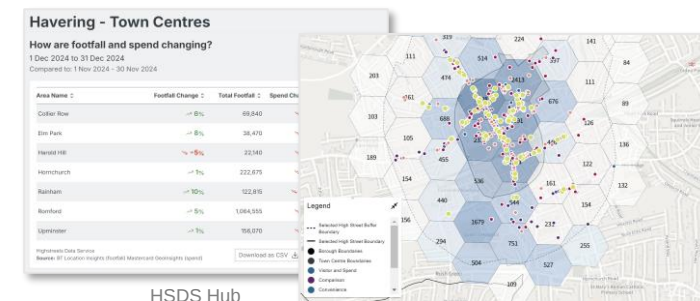
The High Streets Data Service purchases proprietary datasets on **footfall**, **spend**, and **business premises** on behalf of the partnership. All data purchased is published as **downloadable CSV files**, allowing users to analyse the data with their own tools such as Excel, PowerBI, GIS tools, or Python. This includes the **London Vacancy Register**, a list of persistently vacant high street shops matched with Land Registry data. Data is available as raw data, and pre-aggregated to high street, town centre, and BID areas.



London Datastore

Insights tools

All subscribers have access to insights tools that make the data easy to access and understand. The **High Streets Data Hub** is a dashboard of standard reports on spend and footfall over time, busyness by time-of-day, visitor origins, vacancy rates, business composition, and comparisons to other areas. With the **Map Explorer**, users can go further by creating maps of spend, footfall, catchments, travel times, and planning constraints.



HSDS Hub

Map Explorer

Support & Collaboration

HSDS provides in-depth support and programming, including weekly one-on-one **“data surgeries”** with GLA data scientists and regular user training sessions to support users in making the most of the data within their organisations. The annual **Data Science Incubator** programme helps project teams in boroughs and BIDs trained up on the basics of data science to deliver a full research project in 10 weeks.



2023 Data Science Incubator



New User Onboarding Session

The case for collective data purchasing

Pooling resources lowers costs for all

A single organisation subscribing to footfall counts, spending data, and vacancy surveys can pay over £40,000 annually. HSDS reduces this cost by pooling funds from 40 organisations, with further savings through multi-year subscriptions.

HSDS provides a single access point for six leading commercial datasets, eliminating the complexity of managing multiple suppliers and lengthy procurement processes. One Purchase Order covers all the data.

Because we buy at scale on behalf of London, we secure a level of supplier service that individual organisations could not achieve alone, including custom solutions and partnerships to develop new products—like spend by time-of-day data and footfall in bespoke geospatial shapes.

All membership fees are fully reinvested into the service. The GLA further subsidises staff and other overheads, including centralised procurement, supplier management, data storage, engineering, quality assurance, and product development.

Members benefit from unlimited user licenses, ensuring organisation-wide access without additional costs.

Data, how and when you need it

The High Streets Data Hub offers instant access to dashboards for project monitoring and evaluation. Raw datasets are available for in-depth analysis and integration with other data sources.

Unlike one-off data commissions, HSDS operates on a continuous, updated basis. Members have access to full historical dataset, including weekly spending data since 2018 and annual vacancy rates from 2014.

The data is widely used across Regeneration, Planning, Economic Development, Business Support, Transport Policy, Strategy, and Marketing teams. It supports analysis and evaluation for a range of projects, including Local Plans, Night Time Strategies, Low Traffic Neighbourhoods, major events, High Street Rental Auctions, inward investment pitches, marketing outreach, licensing, and more.

What sets HSDS apart

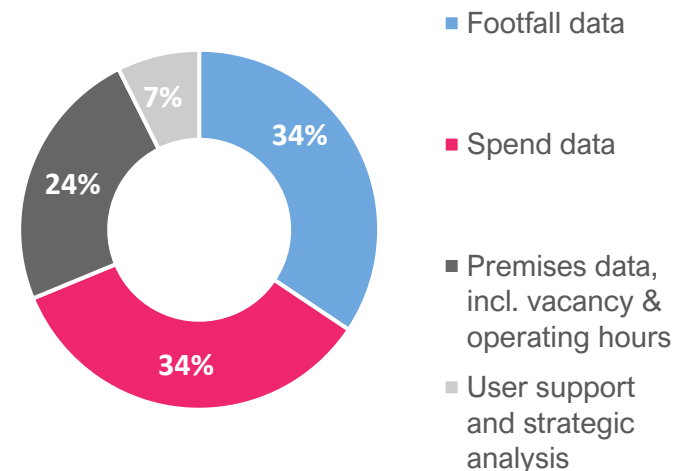
Most commercial data providers restrict access to borough or BID boundaries. HSDS enables benchmarking against comparable areas across London.

With GLA-maintained high street, town centre, and

BID boundaries, new members can onboard immediately, without needing to install sensors or define new boundaries.

HSDS is led by its mission and shaped by its members. New subscribers benefit from five years of insights and best practices from organisations across London. Beyond data access, HSDS offers substantial support to help users find insights and maximise value, including the annual HSDS Incubator training programme.

How the annual membership fee is spent



The HSDS Offer

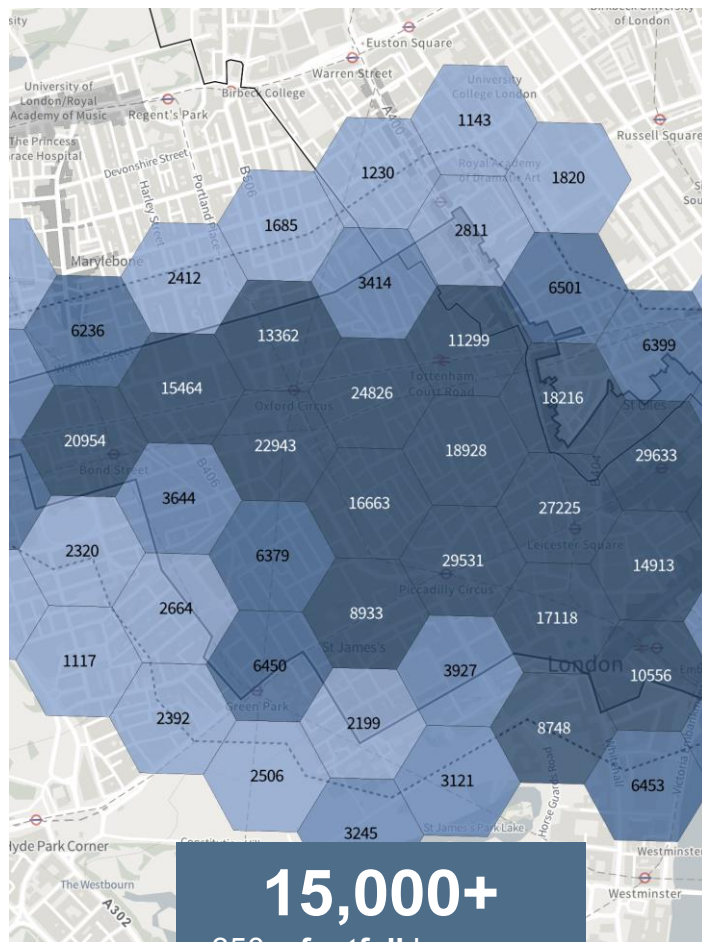


Collectively procured datasets

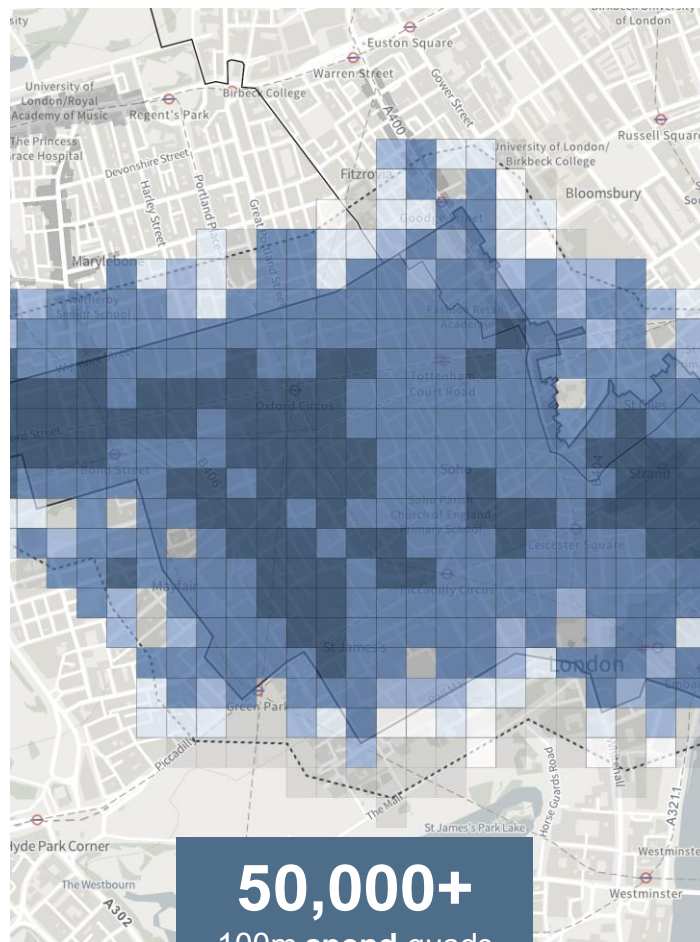
Category	Datasets	Coverage	Temporal Resolution	Spatial resolution	Updates	Key Attributes
 MOBILITY <i>BT Active Intelligence</i>	Footfall and dwell time (area-level)	May 2022 – Present	12-hourly	High street, town centre, or BID	Weekly	- Footfall counts & dwell time in 12-hour, and 24-hour periods - Audience breakdown by domestic & international visitors, workers, residents
	Footfall and dwell time (granular)	May 2022 – Present	3-hourly	350-m ² 'hex'	Weekly	- Footfall counts & dwell time in 3-hour periods - Audience breakdown by visitors, workers, residents
	Visitor and worker catchments	May 2022 – Present	Monthly	LSOA	Periodically	Counts of visitor and worker home-LSOA, by day of week and time of day
 SPEND <i>Mastercard GeoInsights</i>	Spend by retail sector	January 2018 – Present	Weekly	100-m ² 'quad'	Monthly	- Spend index values, adjusted for inflation, cash-to-card shift, and Mastercard market share - Spend by Apparel, Bars/Taverns/Nightclubs, Cosmetic & Beauty Services, Department & General Merchandise, Eating Places, Grocery & Food Stores, Jewellery - International spend
	Spend by time-of-day	March 2022 – Present	3-hourly	100-m ² 'quad'	Monthly	- Inflation-adjusted spend index by time of day, in 3-hour periods - Transaction count index values
 PREMISES <i>Local Data Company</i>	Retail Points of Interest	2014 – Present	Varies	Point	Monthly	- Retail premises information including business name, address, classification, parent company, vacancy, floorspace - Vacancy rates over 10 years - Persistent vacancy flags
	Opening/Closing Hours	2014 – Present	Varies	Point	Semi-annually	Business operating hours by day of week

Granular detail on local economic activity

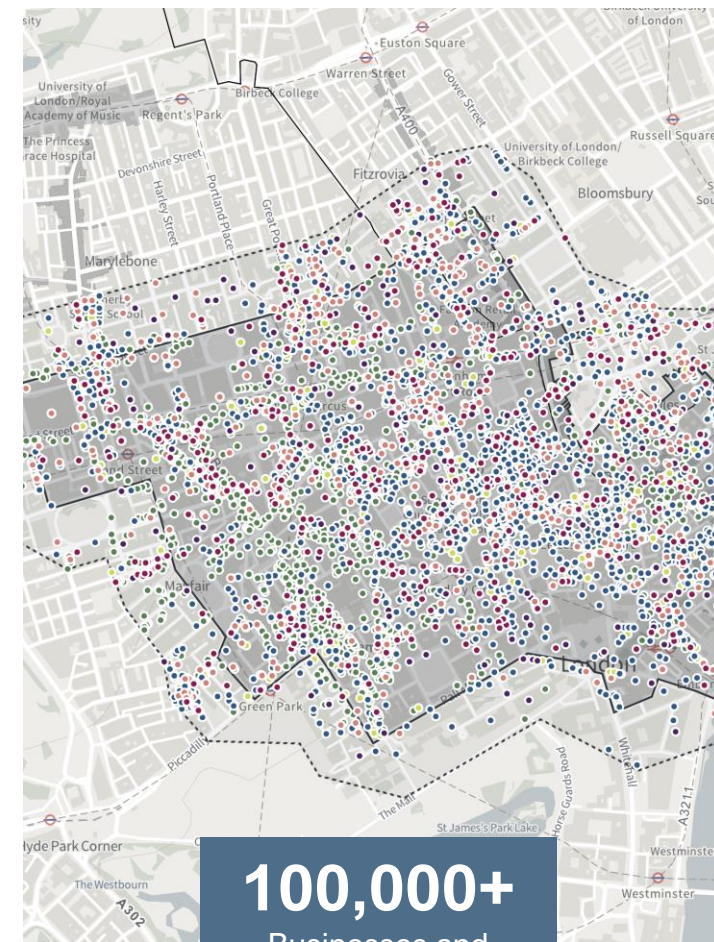
Data is provided at multiple levels of resolution, including geofenced to your area's boundaries.



15,000+
350m **footfall** hexagons
3-hour increments



50,000+
100m **spend** quads
3-hour increments



100,000+
Businesses and
vacant properties

Data license terms

HSDS has negotiated a standard set of licence terms that are consistent across all suppliers. This ensures the pan-London dataset is accessible to all partners and usable across service areas and project types.

Unlimited licenses

All data and tools are available to any member of staff in your organisation, with no cap on number of users

Historical data and comparator areas

You will have access all back-dated datasets and data for all other areas in London

Consultant access

The data can be sub-licensed to contractors, including researchers and consultants, subject to GLA approval

Share your insights

Aggregated insights may be shared publicly, including with levy payers

High Streets Data Hub: insights in a few clicks

The Hub is an easy-to-use dashboard for reporting on local footfall, spend, vacancy and the changing retail landscape.

Reports include:

- How are footfall and spending changing?
- What are peak times for footfall and spend?
- How do day and night compare?
- Who is visiting the area?
- How does vacancy change over time?
- What types of businesses are in the area?
- How are business types changing?

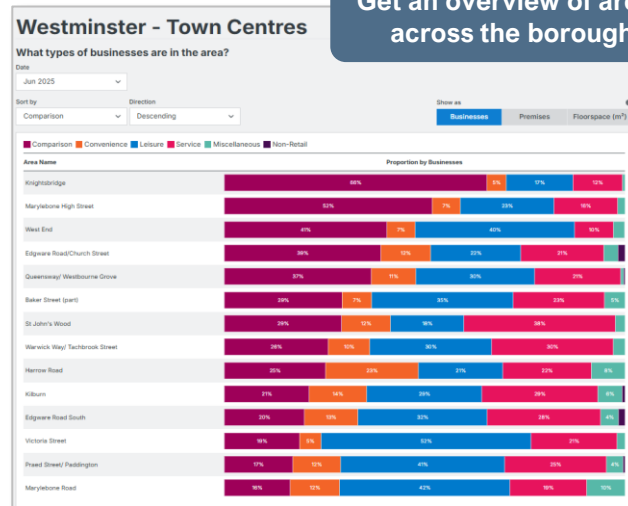
Each report is available for individual areas, as well as multi-area comparisons.

Try it!

<https://apps.london.gov.uk/hds-hub-demo>

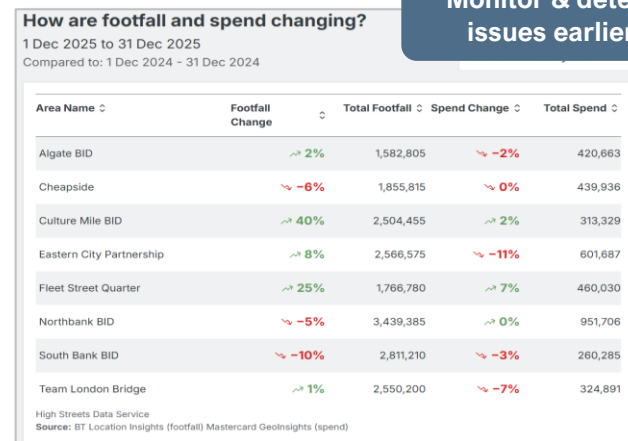
Contact us to access the demo site

Get an overview of areas across the borough



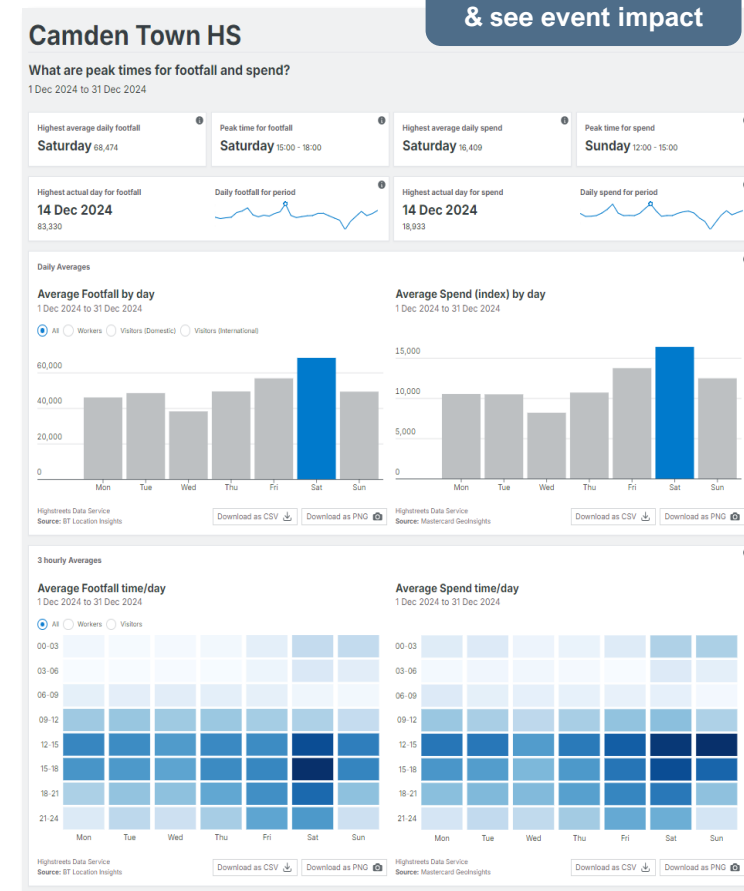
Hub report: Sector makeup of Westminster Town Centres

Monitor & detect issues earlier



Hub report: Footfall & spend trends across City of London BIDs

Plan for busy periods & see event impact



Hub report: Peak times in Camden Town high street

Premises

Vacant premises

☒ Rate (%) ☐ Total (count)

☒ This area ☐ London ☐ Rest of UK

Year	This area (%)	London (%)	Rest of UK (%)
2015	7.0	6.0	6.5
2016	7.5	6.0	6.5
2017	6.5	6.0	6.5
2018	4.5	6.5	6.5
2019	5.0	6.5	6.5
2020	7.5	7.0	7.5
2021	7.5	8.0	8.5
2022	5.5	8.5	9.0
2023	5.0	8.5	9.0
2024	9.0	8.5	9.0
2025	10.5	8.5	8.5

High Streets Data Service
Source: The Local Data Company

[Download as CSV](#) [Download as PNG](#)

Brent - High Streets

How many business premises are vacant?

Date

Sort by Direction

Location	Vacant premises rate (%)	Vacant premises	Total premises
Watford Road, North Wembley.	20.0%	4 vacant of 20 total	20 total
Dudden Hill Lane, Dollis Hill	16.7%	4 vacant of 24 total	24 total
Ladbroke Grove, Kensal Green.	14.9%	13 vacant of 87 total	87 total
Harrow Road, Kensal Green.	13.3%	4 vacant of 30 total	30 total
Cricklewood Broadway, Cricklewood.	11.8%	33 vacant of 280 total	280 total

[Explore this area](#)

Identify eligible properties

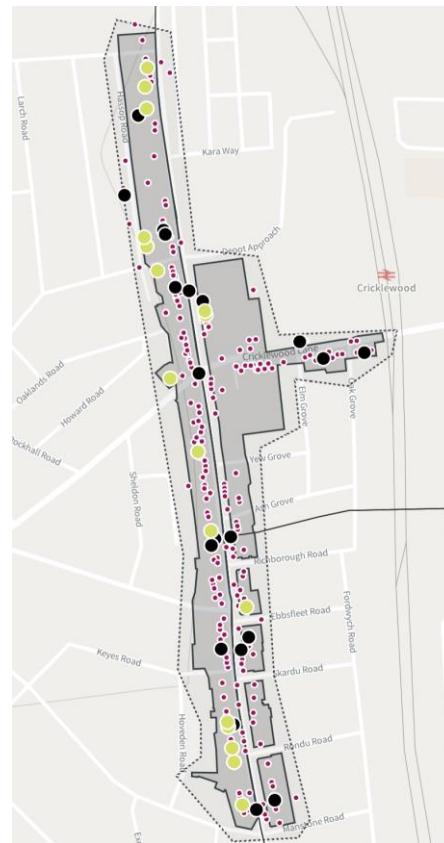
Address
188, Cricklewood Broadway, London, Greater London, NW2 3EB
190, Cricklewood Broadway, London, Greater London, NW2 3EB
37, Cricklewood Broadway, London, Greater London, NW2 3JX
47, Cricklewood Broadway, London, Greater London, NW2 3JX
147, Cricklewood Broadway, London, Greater London, NW2 3HY
275, Cricklewood Broadway, London, Greater London, NW2 6NX
295, Cricklewood Broadway, London, Greater London, NW2 6NX
31, Cricklewood Broadway, London, Greater London, NW2 3JX
113, Cricklewood Broadway, London, Greater London, NW2 3JX
273, Cricklewood Broadway, London, Greater London, NW2 6NX
285-289, Cricklewood Broadway, London, Greater London, NW2 6NX
11, Cricklewood Broadway, London, Greater London, NW2 3JX
1a, Ashford Road, London, Greater London, NW2 6TP
49, Cricklewood Broadway, London, Greater London, NW2 3JX
251, Cricklewood Broadway, London, Greater London, NW2 3HP
2, Chichele Road, London, Greater London, NW2 3DA
9, Hassop Road, London, Greater London, NW2 6RX
5, Hassop Road, London, Greater London, NW2 6RX
28, Hassop Road, London, Greater London, NW2 6RX
329, Edgware Road, London, Greater London, NW2 6JP
82-84, Cricklewood Broadway, London, Greater London, NW2 3EL
112, Cricklewood Broadway, London, Greater London, NW2 3EE

London Vacancy Register: Persistently vacant properties

Tenure type	Proprietor name	Date proprietor
Freehold	CAMURE LIMITED	1999-03-17
Freehold	CRICKLEWOOD BROADWAY LIMITED	2021-07-09
Freehold	CRICKLEWOOD BROADWAY LIMITED	2021-07-09
Freehold	CRICKLEWOOD BROADWAY LIMITED	2021-07-09
Freehold	MCOWAN PROPERTY INVESTMENTS LLP	2012-08-20
Freehold	NILE VALLEY TRUST	2021-06-15
Leasehold	NQBE CLEAN LIMITED	2008-10-23

London Vacancy Register: HMLR records of free/leaseholders

Map vacant properties



Map Explorer: short- and long-term vacancies

Photo records



Vacancy details

Duration of last vacancy	1307
Date last vacancy began	07/01/2022
Cumulative Vacancy (past 2	730

Organisation

Last tenant	Nobleclean
Last use class	Launderettes, Dry Cleaners & Other
Floor space sq m	60
Verification date	29/05/2025
UPRN	202110308
LDC Premises ID	50324486
Address	37, Cricklewood Broadway, London, Greater London, NW2 3JX

Map Explorer: photo record of a persistently vacant unit

Support to get the most from data

The success of the service is a shared effort with members. Our team is on-hand to help users apply the data effectively.

Responsive help desk

Users have access to a dedicated service desk, with requests resolved in **<4 working days** on average. **New user training** sessions are held quarterly, equipping users with the skills to start using the data.

Data advisory support

Data Surgery appointments are available **every week** for users to seek 1:1 dedicated support from HSDS data scientists. The team is on-hand to provide tailored guidance, whether you need help scoping projects, interpreting data, accessing a custom dataset, or refining your analysis.

Annual HSDS Incubator

The **High Streets Data Service Incubator** is an annual 10-week guided course for members of the High Streets Data Service to develop and test a specific hypothesis on their area of interest. To date, 20 boroughs and BIDs have been guided through a research project of their own design with the help of a HSDS data mentor, in partnership with LOTI and ONS.

High Streets Network Classroom
“Data in the High Street”



User onboarding with
worked examples



July London Data Week:
HSDS and Community
Research in Green Lanes

2024 Data Science Incubator kick-off

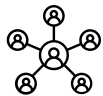


| Our Impact

A large, out-of-focus crowd of people is shown from the chest up, seated and facing towards the right. Many of the people have their hands raised in the air, suggesting an interactive session or a presentation where audience participation is encouraged. The image is overlaid with a semi-transparent magenta/pink color, which serves as a background for the text.

A common high streets evidence base for Greater London

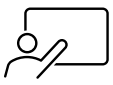
36



Subscribing Organisations

21 Councils, 11 BIDs, the GLA, MOPAC, L&P, and the Crown Estate benefiting from collective data purchasing

45



Third-party Contractors

Consultants, contractors and researchers who have accessed local high street data via borough and BIDs' contractor license

20



Data Science Incubator Projects

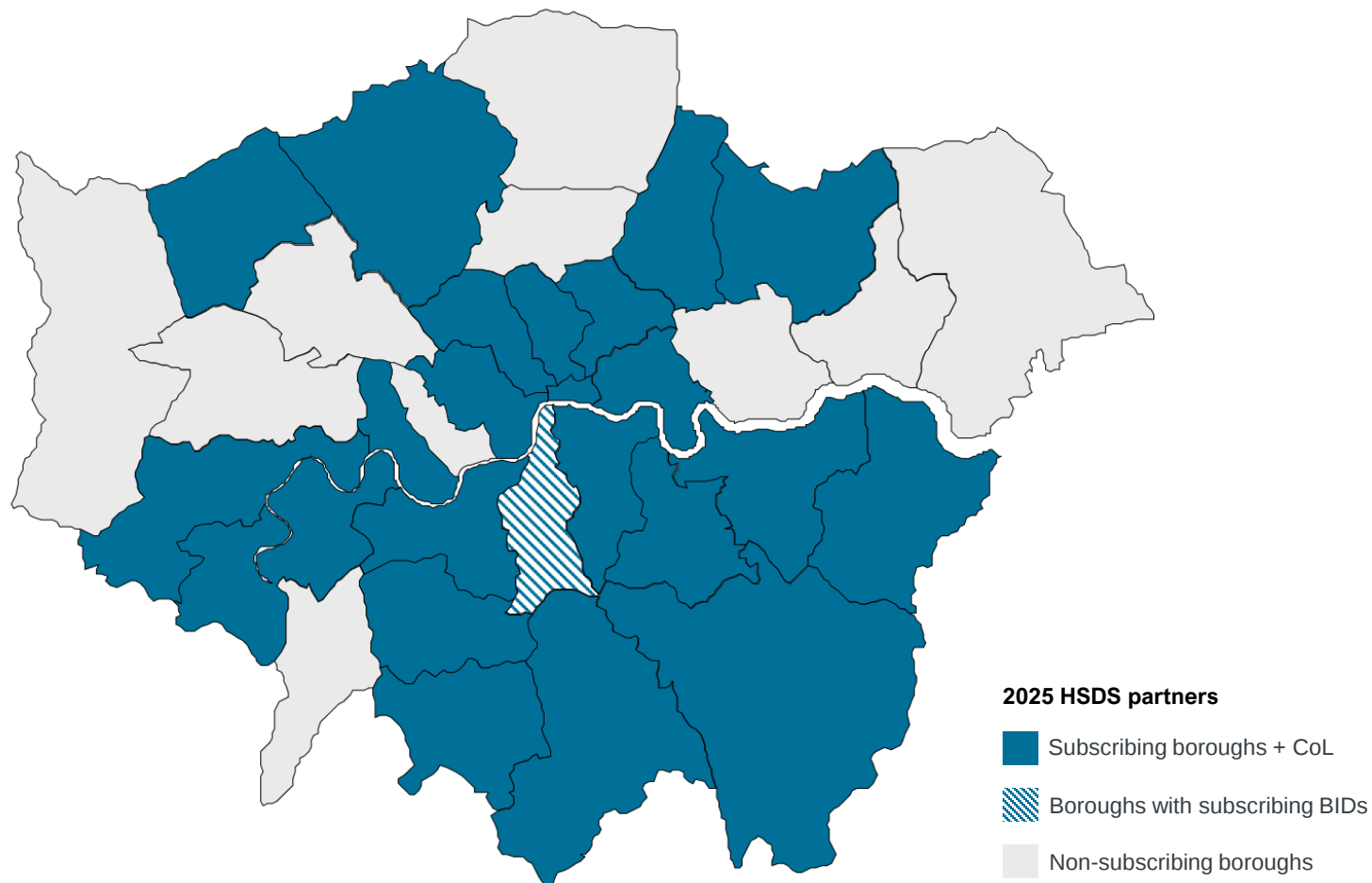
Borough/BID teams which have delivered a research project with HSDS data via the Incubator programme

600+

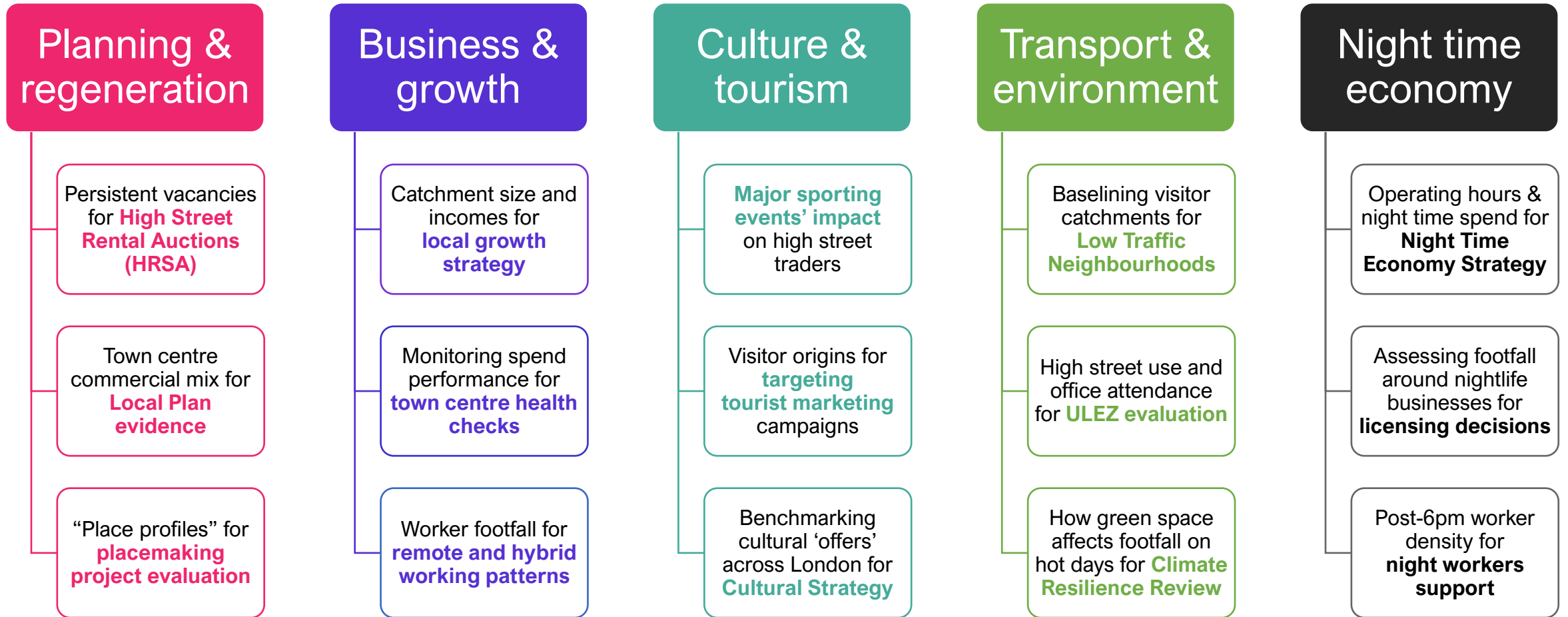


Registered Users

Officers across London using HSDS data for strategic planning & project evaluation



Powering borough and BID projects across service areas



What members are saying

“ South Bank BID’s subscription to HSDS has allowed us to **make data and insight a core part of our third term offer**, putting us in a great position to help our internal team, the BID Board, and our levy payers and partners to make informed, data-oriented decisions.

The collective purchasing model also **enables significant cost saving for levy paying businesses**, reflecting the benefits of partnership working that BIDs are built upon.



Nic Durston
Chief Executive, South Bank BID
Chair, British BIDs

“ The HSDS has been an incredible resource for pulling together [Islington’s] vacancy list. I’ve absolutely relied on data from the service when putting forward the business case for using and exploring HSRAs (particularly in Cally).

Crucially, it supported a case showing the extent to which vacancy in Cally was ongoing and persistent. The statistics were a great thing to include in the business case internally. **Safe to say it’s been a total asset to HSPA work and not sure we would’ve got far in record-keeping without it.**



Florrie Cole
Local Economies Officer (The Cally),
Islington Council

“ My experience with the HSDS team has been **nothing short of exemplary**. I have never engaged with an external team that has provided so much support, passion and insight into a programme.

Having access to so many different data types can help organisations carry out their own research and **make informed decisions about any problems they may face**.



Zan Haq
Marketing and Projects Officer,
WeAreWaterloo

A nationally recognised partnership

British Data Awards: Data Partnership of the Year

The High Streets Data Service was awarded the ‘**Data Partnership of the Year**’ award at the **2025 British Data Awards**, an industry event recognising exemplary data work from over 450 nominations across FTSE 100 companies, government departments, tech start-ups, and major charities.

The judges “**loved this memorable entry**” which combined “community, commercial understanding, and excellent data storytelling.”



**Data
Partnership
of the Year**

WINNER 2025

Geography in Government Local Impact Award

The **Westminster City Council Strategy & Intelligence** took home the **Local Impact Award** at the 2024 Geography in Government Awards for the **Westminster High Street Activity Profiles**, which use HSDS spend, footfall, and premises data to provide a street-level view of local high street dynamics in Westminster.

These profiles are helping identify opportunities for high street development and economic growth, and provide a baseline for future monitoring and evaluation in Westminster.



Case study: Pedestrianising Warren Street

The Challenge

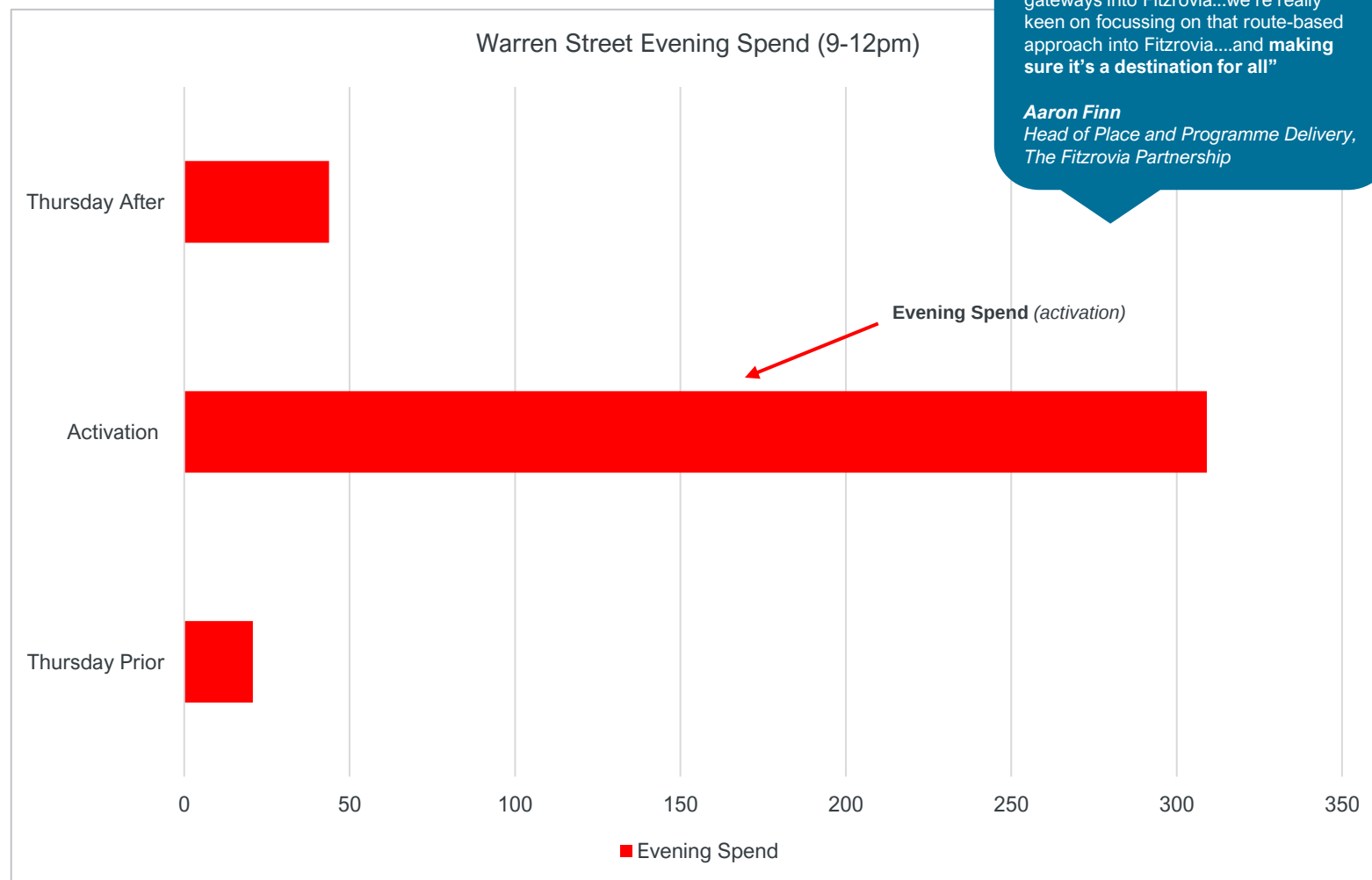
Ahead of the Mayor of London launching a Mayoral Development Corporation for Oxford Street in 2026, The Fitzrovia Partnership sought to understand whether the introduction of a pedestrianised road on Warren Street would provide economic & social improvements to the area.

The Solution

The BID used HSDS data to identify increases in footfall, spend and dwell time during and after two pedestrianisation & activation events, – Rabbit Warren and ASOS Fashion Show – particularly in the evening economy.

The Impact

The results are being used to inform future placemaking schemes, discussions with Camden Council, and a wider area strategy focused on key gateways into Fitzrovia.



“We want to build on the success of Rabbit Warren and activate key gateways into Fitzrovia...we’re really keen on focussing on that route-based approach into Fitzrovia....and **making sure it’s a destination for all**”

Aaron Finn
Head of Place and Programme Delivery,
The Fitzrovia Partnership

Evening spend on Warren Street during a Thursday activation event, compared to the Thursday before & after; Data from Mastercard via HSDS
p/c: Aaron Finn and Alice Maisey, The Fitzrovia Partnership

Case Study: Putney's fast food surge

The Challenge

Positively Putney BID was receiving complaints from residents about the surge in fast food establishments, which were anecdotally underused, since Covid. The BID wanted to see whether data backed up this narrative.

The Solution

Positively Putney BID analysed HSDS people counts, visitor origins, and spend data to determine who was using the fast-food establishments. They found:

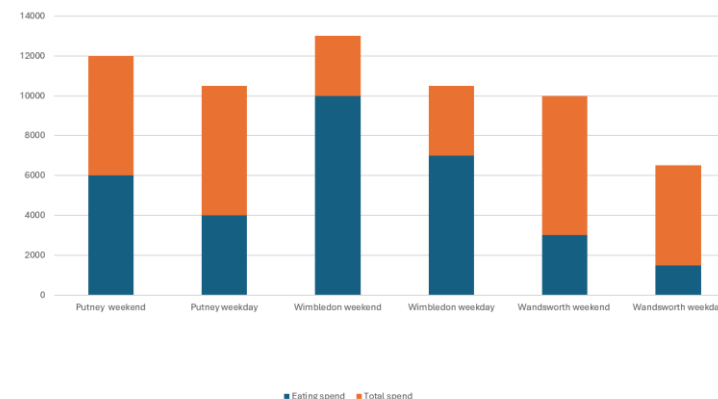
- ✓ **Footfall and eating spend declined since Covid**, whilst the number of fast-food restaurants increased
- ✓ **Visitors to Putney town centre are mainly local**, and most of the visitor catchment falls within a 15-minute bike ride

To contextualise these results, the BID surveyed business owners, who reported that takeaway orders were a large proportion of their revenue. They also reported that delivery drivers have a maximum radius of a 15-minute bike ride.

The Impact

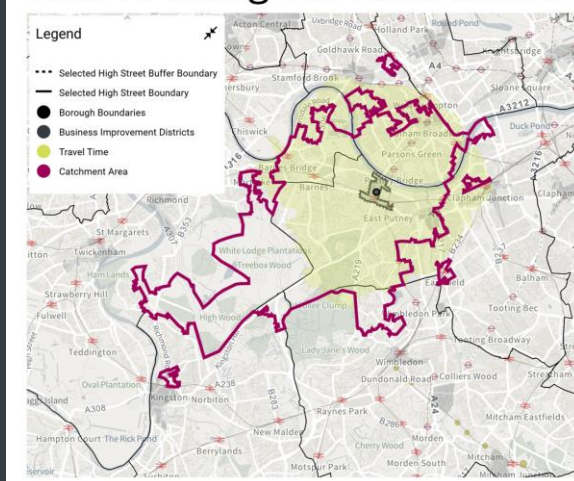
The BID determined that fast-food outlets continue to serve local demand, albeit increasingly through delivery rather than walk-ins. This evidence helped reframe local narratives on the role of takeaways within a changing economy and supported more informed engagement with residents and businesses.

Local Comparison of Eating Spend



p/c: Nicola Grant, Executive Director, Positively Putney BID

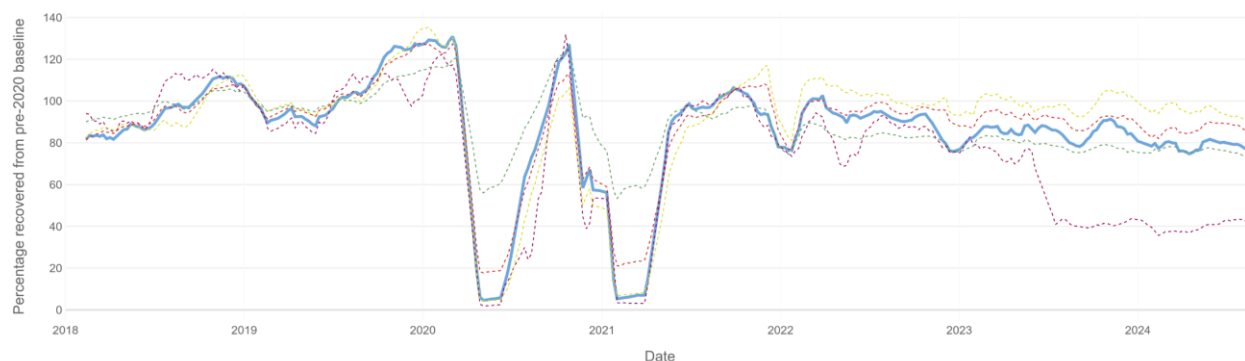
Who is using the businesses?



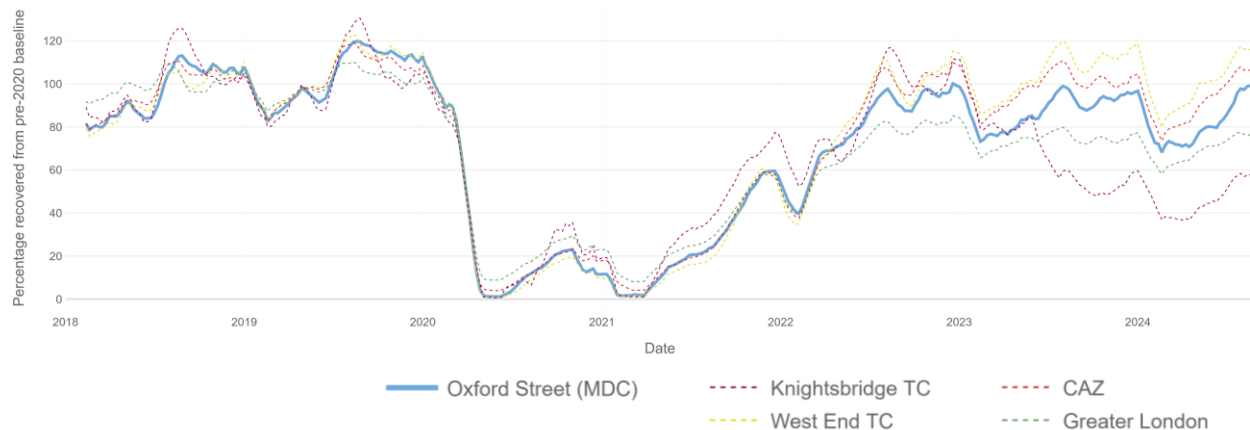
p/c: Nicola Grant, Executive Director, Positively Putney BID
Extracted from HSDS Map Explorer

Case study: Oxford Street spend recovery, 2018-2024

Oxford Street weekend spend since Covid (2018-2024)



Oxford Street international spend recovery (2018-2024)



Data aggregated and anonymised by Mastercard. Analysis by Lauren Wool, GLA

The Challenge

The Mayor of London is taking action to face long-standing challenges on Oxford Street due to the impact of the pandemic, rise of online shopping, and long-term changes in retail habits.

The Solution

The GLA used HSDS understand the scale of the problem, finding:

- ✓ While Oxford Street tracked closely with the West End pre-Covid, it now slightly underperforms both the West End and CAZ, with a persistent gap in consumer spending
- ✓ Oxford Street spend recovery lags the rest of the West End on all days of the week, but the weekend recovery gap has widened.
- ✓ The recovery of spending by international visitors on Oxford Street lags the rest of the West End's by 14 percentage points

The Impact

The research informed the Mayor's decision to establish a new Mayoral Development Corporation for Oxford Street, which is now leading the area's transformation.

| What's next?

GP
CTORS)

UPER
RKET /
RESH
OOD

POST
FFICE

NNER
OUT

GYM /
ISURE
ENTRE

Looking ahead: our priorities

We are accelerating access to trustworthy, actionable data. We will make our core data offer even more intuitive, drive deeper impact through collaboration, and expand the partnership to new audiences.

New data

Integrate new data sources for a more complete, unified high streets evidence base

We aim to:

Address gaps in current HSDS data:

We are working with suppliers to enhance existing datasets, including sub-hex footfall and clearer Mastercard index values.

Curate non-commercial datasets:

We are working with citywide organisations to integrate non-commercial datasets – like transport, crime and economic productivity indicators – into HSDS, bringing key public data into the same place as spend and footfall.

Simpler access

Ensure users can quickly access insights with simpler user interface and data they can trust

We aim to:

Improve data quality checks: We are strengthening our core data pipelines for faster, higher-quality outputs, so you can act with confidence — not second-guess the numbers.

Expand the HSD Hub via quarterly updates:

We will continue to expand Hub functionality to reflect the full scope of HSDS datasets. Every update will be prioritised with members and guided by user testing.

Enhanced training

Strengthen learning, peer support, and knowledge sharing, building on the HSDS Incubator

We aim to:

Data Science Incubator 2026: We are running the programme again, building on first three years of success, to equip users with skills and support to make the most of HSDS data.

More case studies and peer learning: We will showcase applied use cases on Basecamp and in user meet-ups.

Partnership growth

Expand access to the HSDS to more London organisations to drive collaboration and lower cost

We aim to:

Expand to third sector organisations: We are extending access to event organisers, market operators, and community groups, so everyone working on high streets can operate from a shared evidence base.

Bring down the cost: More members mean lower costs for all, so we are actively growing the members involved in the network.

2026-27 data and product roadmap

We prioritise data and features quarterly based on member needs and the resilience of the service. This year, we are working to bring all HSDS datasets into our user tools and make data easier to access from the Datastore.

NEW! <i>In 2025</i>	NOW <i>Spring 2026</i>	NEXT <i>To be prioritised this year</i>	LATER <i>Long-term aims</i>
Hub reports - How are footfall and spending changing? - What are peak times for footfall and spend? - How do day and night compare? - Who is visiting the area? - How does vacancy change over time? - What types of businesses are in the area? - How are business types changing? Londonwide Vacancy Register - Register of properties vacant for >1 year, with linked Land Registry details - Persistent vacancy layer on Map Explorer	Hub features - Custom area (non-standard HS/TC/BID) selection and reporting Published datasets - Comparator areas, based on statistically similar high streets - Employment estimates by high street/town centre Data quality improvement - Linking LDC addresses to OS building shapes and UPRN - Spend inflation adjustment review	More accessible insights on the Map/Hub - Dwell time - Event impact reporting - Opening/closing hours - Visitor catchments - detail - Spending by subcategory Hub features - Citywide benchmarks - Multi-area comparison for non-borough HS/TC/BIDs - Downloadable reports Data access - API access and query-builder	Hub features - Downloadable raw data - Automatic reports to email inbox - User accounts with savable settings Non-commercial datasets - Transport mode of visitors - Crime - Residential demographics and deprivation

MAYOR OF LONDON



Night time visitor density in Greater London, HSDS footfall data

Subscriptions from members fund the purchase of data, quality assurance, and insights. By procuring data collectively, HSDS reduces costs while equipping partners with the evidence for better placemaking.

The annual cost for London boroughs is £20,000, and £10,000 for BIDs.

Discounts are available for multi-year memberships, group memberships, and for smaller BIDs. Contact us for a bespoke quote.

Membership can start at any point in the year, and will be prorated to the nearest full service year, running 1st April - 31st March.

Ready to join?

HighStreetsDataService@london.gov.uk