

# LOCATION STRATEGY

FROM  
**£1,495**

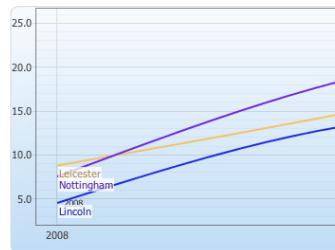
Every town is different - what are those differences and how do they impact you as a retailer, investor, landlord or local authority? On average 15% of a town changes every visit so are the changes positive or negative for your business? Allow LDC to help you identify the Strengths, Weaknesses, Opportunities and Threats in up to 850 towns.

## Features - what do you get?

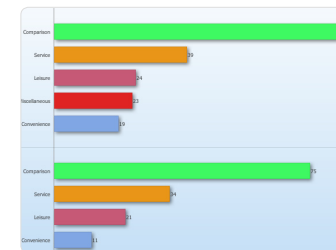
- ✓ Occupancy by over 450 classifications
- ✓ Vacancy trends over time
- ✓ Top fascias
- ✓ Gap analysis
- ✓ Openings & closures
- ✓ Independents and multiples
- ✓ Town comparison
- ✓ Classification mix
- ✓ Map locations (including imagery)

The screenshot shows the LDC Mapping software interface. At the top, there is a navigation menu with options: Cover, The Offer, Guide (1), Guide (2), Guide (3), Shop Vacancy, Top Fascias, Classification, Ind/Multi, Opens & Closures, Location Analysis, and Images. The main area displays a map of Derby with numerous orange circular markers, each containing a number and a classification label like '(mixed)'. A blue banner at the bottom of the map area contains two tips: 'Tip 1 Click a point to view further information.' and 'Tip 2 Click arrow on right to select your criteria, e.g. Town Centre.' Below the map, there is a navigation bar with a left arrow, the text 'THIS TRIAL IS BASED ON SAMPLE DATA', contact information 'For more information call +44 (0) 20 3008 4997 or visit www.localdatacompany.com', and a right arrow.

### Classification mix.



Shop vacancy.



Independent vs. multiples.



Digital imagery.



**Local Data Company**  
The leader in retail location data & insight

# FURTHER INFORMATION

In addition to our 'off the shelf' reports we offer a **Bespoke Report Service** that can be tailored to your exact requirements, including 3rd party data integration.

## Other reports available, include:

Product/Report	From
✓ <b>Market Report</b>	£2,450
✓ <b>Investment Report</b>	£1,850
✓ <b>GB Shop Vacancy Report</b>	£1,495

“Local Data Company offer a depth of information about key consumer businesses that is unrivalled and that only personal and regular visits to the premise can actually achieve.

Alastair Crawford | 192.com

## Features

- ✓ Nationwide coverage (UK)
- ✓ Coverage @ 93% of UK population
- ✓ Over 560,000 retail & leisure premises
- ✓ Fully searchable opening hours
- ✓ Over 20 fields of data, including;
  - Business Name
  - Business Address
  - Business Description
  - Business Classification
  - Digital Photo (*Hi-Res*)
  - Features & Keywords
  - Nearest Transport
  - Geocodes
  - Website (URL)
  - Price for 2 (*where applicable*)
  - **Opening times** NEW
- ✓ Easily matched to 3rd party datasets

\*Dependent on centre update cycle.

## Benefits

- ✓ No 'cost per search' fees - you can display our data as many times as you like without additional costs
- ✓ Updated every 6-12 months\* to ensure freshness - and we offer monthly update feeds
- ✓ Over 20 fields of data, including digital photo, description, keywords and much more
- ✓ Every premise is physically visited and verified by a member of our Field Research team
- ✓ Our data is available across a range of platforms\*\*, from mobile to 3rd party apps
- ✓ We add thousands of new businesses every month, including an external digital photo
- ✓ Matched to 3rd party data providers for easy integration



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**CALL** (0) 20 3008 2371 **VISIT** [www.localdatacompany.com](http://www.localdatacompany.com)