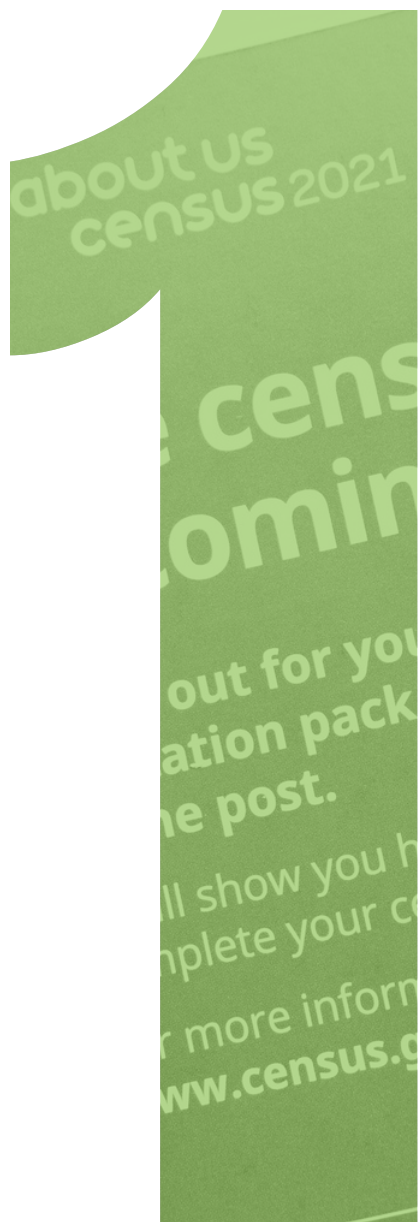



Steps for Choosing the **Right Location**



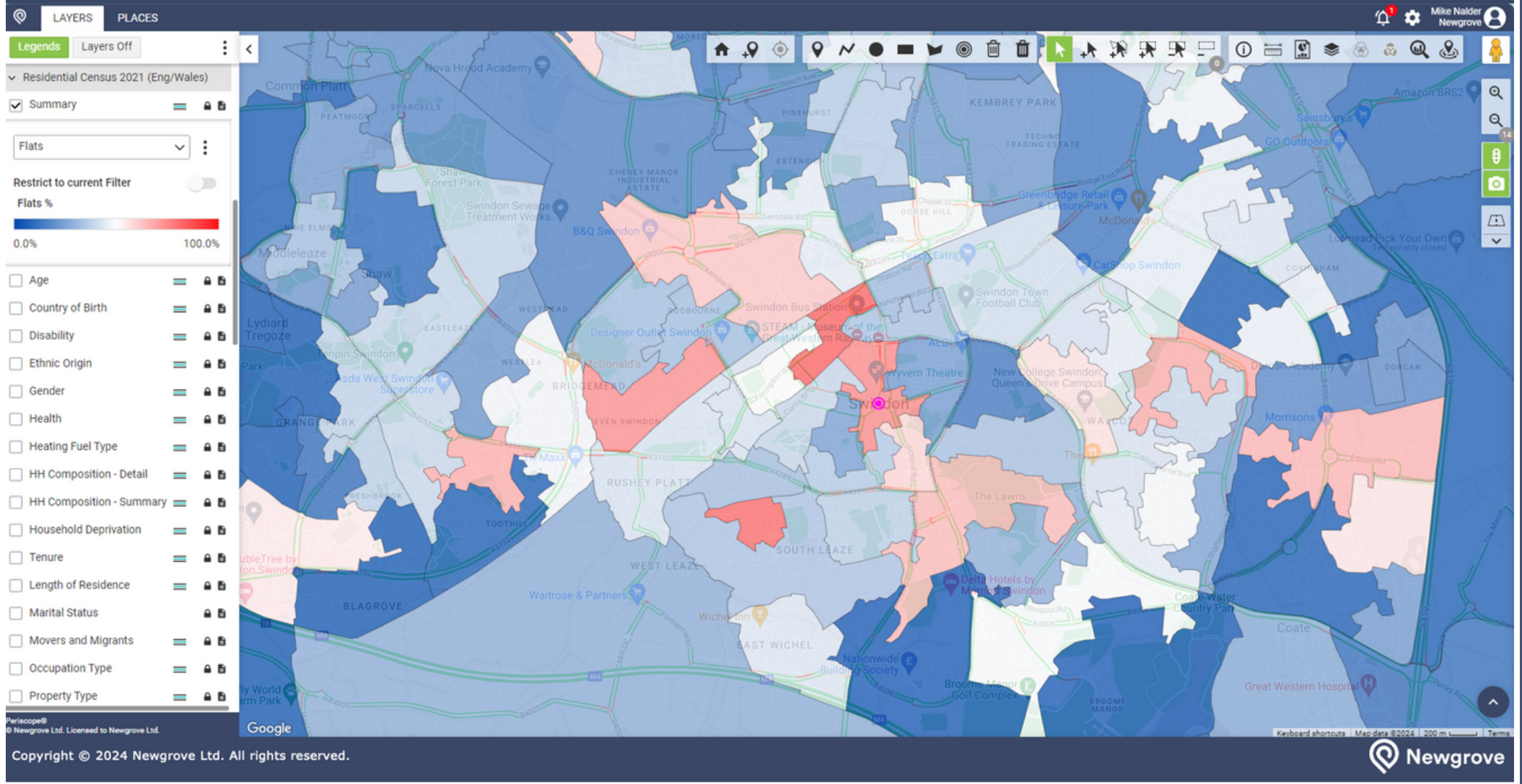
Study the Population

In the area you are looking to expand, do those people fit the profile of your ideal client or customer?

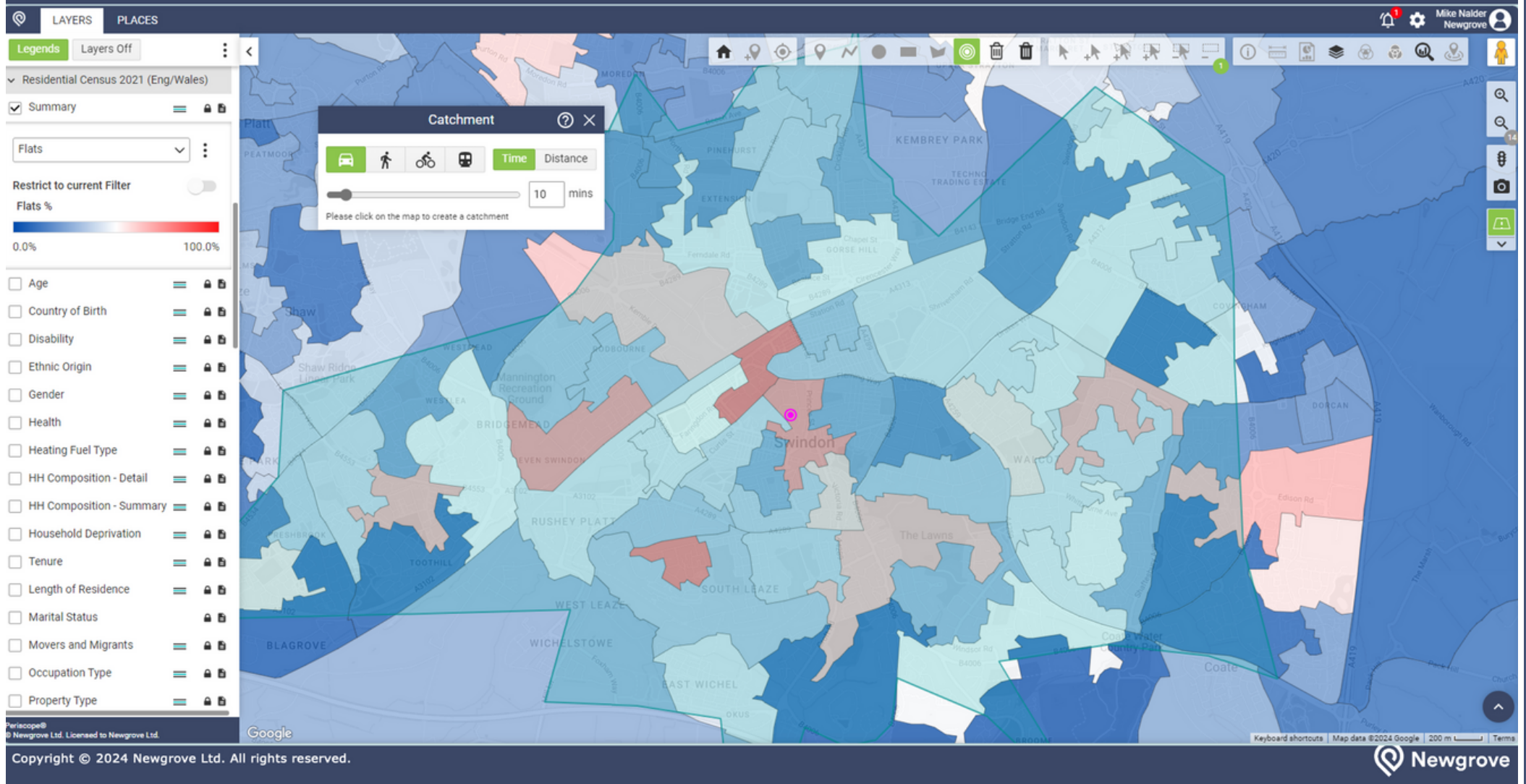
This may sound like an obvious point, but it can be easily overlooked. By comparing consumer classification data and your customer analytics, you can evaluate the potential location for your company and whether it is likely to be a success or failure with the people living and working in that area.

Studying the population also helps you to tailor your products, services, and marketing strategies to meet the specific needs of the potential target audience.

Census21 Property Type Profile in and Around Swindon



Add Drivetime Catchment to the Map to Define Area for Profiling



Review the local demographics



You also need to consider the demographics that underpin the population of a place, including age, employment, education, income, race, gender, homeownership and marital status.

We are all so different and we consume such a range of goods, products, and services depending on our circumstances. By understanding the demographics of an area, this enables you to discern what factors are driving local people to spend their money. So by taking these factors into consideration, you can see which consumers are a likely fit for your brand and whether your chosen plot is a good location.

Swindon : 10min Drivetime - Download Instant Population Profile Report

Periscope® Census 21 - Area Profile Report

Report Title: Census 21 - Area Profile

Prepared for: Newgrove

Prepared by: mike.nalder@newgrove.com

Created on: 14/02/2024

Description: This report is for the area shown in the map below. It was created using Periscope® and contains demographic data for England & Wales from the 2021 Census.

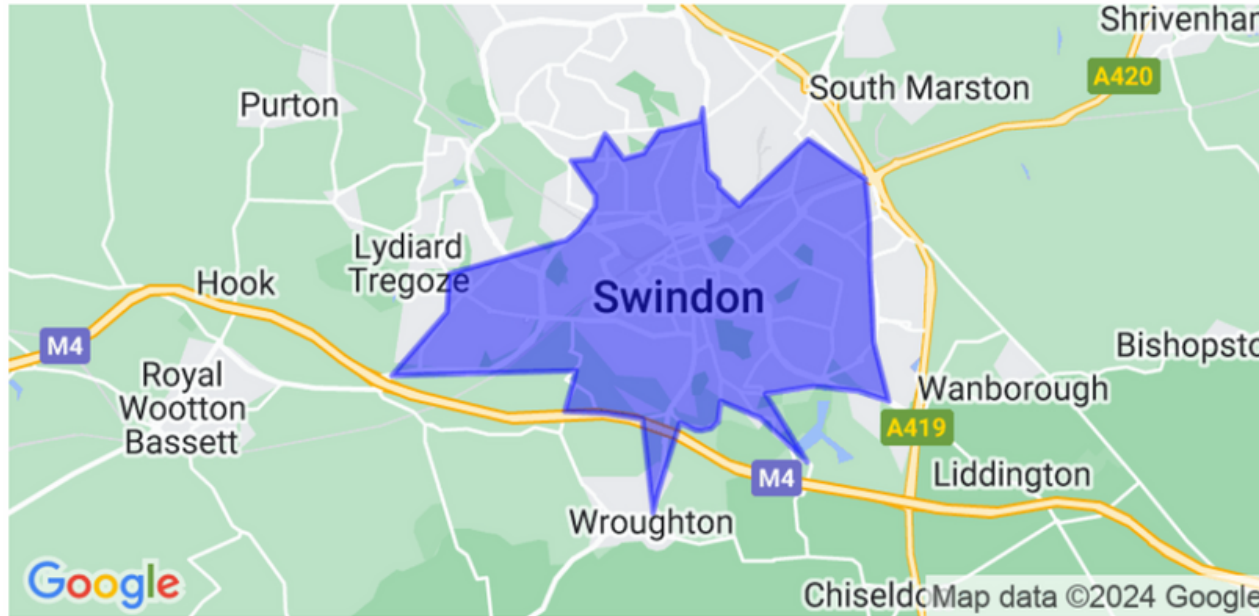


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- Tenure
- Household Composition
- Household Deprivation

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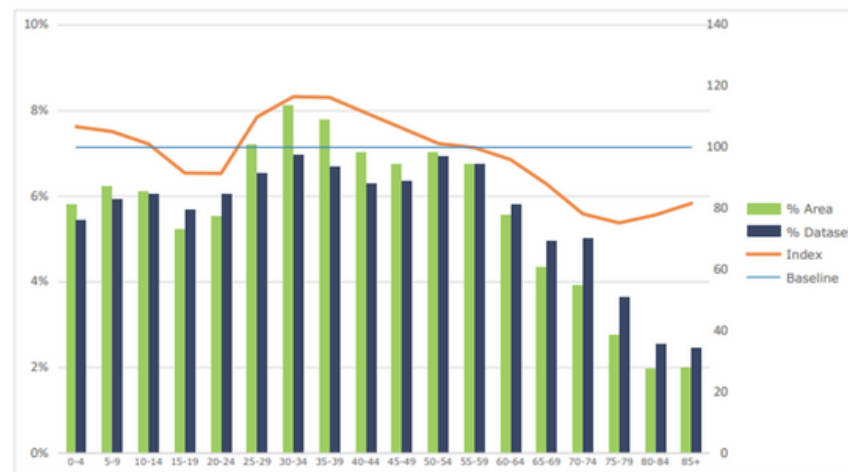


Census Profile Shows How Selected Area Differs from National Base

1. Consumer Demographics

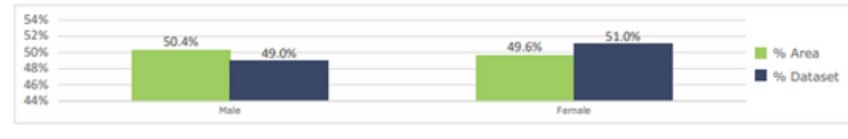
Age Band	# Dataset	# Area	% Dataset	% Area	Index
0-4	3,232,762	6,315	5.4%	5.8%	107
5-9	3,524,686	6,781	5.9%	6.2%	105
10-14	3,596,135	6,652	6.0%	6.1%	101
15-19	3,394,549	5,690	5.7%	5.2%	92
20-24	3,601,969	6,028	6.0%	5.5%	91
25-29	3,901,790	7,850	6.5%	7.2%	110
30-34	4,149,023	8,850	7.0%	8.1%	117
35-39	3,981,437	8,475	6.7%	7.8%	116
40-44	3,755,467	7,646	6.3%	7.0%	111
45-49	3,788,609	7,369	6.4%	6.8%	106
50-54	4,123,595	7,642	6.9%	7.0%	101
55-59	4,029,149	7,365	6.8%	6.8%	100
60-64	3,455,848	6,070	5.8%	5.6%	96
65-69	2,944,698	4,739	4.9%	4.3%	88
70-74	2,977,718	4,263	5.0%	3.9%	78
75-79	2,170,440	2,990	3.6%	2.7%	75
80-84	1,514,995	2,159	2.5%	2.0%	78
85+	1,455,430	2,176	2.4%	2.0%	82
TOTAL	59,598,300	109,061	100.0%	100.0%	100

Dataset : 2021 Population - All Residents

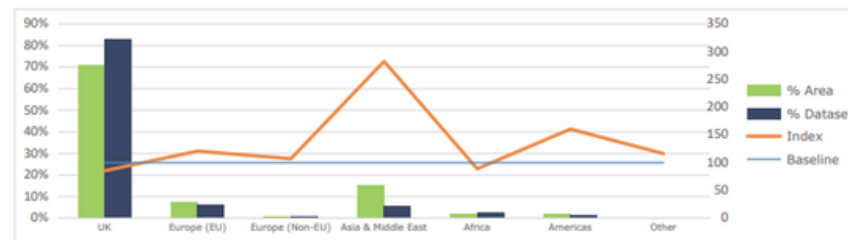


Gender	# Dataset	# Area	% Dataset	% Area	Index
Male	29,177,302	54,901	49.0%	50.4%	103
Female	30,420,024	54,126	51.0%	49.6%	97
TOTAL	59,597,326	109,027	100.0%	100.0%	100

Dataset : 2021 Population - All Residents



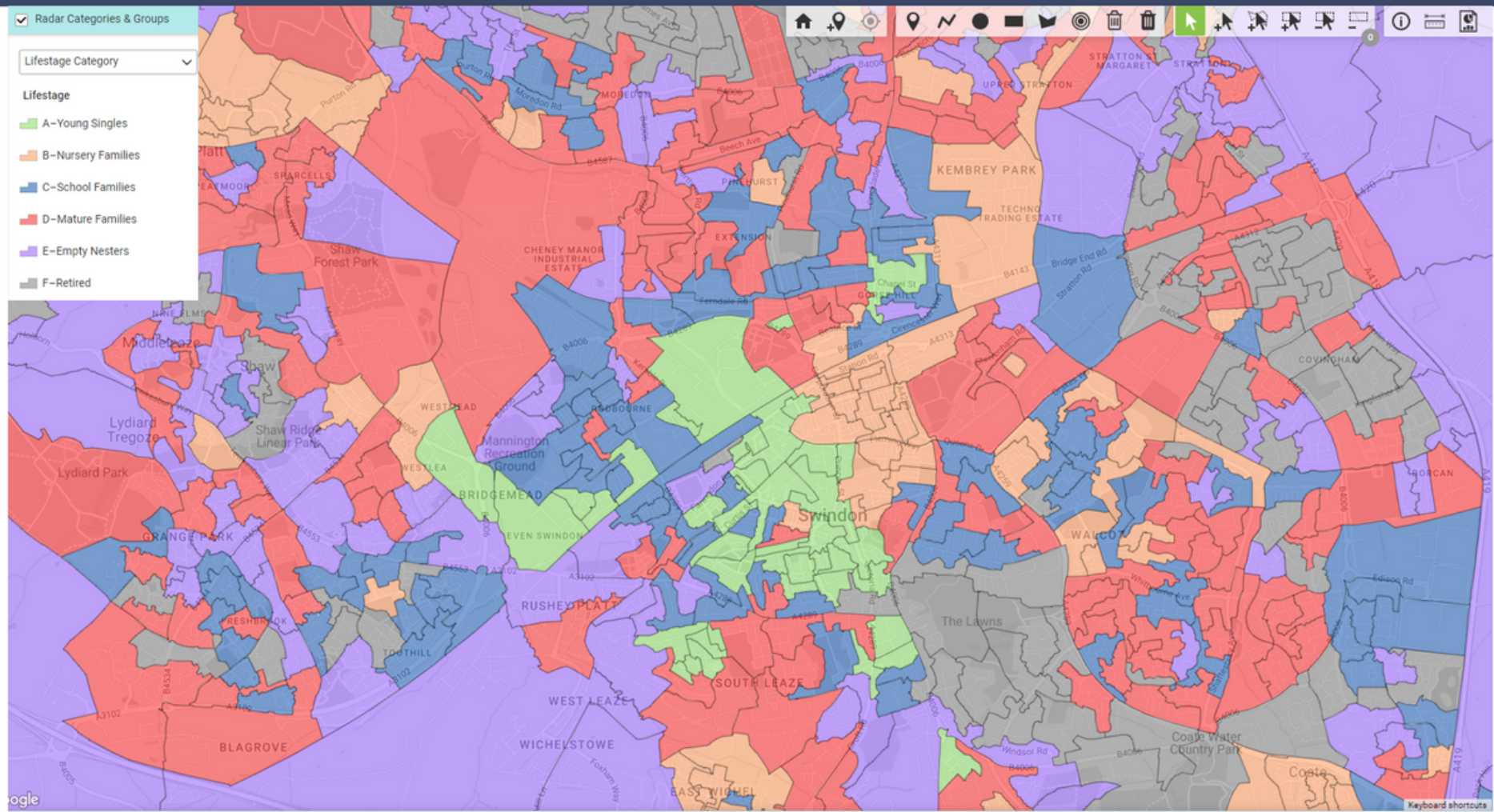
Country of Birth	# Dataset	# Area	% Dataset	% Area	Index
UK	49,579,603	77,583	83.2%	71.1%	86
Europe (EU)	3,643,494	8,060	6.1%	7.4%	121
Europe (Non-EU)	499,842	980	0.8%	0.9%	107
Asia & Middle East	3,310,816	17,130	5.6%	15.7%	283
Africa	1,584,462	2,580	2.7%	2.4%	89
Americas	785,783	2,308	1.3%	2.1%	161
Other	193,465	412	0.3%	0.4%	116
TOTAL	59,597,465	109,053	100.0%	100.0%	100



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Radar Lifestage Map of Swindon Residents by Census Output Area



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Comparison of Swindon by Radar Group with Other Local Towns

Radar Category	Dataset		Swindon		Chippenham		Andover		Newbury	
	Total	%	Total	%	Total	%	Total	%	Total	%
Residents Aged 16+ by Lifestage										
A-Young Singles	6,975,886	14.4%	10,585	11.4%	523	1.6%	523	1.1%	5,835	12.7%
B-Nursery Families	5,935,038	12.2%	12,771	13.8%	3,065	9.1%	8,677	18.0%	1,311	2.8%
C-School Families	7,937,746	16.3%	20,342	22.0%	3,676	10.9%	4,813	10.0%	11,918	25.9%
D-Mature Families	8,922,912	18.4%	25,962	28.1%	8,559	25.5%	12,720	26.4%	13,159	28.6%
E-Empty Nesters	10,153,777	20.9%	12,260	13.3%	14,061	41.8%	14,970	31.0%	7,914	17.2%
F-Retired	8,639,691	17.8%	10,603	11.5%	3,741	11.1%	6,530	13.5%	5,933	12.9%
Total	48,565,050	100.0%	92,523	100.0%	33,625	100.0%	48,233	100.0%	46,070	100.0%
Residents Aged 16+ by Wealth										
1-Affluent	12,096,675	24.9%	11,217	12.1%	6,586	19.6%	12,352	25.6%	14,157	30.7%
2-Comfortable	12,221,830	25.2%	19,980	21.6%	7,656	22.8%	14,034	29.1%	23,555	51.1%
3-Managing	11,714,155	24.1%	27,499	29.7%	12,595	37.5%	12,692	26.3%	6,398	13.9%
4-Struggling	12,532,390	25.8%	33,827	36.6%	6,789	20.2%	9,154	19.0%	1,959	4.3%
Total	48,565,050	100.0%	92,523	100.0%	33,626	100.0%	48,232	100.0%	46,069	100.0%
Radar Group										
Residents Aged 16+ by Lifestage and ...										
A1-Affluent Young Singles	3,028,998	6.2%	3,605	3.9%	341	1.0%	0	0.0%	3,263	7.1%
A2-Comfortable Young Singles	2,235,340	4.6%	4,721	5.1%	182	0.5%	523	1.1%	2,572	5.6%
A3-Managing Young Singles	1,158,289	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
A4-Struggling Young Singles	553,259	1.1%	2,259	2.4%	0	0.0%	0	0.0%	0	0.0%
B1-Affluent Nursery Families	1,070,890	2.2%	1,776	1.9%	914	2.7%	6,982	14.5%	285	0.6%
B3-Managing Nursery Families	2,329,641	4.8%	7,428	8.0%	1,860	5.5%	1,695	3.5%	1,026	2.2%
B4-Struggling Nursery Families	2,534,507	5.2%	3,567	3.9%	291	0.9%	0	0.0%	0	0.0%
C1-Affluent School Families	2,089,087	4.3%	2,657	2.9%	613	1.8%	348	0.7%	4,519	9.8%
C2-Comfortable School Families	1,951,734	4.0%	1,863	2.0%	260	0.8%	2,468	5.1%	6,489	14.1%
C3-Managing School Families	1,692,984	3.5%	6,145	6.6%	1,274	3.8%	1,379	2.9%	910	2.0%
C4-Struggling School Families	2,203,941	4.5%	9,678	10.5%	1,529	4.5%	618	1.3%	0	0.0%
D1-Affluent Mature Families	2,061,668	4.2%	2,185	2.4%	955	2.8%	266	0.6%	2,892	6.3%
D2-Comfortable Mature Families	3,449,332	7.1%	8,385	9.1%	4,459	13.3%	6,369	13.2%	8,340	18.1%

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Proximity to other businesses

Being close to other businesses is often beneficial when you're opening a new company location. As if there is already a busy high street, popular out-of-town retail outlet or an up-and-coming industrial site, opting for a property in one of these busy areas offers a lot of opportunity. As having more people gravitating to an area means more potential customers to visit your new business.

A new store coming to an area can cause excitement and draw many new customers in your first few weeks. But it's still important to rollout some local targeted marketing and discount promotions, plus inviting people to your opening day is a great way to start building customer loyalty.

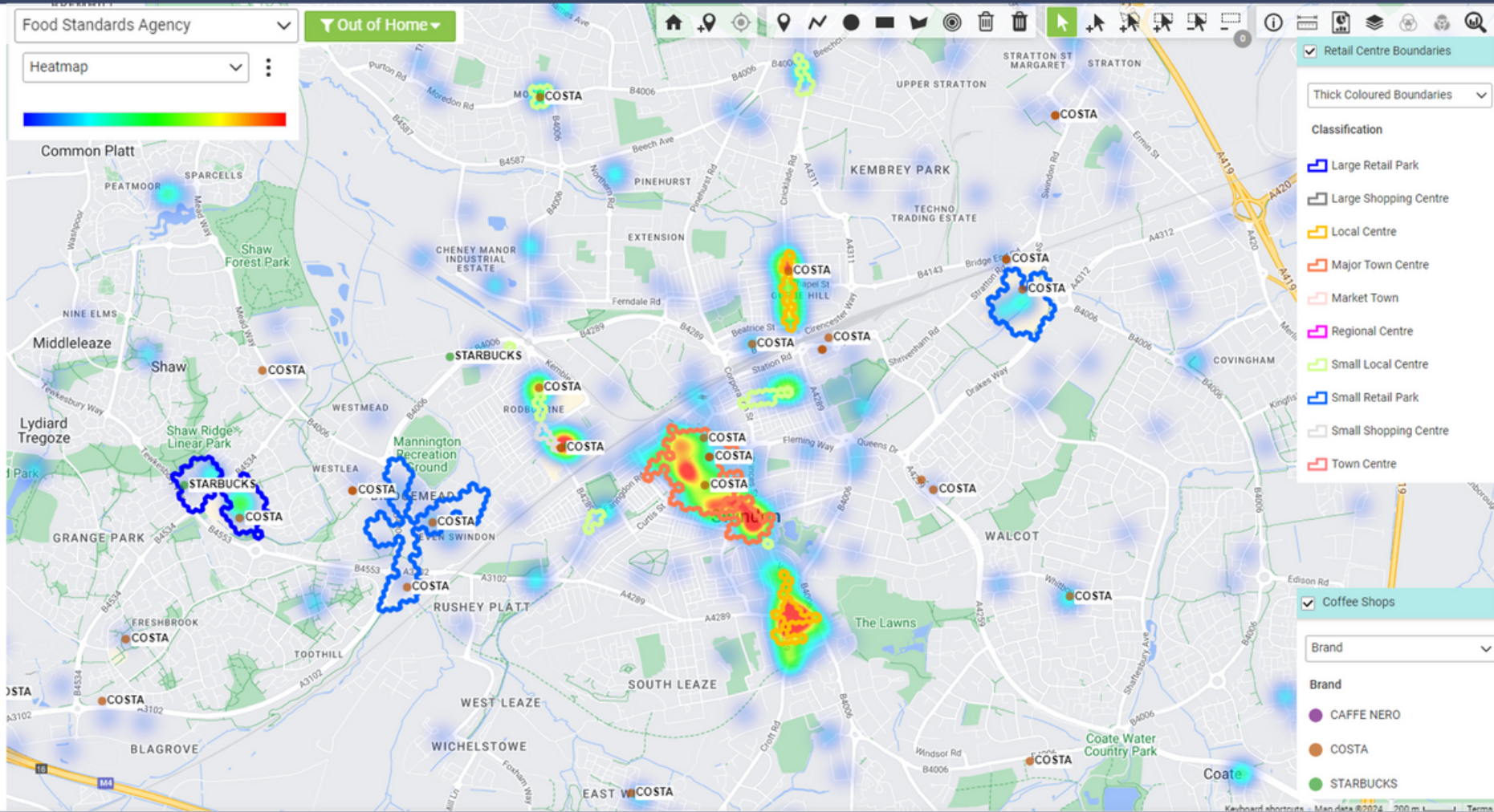
Find your competition



Do you know how many competitors are close to your proposed premises and where they're situated? Plotting your competition on a map can help you see to what degree the current market is already catered for and if there are any gaps in the market. It also allows you to differentiate your offering to prospective customers.

Depending on the nature of your business, being close to a competitor can prove to be a goldmine or a financial disaster. Using Location Intelligence gives you the tools to help you make informed decisions and choose a site that is right for your business.

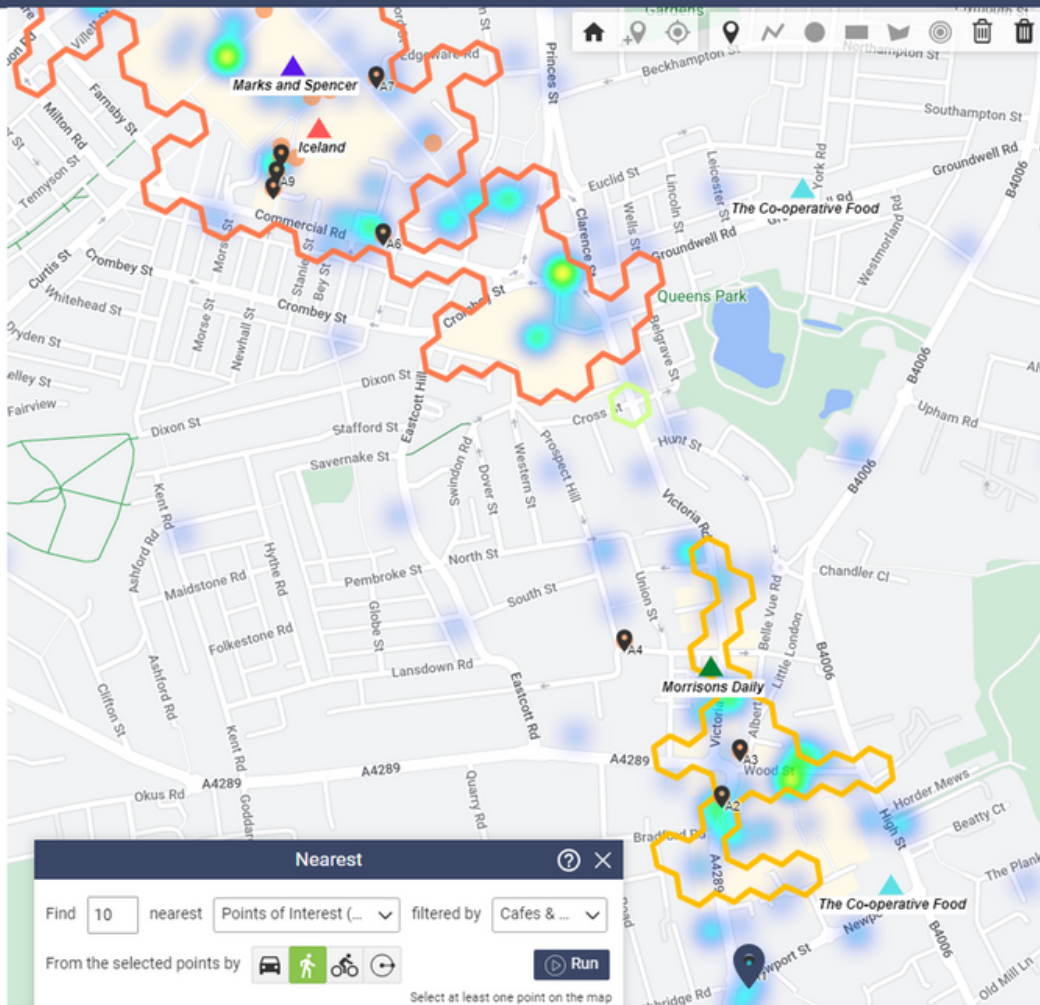
Out-of-Home Heatmap & Coffee Brands in Swindon Retail Centres



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Rank Other Independent Cafés by Distance To Your Existing or Target Location



Label	Distance	Duration	Name	Category	Class	Postcode
A1	0 m	0m	Mabel's	Catering	Cafe	SN1 3DR
A2	268 m	3m	Dotty's Cafe	Catering	Cafe	SN1 4BD
A3	348 m	4m	Gustoso	Catering	Cafe	SN1 3BF
A4	619 m	7m	Baguette Bar	Catering	Cafe	SN1 3LG
A5	688 m	8m	Old Town Gardens Cafe	Catering	Cafe	SN1 4EX
A6	1.3 km	15m	Baristocats	Catering	Cafe	SN1 5BD
A7	1.48 km	17m	Street Cafe Swindon	Catering	Cafe	SN1 1QS
A8	1.49 km	17m	Nova Cafe	Catering	Cafe	SN1 1SD
A9	1.51 km	18m	Crunch coffeshop	Catering	Cafe	SN1 1SD
A10	1.53 km	18m	Lanterns cafe	Catering	Cafe	SN1 1SD

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Look for complementary businesses

Locating your new business near complementary businesses offers lots of opportunities including, encouraging collaboration, increasing foot traffic and enhancing the overall customer experience, as ultimately you are providing convenient access to your customers for a range of related products or services.

Additionally, it creates valuable networking opportunities, potential cost savings through shared resources, and shared market insights. By leveraging these synergies, you can thrive in a mutually supportive ecosystem, while providing a great customer experience.

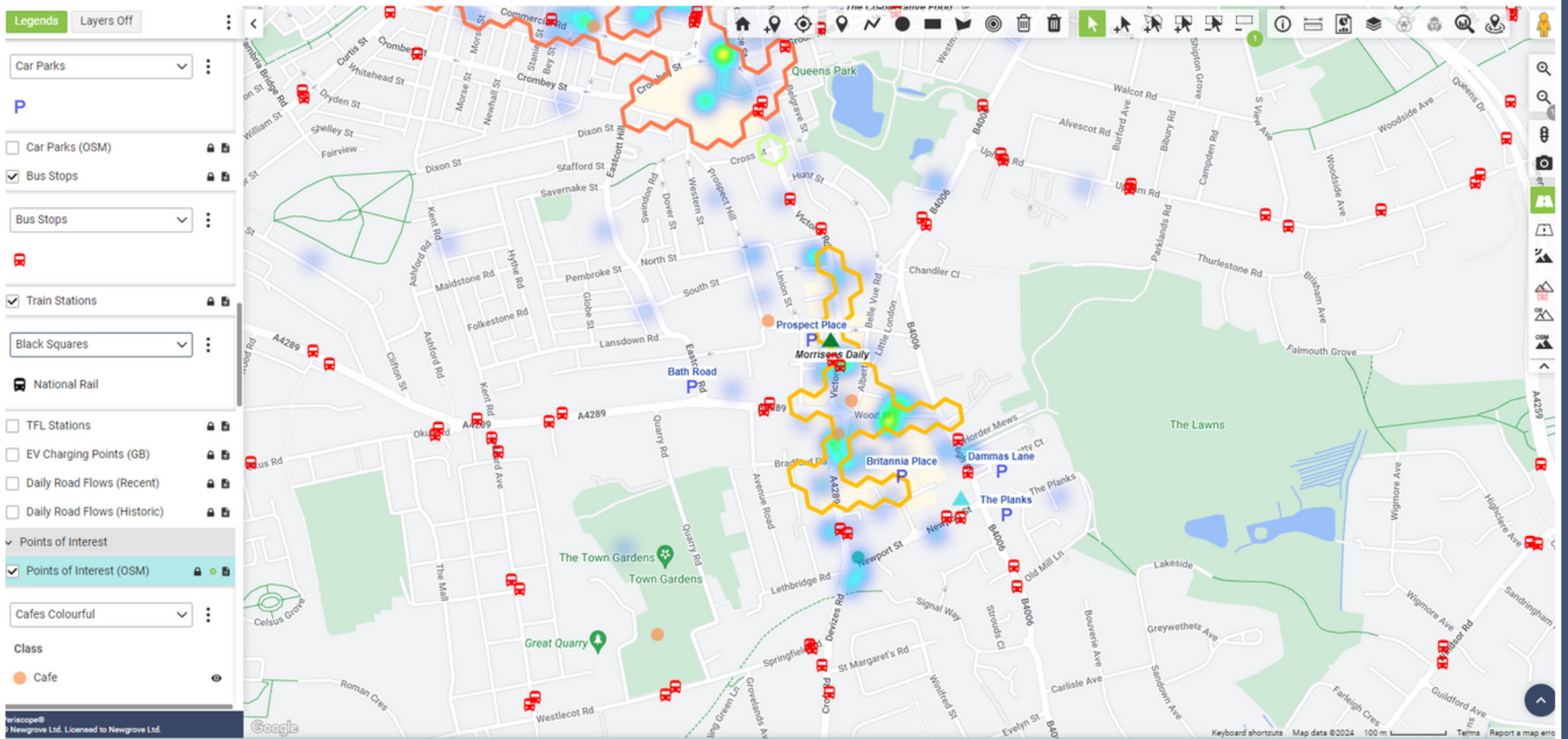
Check the public transport links



Accessibility is a crucial when you are searching for a new site as it will increase foot traffic and it expands your potential customer base. Customers are more likely to visit a business that is conveniently located near transit hubs, resulting in higher visibility and sales opportunities.

But it also makes the business more attractive to employees as they can commute efficiently, reducing absenteeism and improving productivity. Overall, proximity to good public transport links enables cost-effectiveness, contributing to your business' long-term success and viability in the market.

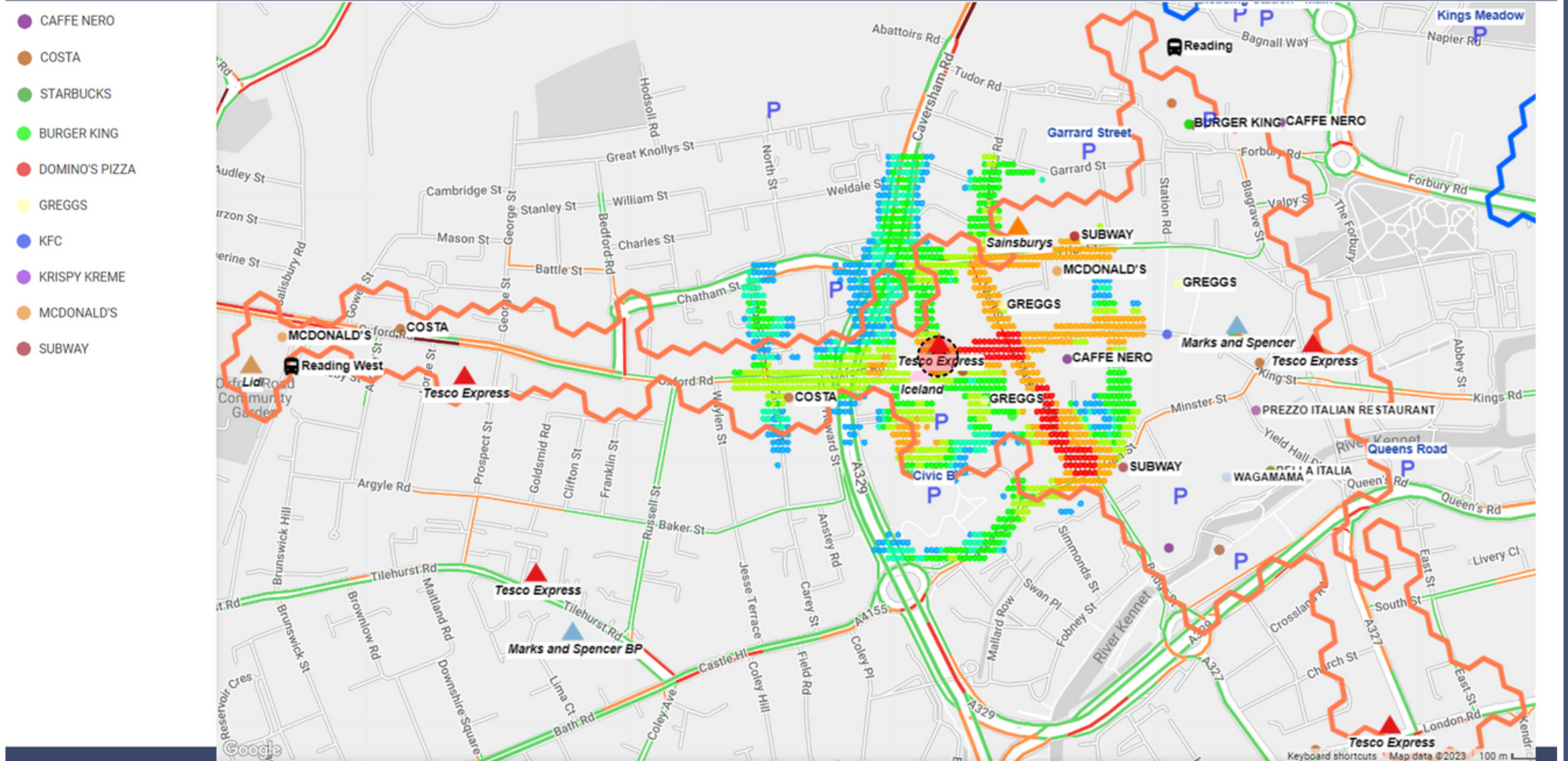
Transport Links – Bus, Rail, Traffic, Parking & EV Charging



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Overlay Mobile Footfall Data & Other Relevant Stores



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Has it got the X factor?

Sometime it can be a completely random factor which draws footfall to an area. It could be a river, a historical building, a brand new attraction or simply a spacious car park making it convenient for shoppers to park. So setting up your business near this high footfall area could prove to be a profitable location.

Finding a new site can be painful and take months, never mind the fact you still have to fit it out, stock it and launch it to the public. Location intelligence can take away the headache of expansion by helping you to find the right location quickly and cost effectively.

In 2024, businesses that embrace Location Intelligence as a guiding force are the ones that will not only survive but thrive. But you should consider a range of factors to position your business in a favourable new market or high demand location.

A proven Location Intelligence platform like Periscope® is your strategic ally, giving you a comprehensive understanding of potential locations, and empowering you with the insights needed for strategic decision-making and targeted marketing.

If you'd like to explore how we could help your business, please contact us to experience it for yourself.

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