

# HUQ METHODOLOGY FOR THEIR INSIGHTS PLATFORM 2026

For your records, please see below for an overview of the Huq data methodology.

## Huq Methodology & Data Insights Overview

### 1. Executive Summary & Organisational Overview

Huq is the UK's leading provider of anonymised, aggregated mobility and footfall insights, currently supporting over 125 local authorities and Business Improvement Districts (BIDs) nationwide. Huq delivers robust, GDPR-compliant visitor analytics that enable public sector partners to understand human interaction within town and city centres.

These insights, encompassing unique visitors, visit frequency, dwell time, catchment areas, and year-on-year (YoY) trends, are used to inform strategic planning, justify funding, allocate resources, and measure the economic impact of local interventions.

### 2. Core Methodology & Technical Approach

Huq specialises in population mobility, utilising a sophisticated data pipeline to translate raw geospatial data into actionable population metrics.

#### Data Collection

- **Source:** First-party, anonymised geolocation data gathered via Software Development Kits (SDKs) embedded in partner mobile applications.
- **Precision:** High-fidelity GPS data provides device-level location accuracy to within 5 metres of the exact position during a data collection event.

#### Scaling & Bias Mitigation

Because raw app data does not perfectly mirror the entire population, Huq applies advanced demographic and geographic scaling models:

- **Home-Location Inference:** A device's "home location" is inferred by analysing observed overnight locations over a rolling 30-day period. This is mapped down to either an Output Area (OA) or a specific postcode unit level.
- **Demographic Alignment:** Using these home locations, Huq scales the sample data against national benchmarks (such as the UK Census) to correct for geographic or demographic biases, ensuring the final metrics are representative of the true local population.

### 3. Data Accuracy, Validation, and Governance

To ensure the highest standard of data integrity for public sector decision-making, Huq employs a multi-tiered validation framework.

#### Ground-Truth Cross-Referencing

Huq regularly stress-tests its algorithms against verified external datasets, including:

- **Office for National Statistics (ONS)** data and national Census benchmarks.
- **Department for Transport (DfT)** statistics.
- Physical counts from known events, such as stadium attendances.

#### 4. Economic Layer: Experian Spend Insights (Not currently included in Folkestone & Hythe's subscription)

To provide a holistic view of town centre health, Huq integrates Experian's Spend Insights, bridging the gap between physical footfall and economic activity.

| Feature      | Description                                                                                                                                                            |
|--------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Data Source  | A nationally representative panel of approximately 4 million anonymised debit and credit cards.                                                                        |
| Granularity  | Covers expenditure across 10+ retail and leisure categories, highlighting which sectors drive local economies.                                                         |
| Benchmarking | Enables comparative analysis, ranking, and benchmarking between different town centres, high streets, or development sites.                                            |
| Value Add    | While footfall measures the <i>volume</i> of human movement, spend data quantifies the <i>transactional value</i> , offering a complete picture of consumer behaviour. |

#### 5. Privacy, Anonymisation, and Compliance Summary

All data processed by Huq and its partners is strictly anonymised at source. No Personally Identifiable Information (PII) is collected, stored, or transmitted. The insights delivered via Huq's dashboards are entirely aggregated, ensuring individual devices or citizens can never be tracked or re-identified. The platform fully complies with the UK GDPR and Data Protection Act 2018.