

# CROSS RIVER PARTNERSHIP'S MONITORING AND DATA ANALYSIS SERVICES

Cross River Partnership (CRP) is building on the success of its cross-project Vivacity monitoring programme by offering bespoke, value for money data analysis services to help unlock the potential of your data. By providing in depth analysis that is tailored to your needs, CRP can help to provide the proof of concept for local initiatives whilst enabling evidence-based decision making for both you and your stakeholders.

CRP can work with partners to improve the monitoring of specific sites by providing the following detailed data analysis:



Active travel and traffic count analysis (e.g., pedestrians, cyclists, motorbikes, cars, vans, HGVs and buses)



Granular level event analysis



Movement / road user behaviour analysis (including social distancing)



Speed reporting

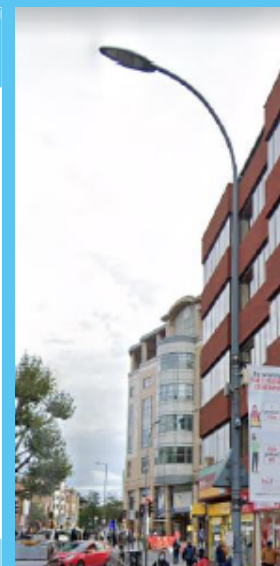
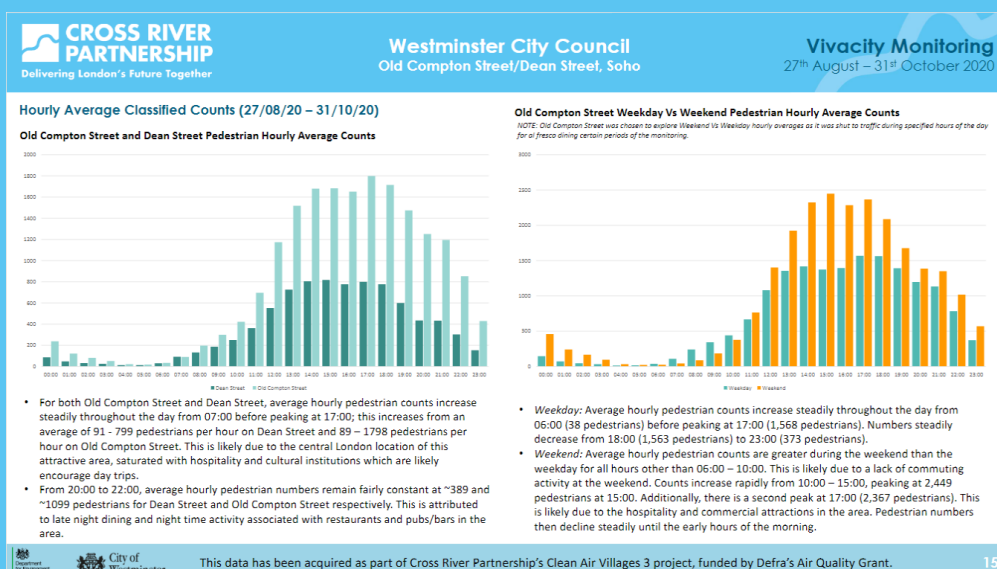


Turning count analysis



Air quality impacts

Partners will also receive access to a real-time data dashboard as well as detailed reports to help evaluate the benefits and impacts of active travel, sustainable transport or business support schemes.





## WHAT ARE VIVACITY SENSORS?

- Vivacity sensors use artificial intelligence and machine learning technology to capture traffic counts across a selected 'count line'.
- Currently there are 9 count classifications that can be detected by the sensor, including pedestrians, cyclists, taxis and buses.
- The sensors also have the capability to explore road behaviour, helping to understand the relationship between motorised and non-motorised traffic as well as the impact of pedestrian numbers and space.
- Data privacy is ensured, and no personal data is collected. The data is completely anonymised, and each frame of video is deleted immediately after processing.

## TESTIMONIALS

*"We really liked the Vivacity monitoring and the data that we have collected because the data is so intellectual and so useful. We would like to see local authorities take this forward because it is evidence-based. Because of the [monitoring] we have been able to identify that there are certain hours of the day where there is reduced traffic, particularly from commercial vehicles and in the middle of the day. This is an evidence base to work with the local authority and say 'close the street in the middle of the day' because having reduced commercial vehicles saw increases in footfall. We now have an evidence base to say reduced commercial vehicles equals improved footfall, which could be brilliant for our streeteries. Instead of just having seating in parking spaces, we could have communal seating that goes all the way across the road, that the BID could assist in maintaining."*

Lee Lyons, Chief Operating Officer at The Fitzrovia Partnership

## FIND OUT MORE

If you are interested in finding out more about CRP's data analysis services and how it can benefit your organisation, please get in touch with CRP Project Manager Fiona Coull - [fionacoull@crossriverpartnership.org](mailto:fionacoull@crossriverpartnership.org)

 [www.crossriverpartnership.org/newsletter](http://www.crossriverpartnership.org/newsletter)

 [crp@crossriverpartnership.org](mailto:crp@crossriverpartnership.org)

 07966 201 695

 @CrossRiverPship

 Cross River Partnership

 @CrossRiverPartnership

 Cross River Partnership

 CRP YouTube Channel

