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24.3 New customers to businesses in proximity to NBS

Project Name: CONNECTING Nature (Grant Agreement no. 730222)

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Indirect economic activity: New Customers to existing and new businesses (or 'footfall' if necessary)	New Economic Opportunities and Green Jobs
Description and justification	This indicator provides information about the change in the number of customers of: 1) existing businesses in proximity to the NBS and/or 2) new businesses established either directly or indirectly due to the NBS. [See factsheets for Indicators 12.1.3.2 and 12.2.1.2]
Definition	The change in the number of customers reported by businesses in the vicinity of the NBS or new businesses directly related to the NBS. Note that this is different from 'footfall' which only counts the presence of an individual in a given location – but who may or may not be a customer of any given business. Customers must – by definition – purchase something from the relevant business. However, it may be easier to collect information about 'footfall' in a given area and let businesses make their own calculations about the conversion of people in the vicinity to 'customers'.
Strengths and weaknesses	<ul style="list-style-type: none"> + The indicator is easy to define and understand + The indicator is meaningful for businesses considering starting up or expanding in a given area. + The indicator may assist local authorities determine / provide evidence for appropriate rate levels to set in the area. - The data is 'owned' by individual businesses and may be difficult to collect

	<p>- The causal relationship between the NBS and the purchasing decision by a customer may be difficult to establish (more so than for a similar / related indicator of 'footfall').</p>
<p>Measurement procedure and tool</p>	<p>Measuring new customers directly will require asking businesses to report the number of total customers per period (month / year / quarter). It is likely that they will have this data on their financial systems, but it is not generally something that is reported to public bodies. This is because the number of customers a given business has in a period is often considered to be competitively sensitive information.</p> <p>Nevertheless, if businesses within the 'buffer zone' of the NBS are willing or can be convinced to provide this information, it should be collected periodically from those businesses and the change in customers may be calculated / analysed and aggregated over time. It should be noted that a single individual may be counted multiple times if they buy from more than one business within the buffer zone, but this is not a problem as long as the indicator is NOT used for purposes other than reporting number of customers.</p> <p>If it proves impossible to get businesses in the buffer zone to provide this information, then the next best indicator is 'footfall'. Footfall is a measure of the number of people visiting a store or an area in a given period (usually per day). Footfall is generally reported on an average basis – i.e., "on average 20,000 people per day visit the shopping centre". Footfall is measured using sensor / laser technology that can analyse when people are coming or going into/out of a shop / area and (more advanced) how long they linger. Footfall data may be converted to number of customers through the use of a 'conversion rate'. Conversion rate is defined the proportion of shop/area visitors who actually make a purchase. Conversion rates are indicators of average purchase behaviour and generated as an average over a period by individual businesses and can be used to approximate number of customers arising from 'footfall'.</p> <p>As for new customers, 'footfall' is something that may already be collected by the relevant businesses or in the area by an industry or public body. If collected by an industry / public body for a given area (generally done for high end / concentrated retail areas), then the data should be requested per period to establish change in 'footfall'. If not, then individual businesses will have to be asked to provide the data – along with conversion rates – in order to generate customer numbers.</p> <p>If the data is unavailable from businesses or industry sources, and there is appetite (and resources available), then</p>

	<p>sensors may be deployed around the relevant area to measure footfall directly. This is a high cost option, but may be useful as input data for other indicators as well.</p> <p>Understanding and identifying the buffer zone surrounding NBS and determining the relevant geographic area from which to report new customers is a critical component of this indicator. It may be useful to define the area surrounding the NBS similarly as defined in the indicator <i>Distribution of public green space</i>, e.g., land or properties with a 5 min walk from NBS (Madureira et al., 2011). Alternatively, proximity of land or property to NBS could be defined similarly to urban green space accessibility as in the indicator <i>Accessibility of urban green spaces</i>, i.e., land or businesses within a 300-500 m distance from NBS (Tamosiunas et al., 2014). Once the relevant buffer zone is agreed then new customers or 'footfall' should be gathered from the businesses in the designated area.</p> <p>The type and size of a given NBS, and the different economic and/or recreational opportunities and aesthetic values associated with the NBS, will largely determine the extent (in distance, population size and/or time) and magnitude of its impact on the affected community.</p>
Scale of measurement	Individual business to street/small area
Data source	
Required data	
Data input type	Quantitative
Data collection frequency	The primary data (footfall or customer purchases) is generally collected by businesses on a daily basis. Collection for the purpose of reporting NBS impact can be undertaken over longer periods and reported as period averages
Level of expertise required	Low (assuming the primary data is collected and reported by the relevant businesses themselves)
Synergies with other indicators	Synergies with <i>GDP</i> and <i>numbers of businesses</i> indicators. 'Footfall' may also be useful input to several health & well-being indicators.
Connection with SDGs	SDG 8 Decent Work and Economic Growth
Opportunities for participatory data collection	No opportunities identified
Additional information	

References	<p>Butz Jr, H.E. and Goodstein, L.D., 1996. Measuring customer value: gaining the strategic advantage. <i>Organizational dynamics</i>, 24(3), pp.63-77.</p> <p>Jones, M.A., Mothersbaugh, D.L. and Beatty, S.E., 2002. Why customers stay: measuring the underlying dimensions of services switching costs and managing their differential strategic outcomes. <i>Journal of business research</i>, 55(6), pp.441-450.</p>
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24.4 Local economy GDP

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Indirect economic activity: Change in local economy GDP in proximity to NBS	New Economic Opportunities and Green Jobs
Description and justification	This indicator provides information about the change in total consumption/production for a given area in proximity to the NBS. It is a general indicator of the direction of economic growth (increasing/stable/decreasing) and is easily aggregated and comparable at many levels.
Definition	<p>GDP (Gross Domestic Product) is a measure of the 'output' of a specified economy. Data can be collected at any scale as the indicator is simply the total monetary value of all production/sales in a given location / within a given boundary. Eurostat relates GDP to Gross Value Added (see Indicator 12.1.3.4) and defines GDP as: "an aggregate measure of production, GDP is equal to the sum of the gross value added of all resident institutional units engaged in production, plus any taxes on products and minus any subsidies on products. Gross value added is the difference between output and intermediate consumption."</p> <p>It should be noted that GDP is often confused with GNP (Gross National Product), which is defined as GDP plus "net" income from other countries.</p>
Strengths and weaknesses	+ The indicator is widely reported and generally understood