

Using More Metrics data as we come out of lockdown - Case studies

National chain of non-food retailers e.g. opticians, car dealerships

Issues

Which locations do I open first put in extra support and should staff who live in higher risk areas or have to travel by public transport remain furloughed for longer?

How data will support

Current and future infection data will tell me where the local areas with high infections are and where future infections may be highest. This will help decide which if any of my locations reopen at different times or with different infection control procedures.

High street estate agent chain

Issues

Which areas are high risk for staff and customers, where is demand likely to recover first and what type of properties will be most or least likely to be popular in the short term?

How will data help

Current and future Infection rate data together with the underlying risk factors which include age, household composition as well as obesity, smoking and employment risks. Local underlying risk factor estimates will provide information on where future local outbreaks may emerge and how the business can manage operating in different risk settings.

Local authority – library, leisure facilities

Issues

“Based on what is known about the library/leisure facility user base, we want to provide maximum support for reengaging with users who need core services provided within libraries because they may not be available at home e.g. internet access, quiet study, garden or outside space”

How will data help

Having a good understanding of infection rates at a local area will support initial planning for specific venue opening, risk assessing for staff and users can be supported with estimates of future infections, local “underlying risk factors will enable a balancing of COVID-19 risk against the wider need for reopening local facilities.

Home servicing organisation e.g. gas servicing, tv/cable installations

Issues

Staff and customers will be nervous about undertaking or requesting home visits. Which areas will require extra focus and risk management and risk mitigation particularly if local “hotspots” emerge after general relaxations of lockdown?

How data will help

Having a local area assessment covering current and likely future infection rates together with comparable data at regional and national level will give staff knowledge and reassurance that local risk is being monitored and business operations are being managed using up to date data rather than more general regional or national estimates.

Not for profit organisation/charity

Issues

They need a national, regional and local understanding of where past, current and expected infection rates will impact both on retail outlet re-opening and how COVID-19 has affected their staff, shop user and donor base.

How data will help

Detailed analysis by regional and local areas will allow a national comparison of COVID-19 impact on the whole organisation. It will allow management to develop robust staff engagement planning and the safe reopening of retail outlets. Data will be provided to staff on a regular basis to reassure and manage local concerns. In terms of fundraising, analysis of COVID-19 data alongside known donor attributes and characteristics will identify those most impacted in terms of both infection and financial implications. This will support improved marketing focus and prospect targeting.

National holiday rental company

Issues

With properties and rental locations around the country, and with infection and R rates differing quite widely, which areas are likely to open first and where might demand be highest? Also, many holiday locations will have vulnerable local populations which has so far experienced low levels of infection. These areas will be nervous about receiving large numbers of visitors, many coming from areas which have had high infection rates.

How data will help

Latest local area infection estimates and projected future incidence, can identify potential areas for low risk reopening and which areas are likely to remain cautious and under pressure to limit visitor numbers.

Get access to our data

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