

Data Profile – Goad Plan data from Experian

Introduction

Goad Plan Data (Experian) is a dataset with retail areas within urban areas across the whole UK and Ireland. The data is collated by a company for use in planning and marketing commercial ventures in cities. Its comprehensiveness and time period coverage has the potential to support high quality research through both coverage and geographic linkability.

Scale and Extent

Field	Value
Data Owner	Experian
Analytical Units	retail
Data Format	CSV
Temporal Extent	1998, 2002, 2007, 2012, 2017, 2019
Geographical Extent	United Kingdom; Ireland

Citation Information

The following statement should be included when citing the use of this dataset:

Goad Plan Experian Data. Economic and Social Research Council. *Goad Plan Data Experian*, 2022 [data collection].
University of Glasgow - Urban Big Data Centre

Data Access

The Goad Plan (Experian) dataset is classified as Safeguarded Data. To apply to access the data fill in the [UBDC Application Form](#)

Audience

Data of interest to academic researchers wishing to gain a better understanding of retail areas within UK cities.

Content

A Goad plan gives a bird's eye view of a retail centre.

These plans show:

- fascia name
- retail category
- floor space
- exact location of all retail outlets
- vacant premises
- Key location factors featured:
 - pedestrian zones
 - road crossings
 - bus stops
 - car parks

Method of Collection

Experian surveyors collect the data by visiting each centre. Frequency refers to months between survey cycles.

12 – annual survey

24 – every 2 years

6 – twice a year

Field Level Metadata – Safeguarded data

Dataset consists of CSV files

Each csv file has the following fields:

Field Name
PlanName
DataSource
RetailParkName
Fascia
HoldingCompany
StreetNo
Property
Street
Town
County
Postcode
PrimaryActivity
GoadSubClass
Category
FloorspaceSqFt
SurveyDate
GoadNo
OSEasting
OSNorthing
FloorspaceSqMt
Locality
MiscText
District
SecondaryActivity
UseClass
GoadClass
Region
Frequency
PlanNo
PrecinctID
PrecinctName
TradingFloors
AdministrativeArea
FloorLevel

Concession
SiteType
CarParkSpaces
SiteNameAllocation
AliasSiteName
ReportGroup
SummaryReportType