CiiM
BY DIGIFLEC

Case Study:

Stirling High Street (CivTech Pilot)

Overview

As part of a **CivTech** collaboration, Digiflec deployed **CiiM** on Stirling's Port Street to explore how a lightweight sensing setup could support multiple town-centre use cases, from footfall and active travel to traffic flow, parking behaviour, and shop entry/exit patterns. Movement data has been available since 18 June 2025, following installation and calibration in early June.

The Challenge

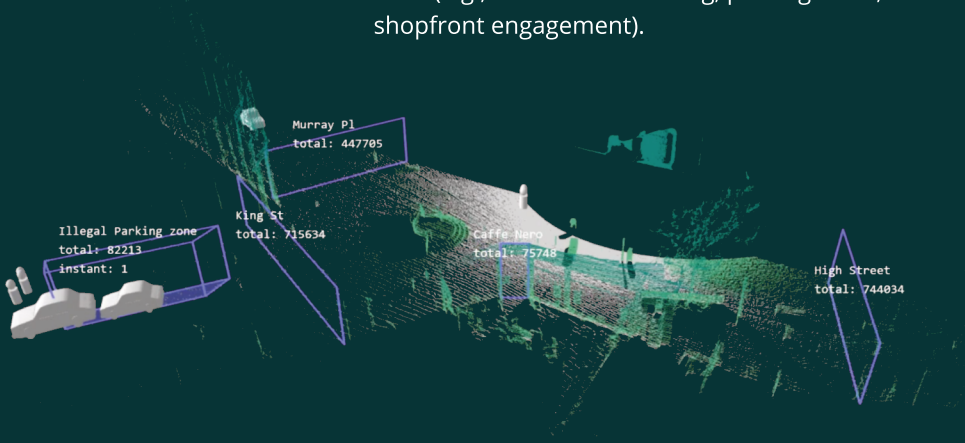
- Provide a **high-level, comparable view** of activity on and around the High Street without a complex multi-sensor rollout.
- Understand **when and where** people move (e.g., along King Street), how vehicles interact with the street, and where **parking behaviours** may hinder access.
- Generate **shareable insights** that different council teams can explore (place, transport, operations, economic development).

The Solution

- **Installation:** A single sensor was mounted on Port Street. After setup on 9 June, calibration completed 18 June, enabling movement analytics from that point onward.
- **Use-case views:** CiiM dashboards illustrated footfall (incl. King Street up/down), active travel indicators, traffic flow, signals of illegal parking, and store entry/exit patterns, all from the same deployment.

Outcomes & Impact (early signals)

- **Single-point showcase:** Demonstrated that one installation can reveal multiple high-level insights for town-centre stakeholders.
- **Operational conversations:** Early visuals (e.g., weekday vs. Saturday footfall on King Street) provided a starting point for staffing, event timing, and curbside discussions.
- **Scalable path:** The pilot highlights a modular approach: add sensors/areas as specific questions arise (e.g., active travel routing, parking dwell, shopfront engagement).



Exploring high-street intelligence with minimal infrastructure?

Contact Digiflec to scope a lightweight CiiM pilot for town-centre insight.

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