

Transparency on occupancy helps overcome capacity restraints at SiB Sports facilities.

SiB contributes to a positive learning environment in Bergen.



Organization:
SiB Studentsamskipnaden
i Bergen/Student Welfare
Organisation in Bergen

Location:
Bergen, Norway

Industry segment:
Retail

Application:
People counting

Axis partner:
Jatox

Mission

A solution that enables improved capacity utilization for six sports/athletics facilities by providing transparency to its members on hourly occupancy levels at each location and average numbers of visitors.

Bergen is a city and municipality on the west coast of Norway and the second most populous city in Norway and an international center for aquaculture, shipping, offshore petroleum industry, and subsea technology, as well as a national center for higher education, tourism and finance. The Student's Welfare Organization in Bergen (SiB) contributes to the social, cultural, and material well-being of the city's more than 30,000 students, by providing student housing, cafeterias, child care, counselling services, sports activities, academic bookshops, and a career center, as well as supporting a large number of student associations and initiatives to mention a few of their services.

Solution

SiB's services are in great demand and nearly 90% of all students take the opportunity to utilize the services at least once during their student years. The sports facilities of SiB are very popular and the six gym locations SiB has around the city of Bergen are busy at all hours of the day.

"We have been growing to six locations, but with the steady increase of students we were not able to expand at the rate to meet the ever growing need for additional floor space, work out machines, and free weights. Seeing students have quite flexible schedules, I was contemplating how to steer visitor flow over the course of the day and between facilities and I drew the conclusion that what it boiled down to was transparency of facility utilization to SiB members," says Olav Handeland, department and technical manager at SiB Sports.

“I think all physical locations with capacity restraints could use this kind of solution and benefit from providing increased transparency to its clients. We also received great service from integrator Jatox. In addition to what is available from Axis, we are communicating the visitor flow through a mobile app, on our website, and on our Facebook page. In a very short time frame, we received over 50,000 views and there has been a continued strong interest.”

Olav Handeland, department and technical manager at SiB Sports.

After thorough research, SiB decided to implement AXIS Occupancy Estimator on AXIS M3005-V Network Cameras. In addition to providing the number of visitors at a desired time interval, AXIS Occupancy Estimator outputs the estimated average numbers of visitors and their average visit time. The captured information is presented in reporting system and in the case of SiB, and displayed through various media.

“I think all physical locations with capacity restraints could use this kind of solution and benefit from providing increased transparency to its clients. We also received great service from integrator Jatox. In addition to what is available from Axis, we are communicating the visitor flow through a mobile app, on our website, and on our Facebook page. In a very short time frame, we received over 50,000 views and there has been a continued strong interest,” Olav Handeland gladly points out.

Result

The whole process of finding a suitable solution to the challenge, vendor selection, and implementation took but a few months. SiB are contemplating enhancing the current functionality of reporting system by adding Google graphs and in that context Axis open API is considered a great feature.

“We are providing our clients with a tool they can use to become more effective. Mondays tend to be the most popular days at our facilities, with a peak from 18:00 to 20:00. By increasing transparency on visitor flow, we let our clients know how many people there are on average at the facility and thus they feel empowered and can change their schedule or visit another location should they wish to do so,” Olav Handeland concludes.

Opening a seventh gym facility is not something SiB is ruling out for the future, however by implementing a cost effective occupancy solution they are able to serve their clients better today whilst still planning for the future. Making the most out of what one has, has suddenly taken on another meaning.



Daily reports broken down by hour and weekly stats on visitors occupancy are produced for SiB management. The app and website for students show occupancy in real time.