



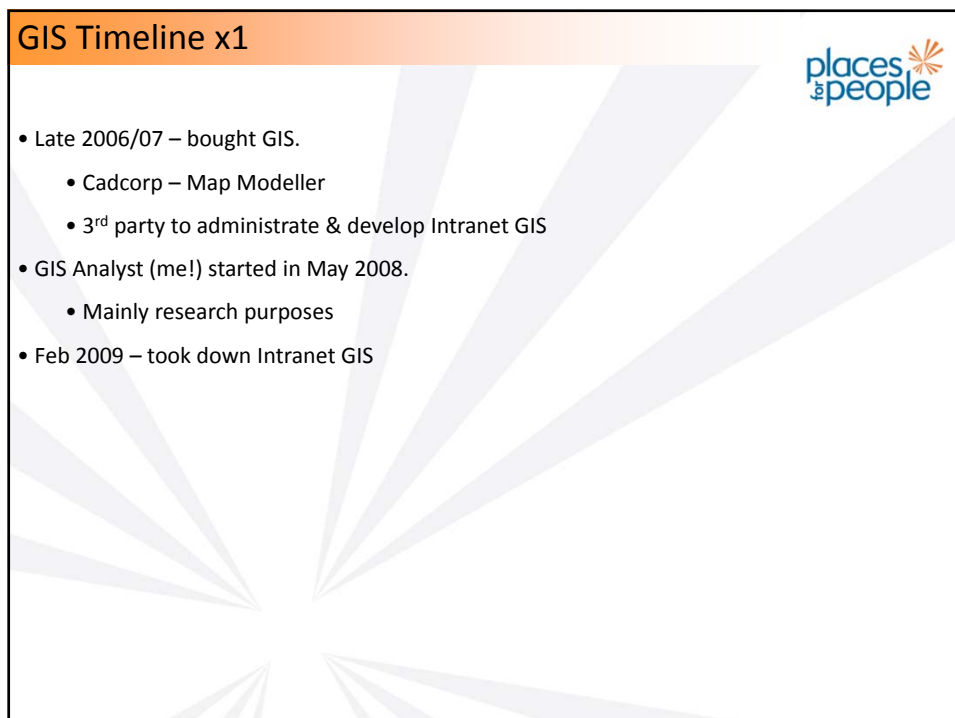
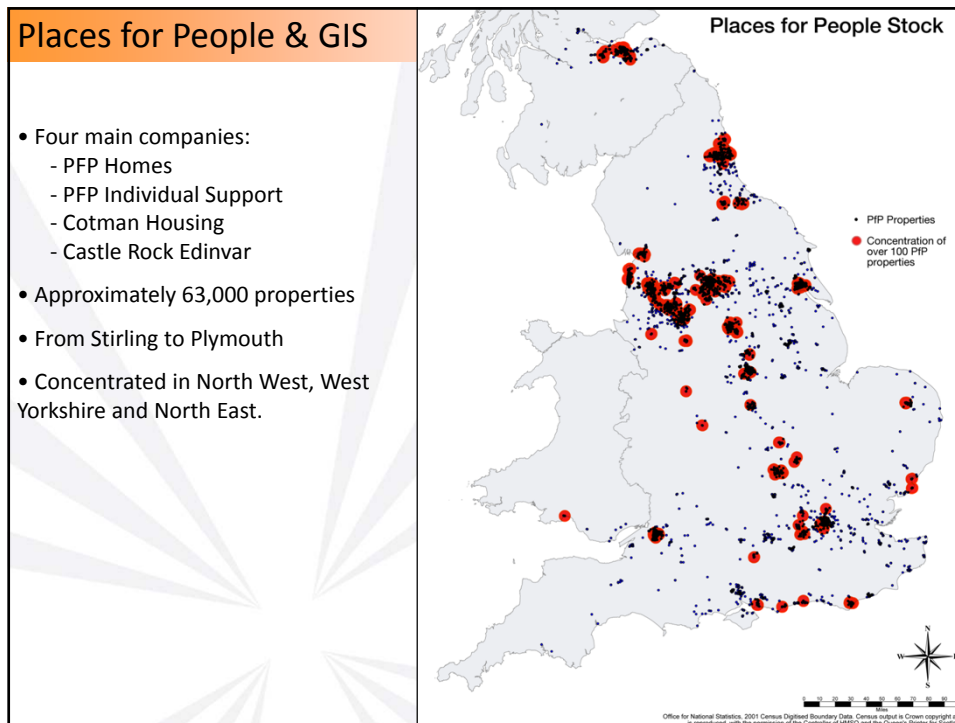
GIS at Places for People

Clare Nolan
Places for People

Introduction



- Quick introduction
- Places for People's GIS timeline....ups and downs!
- GIS for research purposes
- Stock rationalisation
- Allocations



Domiciliary Care

places for people

The market for domiciliary (home) care are older people in poor health, who have above average wealth or assets.

AKABA


places for people

“If we could find out the level of workless amongst people with mental health issues in the African and African Caribbean communities that would be perfect!”

0 2 4 6 8 10 12 14 16 18 20
Kilometers

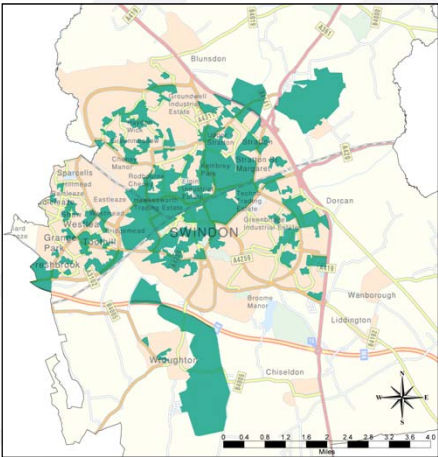
Office for National Statistics, 2011 Census, Department for Work and Pensions, 2011. Census data is Crown Copyright and is reproduced with the permission of the Controller of HMSO and the Queen's Printer for Scotland.

Sales & Marketing – Targeting using GIS




- Using Geodemographic classifications to target marketing – p²
- Swindon development Phase 1 has a mixture of houses and flats

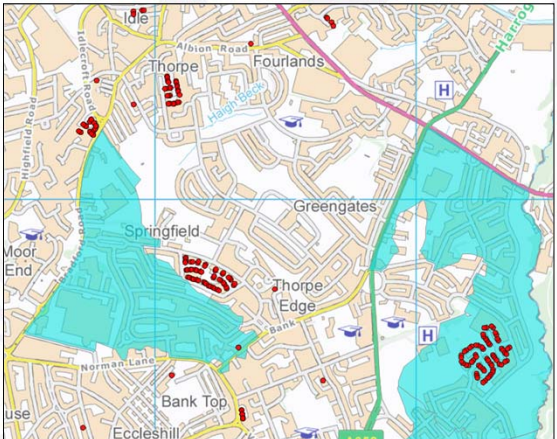
C07	Contented Families
E08	Urban Professionals
B09	Harder Pastures
F10	Richer Retired
D11	Matrimonial Homes
C12	Developing Families
D13	Established Couples
D14	Multicultural Families
D15	Skilled Workers
F16	Asseted Greys
G17	Aspiring Streets
E18	Capital Apartments
G19	Cocknibling Suburbs
F20	Mature Mobility
G21	Mature Satisfaction
H22	Students in the Community
G23	Routine Families
I24	Cultural Enterprise
H25	Working Singles
H26	Student Life
I27	Unemployed



CESP Funding



- Funding reducing Carbon Emissions and alleviating Fuel Poverty
- Pay for double glazing, loft insulation, cavity wall, gas fires etc
- Combined CESP data with existing asset data to assess where funding could be applied for.



Neighbourhood Planning

places for people

- Neighbourhood planning areas are designed to take a holistic approach to improving neighbourhoods rather than just the built environment.
- Need to place our small neighbourhoods in context
- Used to highlight areas of major differences and think about why

The slide contains three maps and a bar chart. The first map on the left shows 'DIA Percentage' with a legend: Δ <math>< 5</math>, \square <math>5 \text{ to } < 7</math>, ∇ <math>7 \text{ to } < 9</math>, \square $9+$. The middle map shows 'IMD Index' with a legend: \square <math>< 20</math>, \square <math>20 \text{ to } < 30</math>, \square <math>30 \text{ to } < 40</math>, \square $40+$. The right map shows 'Age Profile in Whitfield' as a bar chart comparing three areas: Whitfield (blue), Darlington OSA (red), and All Darlington (black). The x-axis shows age groups from 0 to 4 to 85 to 99, and the y-axis shows percentages from 0.0% to 16.0%.

GIS Timeline x2

places for people

- Late 2006/07 – bought GIS.
 - Cadcorp – Map Modeller
 - 3rd party to administrate & develop Intranet GIS
- GIS Analyst (me!) started in May 2008.
 - Mainly research purposes
- Feb 2009 – took down Intranet GIS
- December 2009 – reached a sticking point – new business plan!
- April 2010 – bought Cadcorp GeognoSIS Editor for the Intranet.
 - Allowed some people access as test users
 - September 2010 – became friends with IT!
- February 2011 – GeognoSIS launched companywide

Intranet GIS

places for people

GEOGRAPHICAL INFORMATION SYSTEM

Scale: 1: 6729484

GEOGRAPHICAL MAPPING SYSTEM

DOCUMENTATION

REQUEST A MAP

be added to this section as requests are made.

DOCUMENTATION
Download a full usersguide of the system as well as 'How To' guides. This section also includes metadata for each dataset.

REQUEST A MAP
If you cannot produce the map you want using the live system, please use the form to request a map.

Information Disclaimer:
The content of this site is for the use of Places for People employees and is for general information purposes only.

Stock Rationalisation – Strategic Uses

places for people

Nearest Neighbour Analysis

Nearest Neighbour Distance

5km to $100km$

CATEGORIES

- PPF <math><500</math>, competitor <math><100</math>
- PPF <math><500</math>, competitor >100
- PPF >500, competitor <math><100</math>
- PPF >500, competitor >100
- PPF stock / competitor no stock
- PPF no stock / competitor stock
- Authorities where neither have stock

LONDON AUTHORITIES

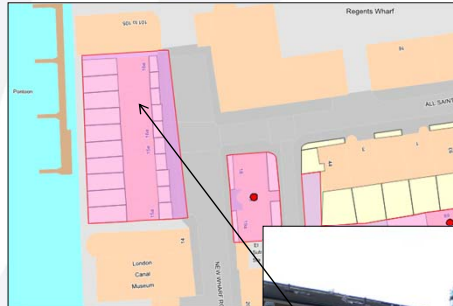
1. City of London
2. Westminster
3. Hammersmith and Chelsea
4. Hammersmith and Fulham
5. Wandsworth
6. Lambeth
7. Southwark
8. Tower Hamlets
9. Hackney
10. Islington
11. Camden
12. Brent
13. Ealing
14. Hounslow
15. Richmond upon Thames
16. Kingston upon Thames
17. Merton
18. Sutton
19. Croydon
20. Bromley
21. Lewisham
22. Greenwich
23. Bexley
24. Havering
25. Barking and Dagenham
26. Redbridge
27. Newham
28. Waltham Forest
29. Enfield
30. Barnet
31. Harrow
32. Hillingdon

- Nearest Neighbour
- Number of other properties within
- Distance to major office
- Added with long term void info
- Other financial info
- 'Competitor' maps for mergers, acquisitions, stock swaps etc

Stock Rationalisation – Operational Uses

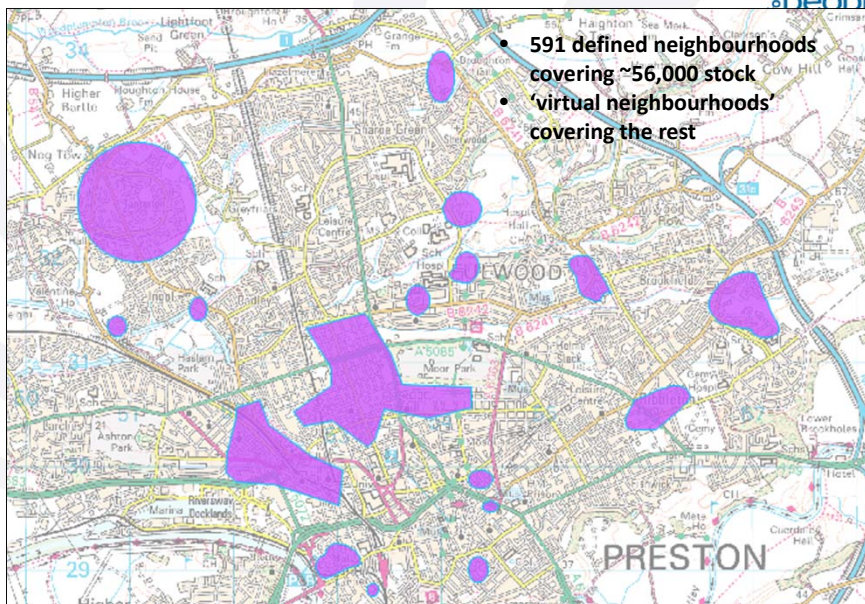


Using land registry titles to find unused land.



Other consequence of this project was the beginning of relationship with IT ☺

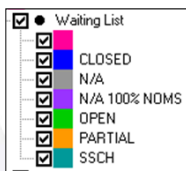
Stock Organisation - Creating Neighbourhoods



Allocations GIS



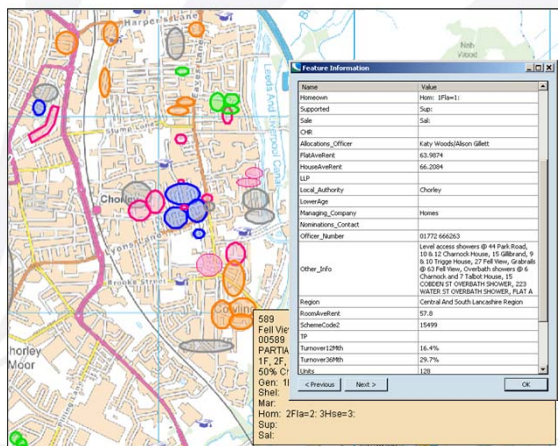
- 3 week project that is still ongoing! Began in April 2009
- HAT operators use it to give information to the potential applicant.



2010/2011

16,908 application form issued

10,132 application not issued & further advice given



GIS Timeline x3



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- **THE FUTURE!!** Allocations online (scary!)
- Grounds Maintenance (finally)
- Better links with all other systems.

The End



- Have a reason for buying GIS and doing GIS projects
- GIS needs looking after, it wont run itself
- Keep it simple!

- Any questions? (easy ones please!)