Data Intelligence for Business Location

Geospatial World Forum – 03 Apr 2019
Carter Jonas
A property location business

Year Founded: 1855
Worth of property sold last year: £1Bn+
Property professionals: 800+
UK Foreshore under management: 2GW
Rural land sold ‘off market’: >700 miles
Ranking for Infrastructure Land Assembly: 1

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Location intelligence

That you might expect from a real estate agent

• New business units
• Factory relocations
• Targeted Development
• Public Service Delivery
• Smart Farming
• Planning Needs
• Infrastructure

Priority Data Sets
• Census and Cadastral
• National Statistics
• Flooding
• Planning constraints
• Local Policies
• Segmentation
• Origin Destination

Our Own Data

Business Location Advisers
Commercial Catchments
Crematorium case study

Context
• Death rate to rise
• Increasing numbers choose cremation
• Private sector delivering public services

Analysis
• No existing gravity model
• Lack of data for regression analysis
• Planning needs assessment is key

Data
• Office for National Statistics – 2015 vs 2017
• Cremation Society Throughput
• Planning Constraints
• Planning Applications
Catchment Planning

Crematorium case study

- No existing gravity model
- Lack of data for regression analysis
Summary

Drivers
- Small Enterprises Dominate
- Understanding the business plan
- BIM into Planning

Approach
- Agility + Inventiveness = Competitive advantage
- Finding Data to Fit
- Geospatial Partnership and gainsharing models
Questions?

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