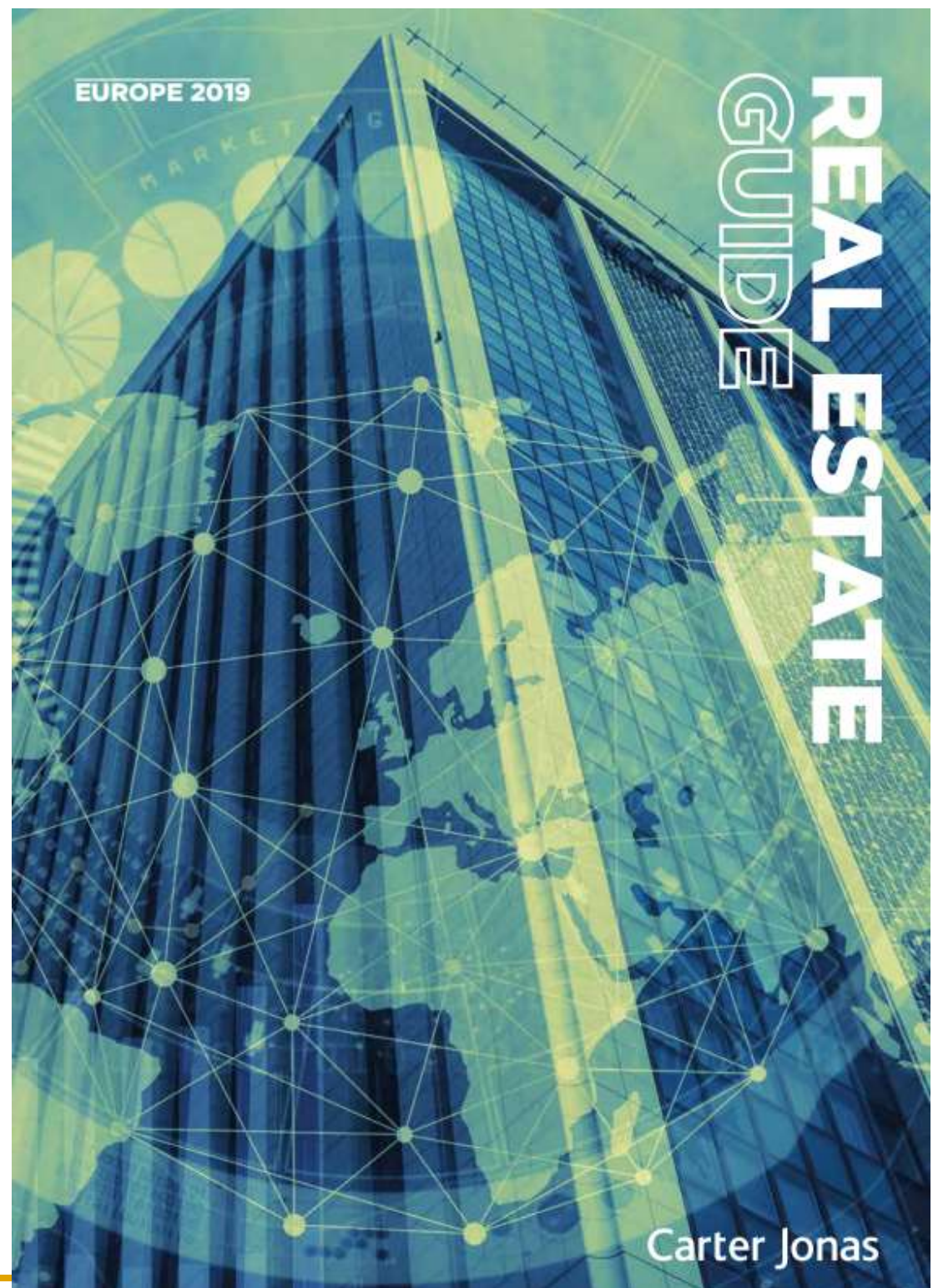


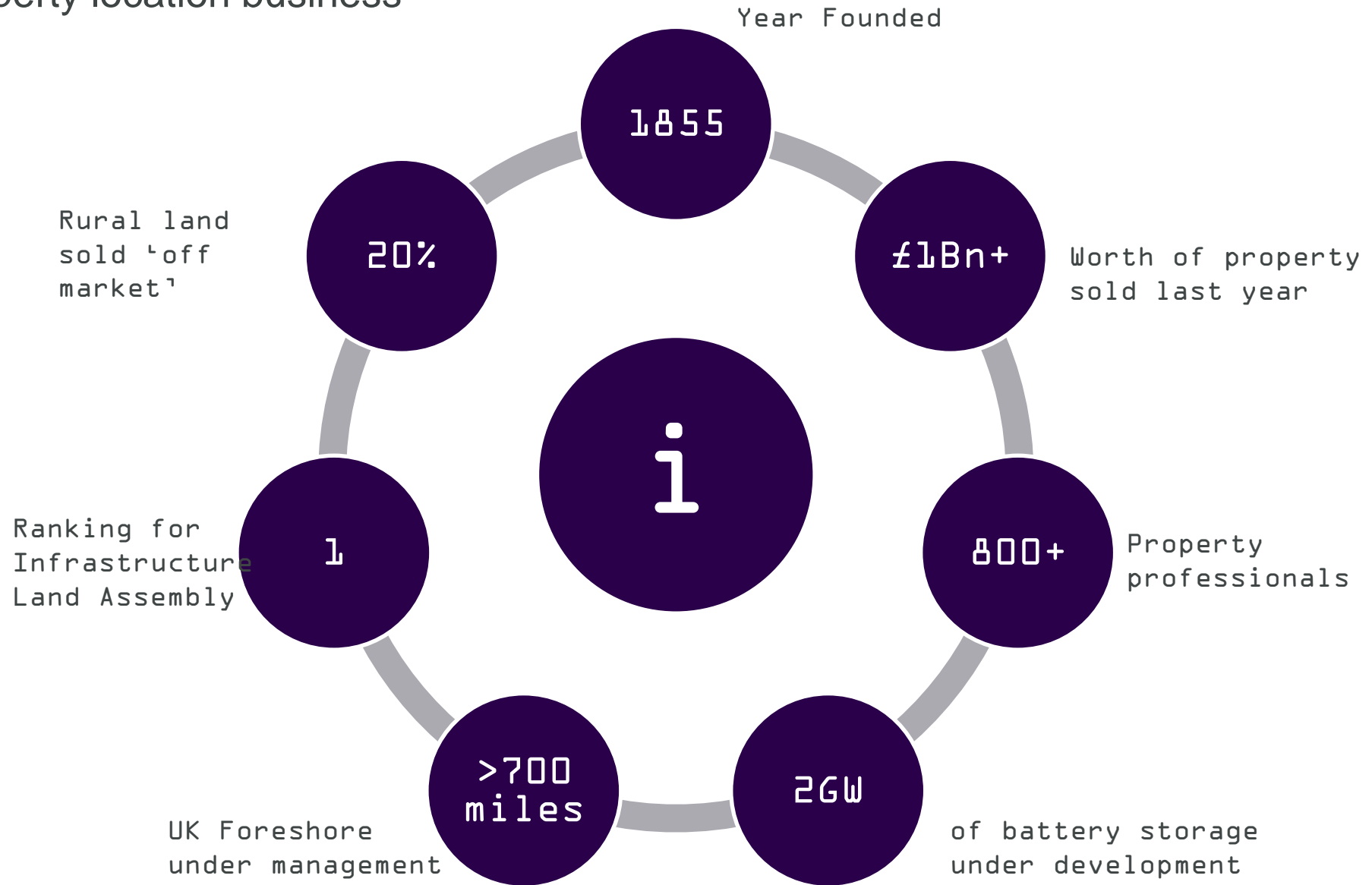
# Data Intelligence for Business Location

Geospatial World Forum – 03 Apr 2019



# Carter Jonas

A property location business



# Location intelligence

That you might expect from a real estate agent

Business Location Advisers

OR NEW/REFITTED MID-RISE SPACE OVER 5,000 SQ FT

CITY FRINGE NORTH	
<b>SHOREDITCH</b>	
<b>£97.00</b>	
Rent	£88.00
Business Rates	£21.00
Service Charge	£11.00
Total Occupancy Cost	£120.00
Typical Rent Free Periods	
1 year lease	9-12
10 year lease	20-24
Rent (refurbished)	£83.50 - £92.50

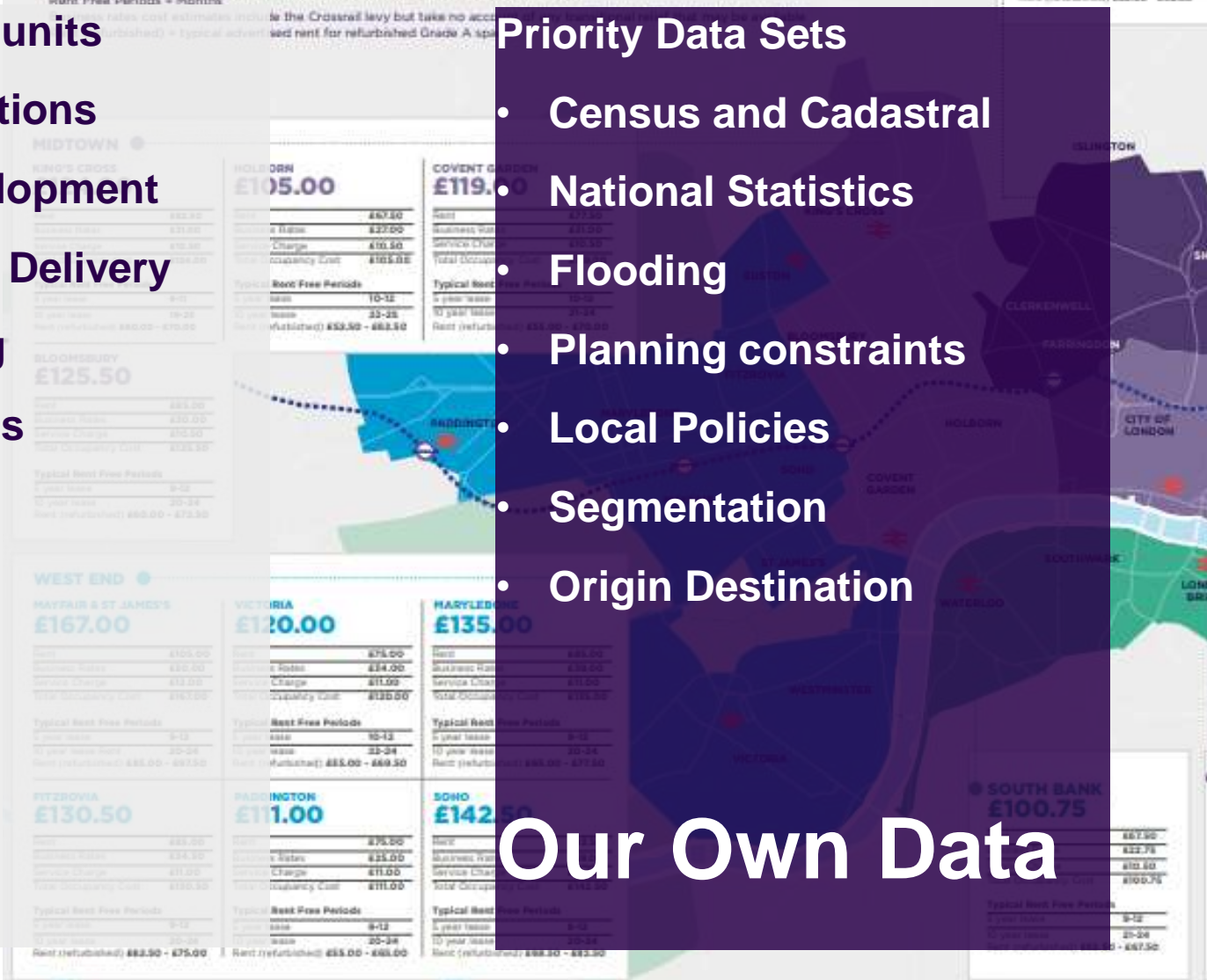
Costs = £ per sq ft per annum  
Rents are landlord's advertised rents which will be negotiable, typically by 2.5%-5.0%  
Rent Free Periods = Months

- 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



# 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

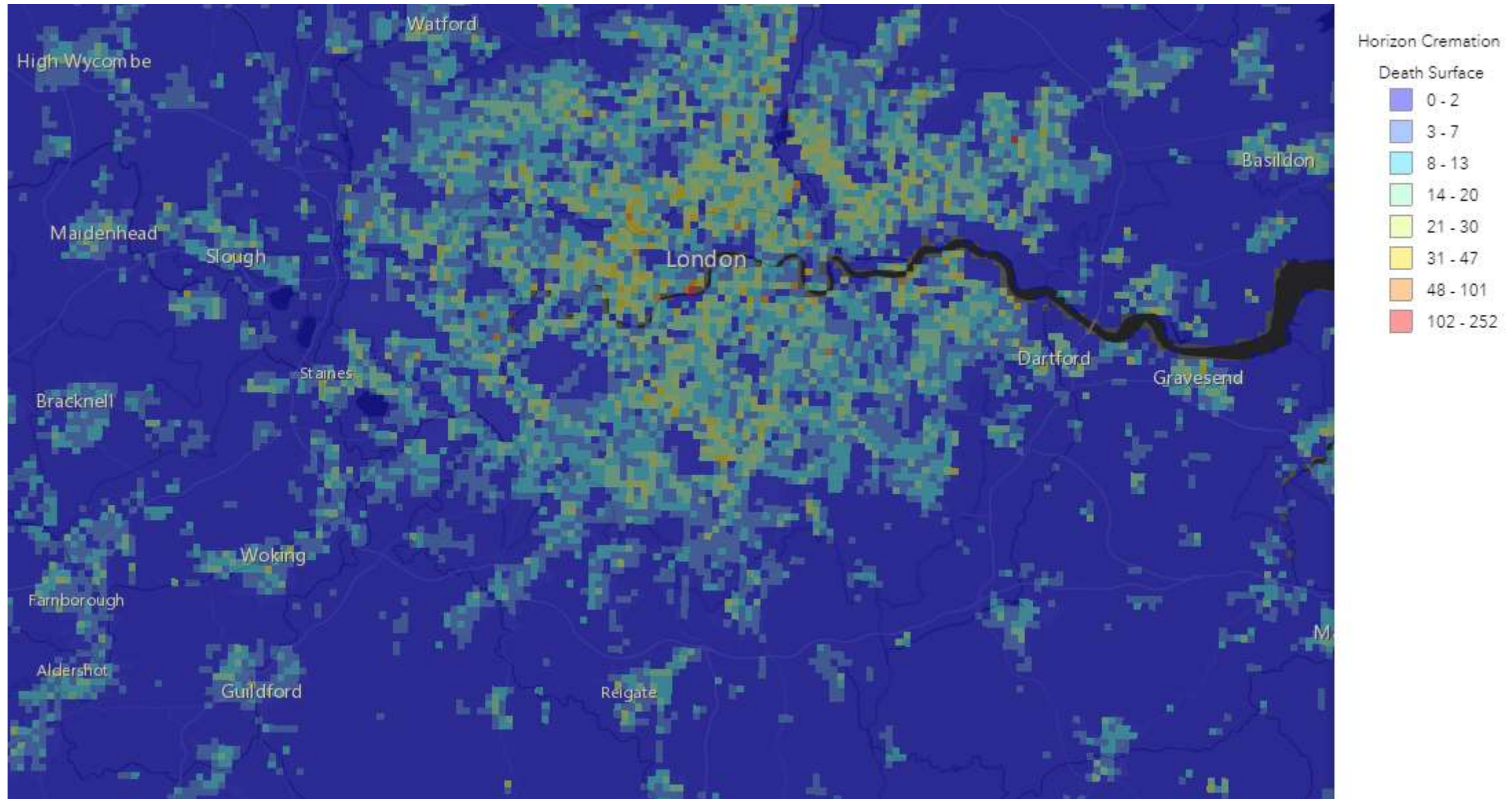
- Office for National Statistics – 2015 vs 2017
- Cremation Society Throughput
- Planning Constraints
- Planning Applications



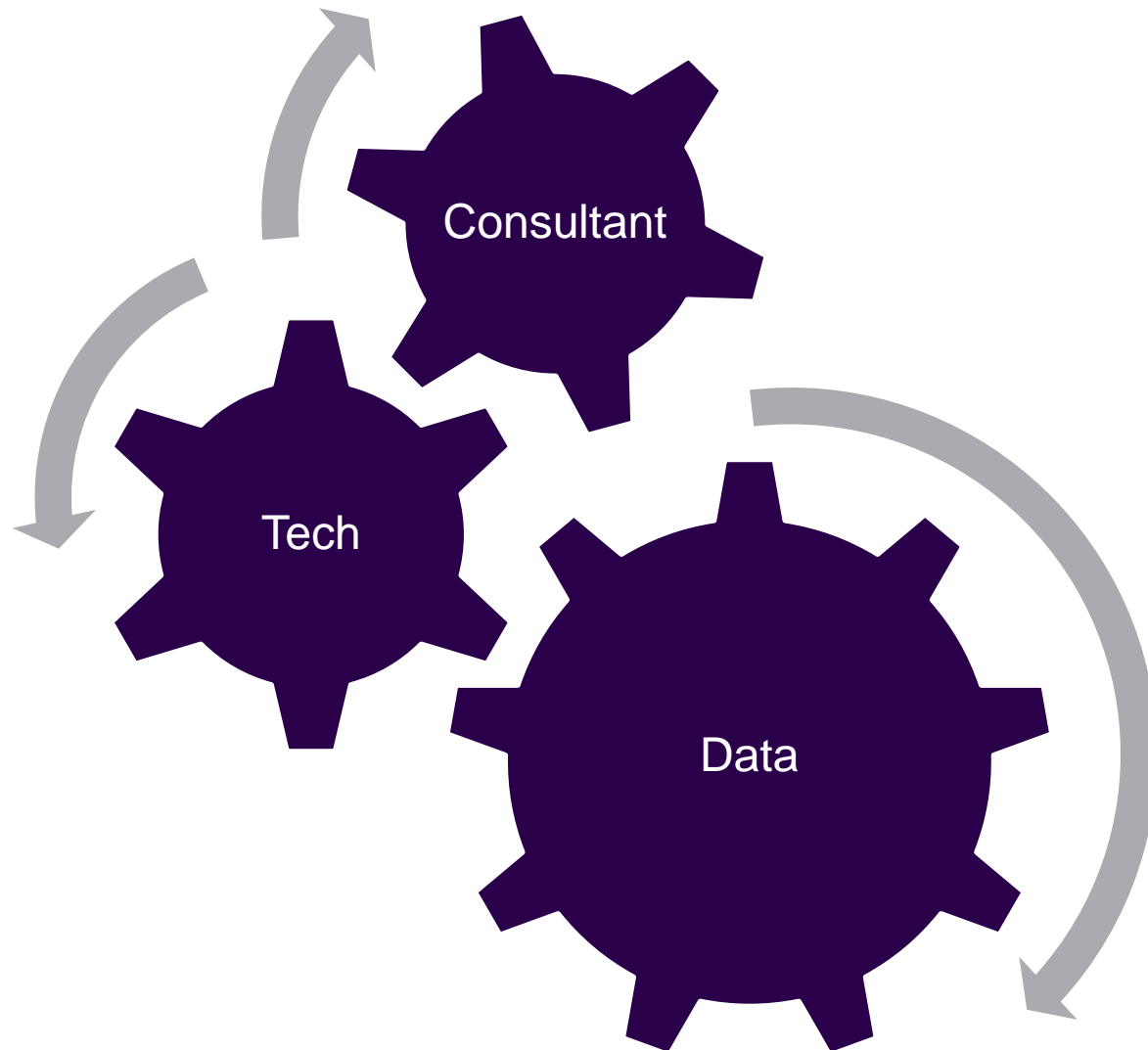


# Catchment Planning

## Crematorium case study



# 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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