Achieving Value From The Census

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Retail scale

- High Street
  - Stores various sizes - across UK

- Edge of centre
  - Large format stores across the UK
  - Retail Park, Stand alone, retail cluster

- Music and Entertainment
  - High street and shopping centres
  - Specific market

Location analysis

- Importance of location

- New developments
- Re-site - Resize
- Refurbishment
- Prioritisation

Why use 2001 census data

- Output Areas for extracting information
  - Geographic data - boundary and point

- Internally tested Output Areas
  - Point and Boundary extents

- Time lag between releases
  - Data costs - manipulation costs

Output Areas and catchments

- Size of Census Output Area allow local statistics to be gathered and compared

- Local area and wider catchments

- Census data linked to site location
  - Car ownership required for access to out of town units

Using key statistics quickly

- Planning benefits from new data
  - Update existing data bases
  - Look at new attributes
  - Process the census data as it gave very specific information
  - Understand how the data would be used and integrated in the future

Integrating other data

- Data within Output Areas
  - Identify High counts in OAs

- Information about stores
  - Add attribute information about consumers

- Research information 'linked' to census attributes
  - Provide country wide demand surfaces

A case study

- Students counted at term time
  - Interest after 2001 census - new count

- Population statistics OA level

- Verified with mapping

- Target demographic identified for the event for store promotion

Getting the point across

- Data bases and mapping systems
  - Multiple systems use census data

- Overlays for multiple data sets
  - Vector boundaries and counts

- Develop display for a number of attributes

- Maps recognised and census language understood

Future data

- Output Areas are a stable geography
    - Additional releases of census data
    - Geo-demographic classifications

- Super Output Areas & Data Zones
    - Index of deprivation - England and Scotland

- Develop reporting and display