

An MRS Census and Geodemographics Group Seminar



Geography and People

How academic theory has evolved into business benefit



27 November 2006

The Society of Chemical Industry, London SW1

Government is constantly trying to build better bridges between the academic and commercial sectors, so that new research may better impact on the country's success. But this has proven difficult.

Geography is an academic discipline of increasing importance and is already widely applied by the commercial sector. However, the commercial world can be ignorant of the latest academic thinking. Similarly, many interesting developments occurring in the commercial sector remain largely unknown to the academic community.

This one-day seminar will bring together experts from both the academic and commercial sectors to talk from their alternative perspectives on a series of common topics relating to 'Geography and People'. This will be a unique opportunity to share our different views, to build closer understanding and to gain interesting and fruitful new insights.

The day will be chaired by Chris Denham, former Head of ONS Census Output and Geography. During his career at ONS, Chris helped the Census to become more accessible to a wide range of users, particularly in the commercial sector. He will bring the benefit of his unique experience to the Chairman's role.

The seminar will include presentations from:

- Birkbeck College
- Dr Foster Ltd
- Essex University
- GfK NOP
- Grey Sells Consultancy
- Manchester University
- Sheffield University
- St Andrews University
- University College London

Timings

Registration and Coffee: 09.30

Seminar: 10.00 to 17.00

Fees

MRS member	£170 + VAT (£199.75)
Non-member	£230 + VAT (£270.25)
MRS Company Partner	£170 + VAT (£199.75)

The Census and Geodemographics Group (CCG) is an Advisory Group of the MRS. It convenes monthly and acts as an effective Census lobbying group, organises an ongoing programme of seminars and has successfully run several special development projects. The Group maintains a comprehensive database of relevant data sources available in the UK and internationally - the Geodemographics Knowledge Base: www.geodemographics.org.uk.

About the Speakers

Chris Denham former Head of ONS Census Output and Geography, has been involved for many years in putting geography into information, most recently with the innovatory 2001 Census. He wants users to get the most from such information, and suppliers and users to work together towards greater benefits.

Bob Barr is as an academic, journalist and geographic activist, who has been close to the centre of the, often controversial, debates on addressing for over 20 years.

Emma Reid formerly Head of Customer Information at Saga, now runs the Grey Sells Consultancy specialising in marketing to the over 50s, and also ObiT, pooling data to stop mailing dead people.

Dan Vickers is a lecturer in Social and Spatial Inequalities at the Department of Geography, University of Sheffield. His research interests focus around social and economic differences between places. Dan created the Classification of 2001 Census output areas (OAC) on behalf of the ONS.

Martin Callingham has used geodemographic systems for over 25 years as Research Director of Whitbread. Currently he is Visiting Professor in the Geography Department at Birkbeck College, researching into applications of geodemographics.

Marc Farr concentrates on developing applications of geodemographics for healthcare, targeting health messages and siting health facilities. He has been widely published and has appeared regularly on TV and in the press commenting on these applications.

Richard Webber was the originator of the Mosaic and Acorn neighbourhood Classifications. He is the developer of OriginsInfo, a system which enables organisations to code and profile name files on the basis of people's origins.

Paul Boyle is Director of the Social Dimensions of Health Institute and the Longitudinal Studies Centre - Scotland and has published widely in population and health studies.

Nick Buck is Associate Director of the Institute for Social and Economic Research at the University of Essex, and Principal Investigator for the British Household Panel Survey. He has published widely on spatial aspects of social processes, and has been involved in running longitudinal surveys for more than 15 years.

Nick Moon is Director of GfK NOP Social Research. He has worked in social research for over 25 years, on many of the most prestigious social surveys, and has a keen interest in survey methodology.

Geography and People - Programme

Why do we have addresses?

Bob Barr, Manchester University

- What is an address?
 - Beyond the post - geographic addresses
 - Joined up addressing - why it is hard to do?
 - Does it matter anyway?
-

Commercial use of address files: firing the arrows

Emma Reid, Grey Sells Consultancy

- What address data is commercially available?
 - Housekeeping, cleansing, quality and suppressions
 - Data Protection - what can and can't be done
 - Data attributes and analysis, including segmentation and market potential
-

The creation of OAC - the ONS Area Classification

Dan Vickers, Sheffield University

- Creating the OA Classification
 - Accessing the OA Classification
 - The advantage of an open methodology
 - The value of a free to use national classification
-

The use and further development of OAC

Martin Callingham, Birkbeck College

- Key characteristics
 - Geographical properties
 - Technical performance
 - Further segmentation to very large cluster numbers – OAC 10,000
 - Modelling opportunities with Neighbourhood Statistics
-

Exploring the link between lifestyle and health patterns using geodemographics

Marc Farr, Dr Foster Ltd

- Applying private sector marketing techniques to analysis of health outcomes
- Linking postcode level geodemographic data to individual hospital records
- Exploring the likely impact of government policies: patient choice and payment by results
- Producing an evidence-base for locating and communicating health facilities

The use of personal and family names to target consumers of particular cultural, ethnic or linguistic origins

Richard Webber, University College London

- Benefits to marketers from targeting consumers on the basis of their origins
 - Strengths and weaknesses of existing 'ethnicity' based classification systems
 - Strengths and weaknesses of a classification system based on personal and family names
 - Summary of methods used to ascribe origins to consumers based on their names
 - Using name-based classification to monitor geographical migration of minority groups since 2001
 - Mono-cultural and multi-cultural neighbourhoods - relevance for marketers
-

Census analysis through time: longitudinal analyses of people and places

Paul Boyle, St Andrews University

- The value of studying people and places through time
 - Introducing the Scottish 'Consistent Areas Through Time' (CATTs)
 - Introducing the Scottish Longitudinal Study and its potential uses
 - Longitudinal research and its value in understanding health inequalities
-

The use of longitudinal data to understand migration and residential mobility

Nick Moon, GfK NOP, and Nick Buck, Essex University

- Introduction to the British Household Panel Study – sample size, length, response rates, and so on
- Who is moving and where?
- What are the financial consequences of moving?
- Other uses of the BHPS



Geography and People Seminar Booking Form - November 2006

Delegate Fees

MRS member	£170 + VAT = £199.75
Non-member	£230 + VAT = £270.25
MRS Company Partner	£170 + VAT = £199.75

To book

- Book online at www.mrs.org.uk/events
OR
- Send your completed form to Sue Trenhaile, MRS, 15 Northburgh Street, London EC1V 0JR.

Please complete a separate form for each delegate and keep a copy for your records.

Delegate details

First name	Last name
Company	
Job title	
Email address	Tel
Address for correspondence	
Postcode	Country

Payment details Please tick as applicable

Payment - All fees are to be paid in Pounds Sterling and are subject to VAT at the standard rate of 17.5%, including international bookings.

MRS member Non-member MRS Company Partner

I/we enclose the fee of £ _____ + _____ VAT = £ _____

Cheque/bankers draft (made payable to The Market Research Society)

Bank transfer (MRS bank details: Barclays Bank PLC, Soho Square, London W1D 3QR
Sortcode 20-67-69. Account no. 20618357. Swift Code BARCGP22. IBAN no. BARC 20675920 618357)

Invoice (Please issue direct to my company) PO number _____

Address for invoice (if different) _____

Postcode _____ Country _____

Please charge my **credit/debit card**: Visa Mastercard Amex Maestro/Switch issue no: _____
Start date _____ Expiry date _____ Amount £ _____ (inc VAT)

Card no _____ Validation Code (last three digits) _____

Cardholder's name _____ Signature _____

Cardholder's address (if different) _____

Postcode _____

Confirmation: Bookings will be confirmed initially by email (please allow two working days) and you will be invoiced shortly afterwards.

Booking conditions: Substitutions may be made in writing at any time. However, we are unable to cancel invoices or make refunds for cancellations received after 6 November.

Data Protection: The Market Research Society processes the information provided by members and non-members to enable it to carry out its activities in accordance with its objectives and for its administrative purposes. We may use the information to tell you about our other products and services. We may also make it available to any person on request to enable them to contact you for any purpose other than direct marketing. If you do not wish the information to be disclosed in this way, please notify us in writing.

The Society is occasionally approached by other organisations who wish to engage in direct marketing to its customers. If you do not object to the Society disclosing the information it holds for these purposes, please tick this box.

I accept booking conditions (please sign) _____