

Introduction

Implementing GIS for Housing Management at Testway Housing

SLA, 16th March 2006

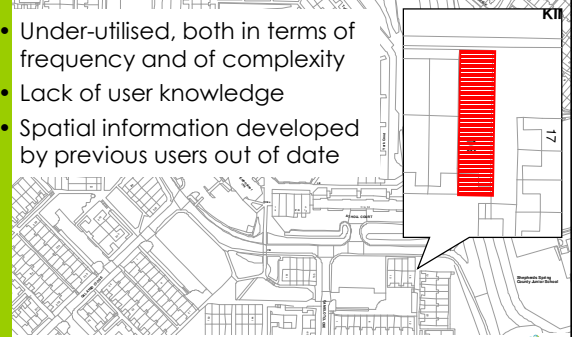
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Current use of GIS in Testway

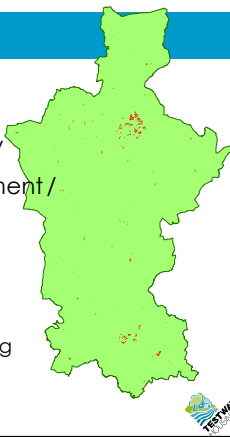
- Under-utilised, both in terms of frequency and of complexity
- Lack of user knowledge
- Spatial information developed by previous users out of date



- Usage fails to justify investment

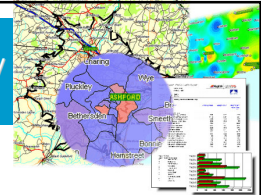
Content

- What is a GIS?
- Current use of GIS in Testway
- Potential for asset management / decision support
- Achievements so far...
 - Mapping properties
 - Visualising tenant data
 - Neighbourhood profiling
- ...and next steps...



Potential of GIS for asset management / decision support

- **Management reporting:**
Where are our properties / tenants?
- **Risk management:**
Where is our business exposed to risk?
- **Demographic analysis:**
Can neighbourhood information aid management at a local level?
- **Territory creation / resource planning:**
Where should we target limited resources for maximum benefits?
- **Site analysis / infrastructure planning:**
How can we tailor our offer to best meet the needs our clients?
- **Strategic planning:**
Where will future changes in the market / demographic profile affect our future performance or provide new opportunities?

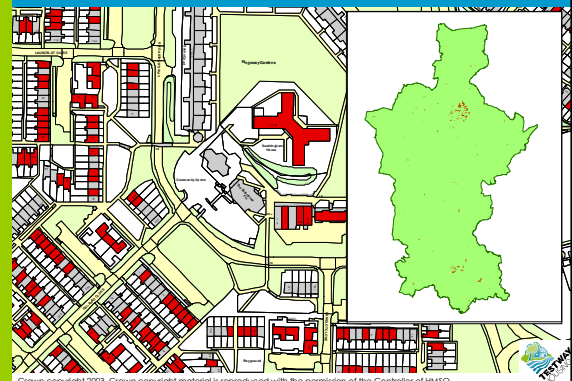


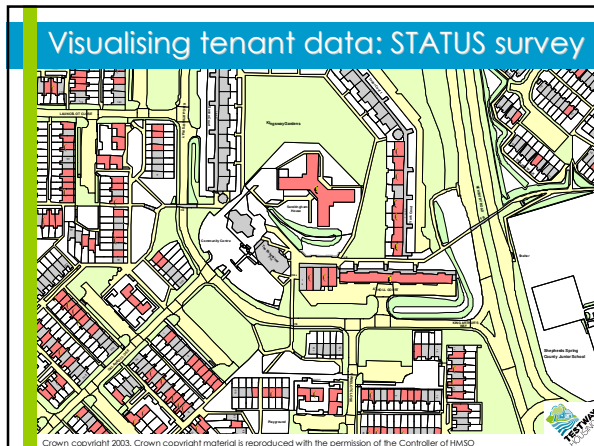
What is a GIS?

- **Geographic Information System:**
the software and hardware needed to digitally create, edit, map, query, analyse and publish geographic or spatial information
- **Geographic analysis:**
the essentially human activity of looking at markets and location issues with the objective of ensuring profitable business decisions



Mapping Testway properties




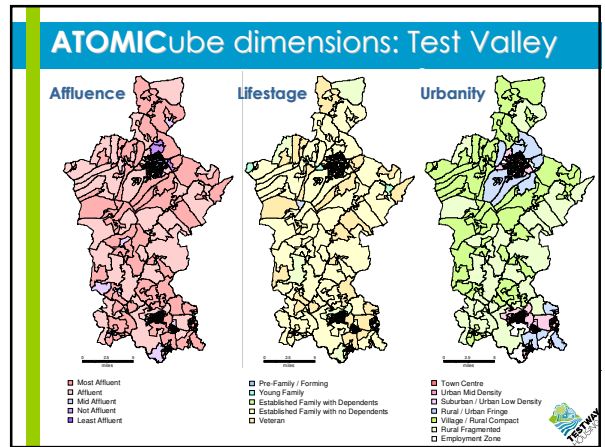
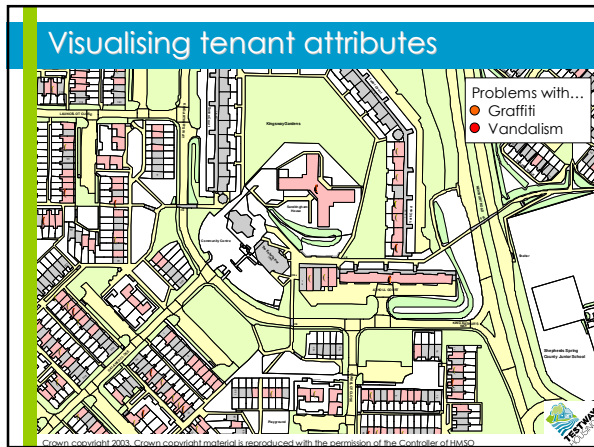


Neighbourhood profiling

The identification of like groups of people - groups or segments in small geographic areas - census output areas using demographic data - UK Census 2001, Expenditure & Food Survey

3-dimensional:


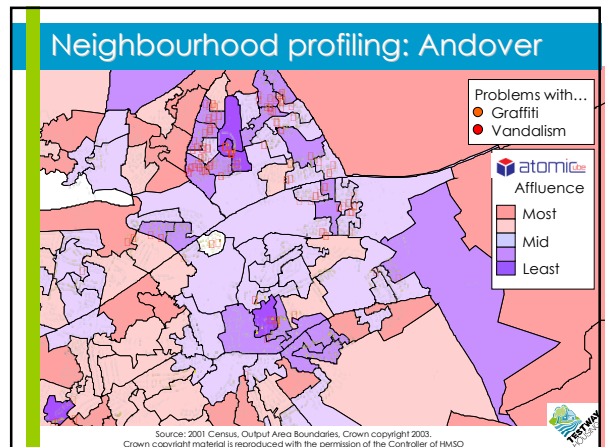
- Affluence** – average net household income
- Lifestage** – household family structure and age profile
- Urbanity** – population density, accessibility to goods and services

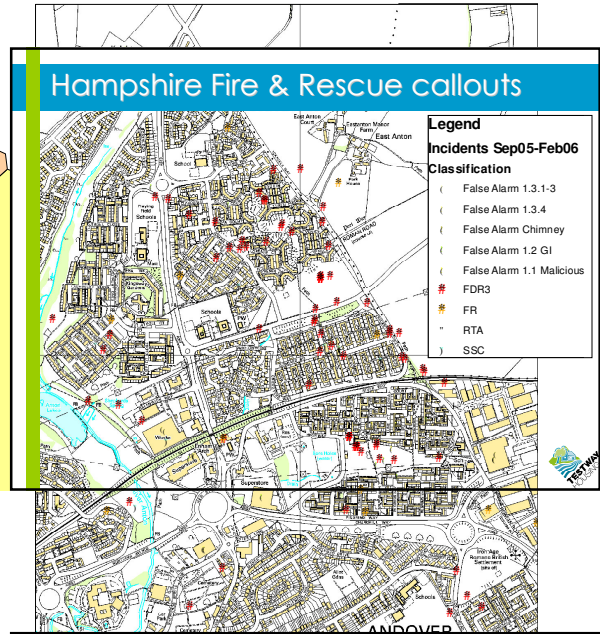
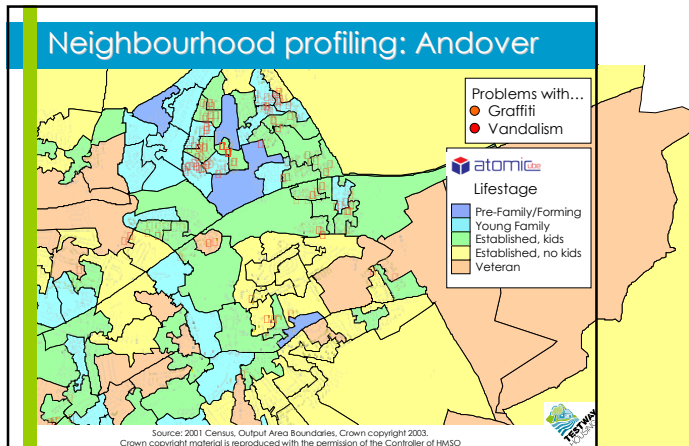



Demographic data

Over 200 basic data variables in 2001 Census:

Population	Households
Population density	Household composition
Gender	Dependent children
Age	Living arrangements
Marital status	Social grade
Ethnic group	Car or van ownership
Religion	Deprivation characteristics
Qualifications	Accommodation type
Economic activity	Tenure
Occupation, Industry	
Method of travel to work	



Achievements to date

- GIS expert appointed (3-month contract)
- Consulted staff on requirements
- Basic GIS and data 'health-check'
- Alternative GIS investigated
- Testway properties geocoded (97%)
- Completed geocoding (properties, survey)
- STATUS survey geocoded (98%) and visualised
- Neighbourhood profiling evaluated.

The future...

- GIS has the scope to become a valuable management resource across the group
- Further investment required in data / resources
- ROI should be maximised by extending use across all businesses.

Next steps...

- Promote / champion GIS across Aster Group
- Consult tenants forum on requirements
- Further data cleansing / geocoding / linking: ProMaster, First Housing, TIC, TACT, ROCC, stock survey...
- Progress neighbourhood profiling
- Investigate additional information sources:
 - Land ownership / grounds maintenance
 - OS Points-of-Interest or similar
 - Partners – Test Valley BC, Police, Fire & Rescue
- Train core group of staff
- Investigate post of permanent GIS officer.

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- Spatial information and insights
- Location and network planning
- Geographic Information Systems

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