

Using geospatial data to understand & shape community development

Geospatial data is fundamental to growth in the United Kingdom, yet local authorities & property developers have yet to fully leverage this emerging asset!

What is geospatial data?

Geospatial or location-based data provides information on specific places, communities or governmental regions. It merges the best of two worlds i.e. robust regional statistics that can also be used on a hyper-local scale

Benefits of using geospatial data in urban development



Gives you metrics of the 'here and now' of a specific region or locality, giving you the basis to deeply understand the local community across a number of social, environmental and economic attributes



Creates efficiencies in the critical first step of property development, able to quickly filter through the noise and flag the strengths & weaknesses of a given area



Allows for comparative analysis from location to location, across a range of factors giving context to the data at hand while also ensuring that 'no stone is left unturned'

The real value in geospatial data is to have the analytical prowess to 'dig deeper'. Converting data into insight is key!

Inspirational examples:

The Community Audit Tool

Collates over 20 socio-environmental attributes to determine the overall health of a community (available in London & the USA)

Tranquil Cities

Uses pollution data to discover the most relaxing places in London

Treezilla

Maps every tree in the UK and identifies their various eco-benefits



Data is just the beginning...

For us, leveraging geospatial data is just the first step to building better places. It forms part of a wider approach where our analytics, insights and visioning capabilities converge to create future proof propositions for real estate.

Learn more about our services and how we can support you, at www.mindfolio.com