

MRS / CGG

**“Small Area Geography:
Planning for the future”**

5 February 2007

Views from some commercial users

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Improving the data market

- Abbey, Argos, Boots, M&S, M&S Money, Nationwide, Powergen, RAC, Sainsbury's, Tesco, The Children's Mutual, Whitbread, Woolworths, Yell
- National businesses – targeting local areas
- Area & Site analysis, Database analysis, Market Research sample surveys
- Strong internal analysis teams

Which datasets are used (together with customer data) by DUGers to create new information?

Small Area Statistics			
Census - Residents			
Updates			
Projections			
Census - Workplace			
Geodem profiles			
Income estimates			
Market estimates			
Shopping catchments			
Digital Boundaries			
Census			
Postal			
Administrative			
TV Areas			

Map Data			
Background - OS, AA			
Road network - drivetimes			
Points & Sites			
Retail Locations			
Goald Plans			
ATMs			
Business Locations			
Planning Applications			
Postcode Directories & Classifications			
Mosaic (various)			
Acorn (various)			
Prizm			
Cameo			
Codepoint			
Flood Risk			
OAC			

Lists			
Electoral Roll			
Lifestyles			
Household classifications			
Person classifications			
Suppression files			
CCJs			
Businesses - CoHo & Yell			
Sample Surveys			
Target Group Index			
Expenditure & Food Survey			
AGB SuperPanel			
Traffic flows			
Pedestrian flows			

ONS's Small Area Geography

- “Not fit for purpose?”

or

- “If it ain't broke, don't fix it”

or

- “It's already good, but there's scope for some marginal changes and enhancements which will be valuable for users”

DUG members'
(provisional)
views

Generally, keep OAs as they are.....

- A practical geography for integrating 2001 Census and other datasets, & creating new statistics
- All these files! They are valuable assets
- + potential for 2001–11 changes (inc. OAC)
- *[Caveat: what % of 2011 postcodes will be split?]*
- How much benefit from a new ground zero?

Some minor changes will be essential & inevitable

- Areas of new development – rural and brownfield – so, split existing OAs
- A few areas of population decline – so, aggregate existing OAs

Some valuable “enhancements” will be possible in 2011

- Boundaries
 - Cosmetics – good to snap to features
 - Coast – Mean High Water Mark
 - Common England /Scotland border
 - Communal establishments? (maybe)
 - Empty land??? (very doubtful)
- Workplace (NB) OAs – new
 - Subsidiary – subdivide some OAs (e.g. City)
 - Similar disclosure thresholds – these are people’s workplaces, not business data under the 1947 Act

Another valuable improvement should be made NOW

- NeSS and similar statistics derived from government administrative files should be released at OA level – like the 2001 Census!!
-or at least SOA Lower Level [600 HH]
- Rather than the crude SOA Middle Level [3,000 HH]
- So much potential value is being destroyed

Alternatively, ground zero?

- Just how much real benefit from a radical redesign?

And also.....

- The danger of blight 2007 – 2013: if current OAs will be scrapped, it's a fine excuse for government not to produce new NeSS datasets for the coming 6 years

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