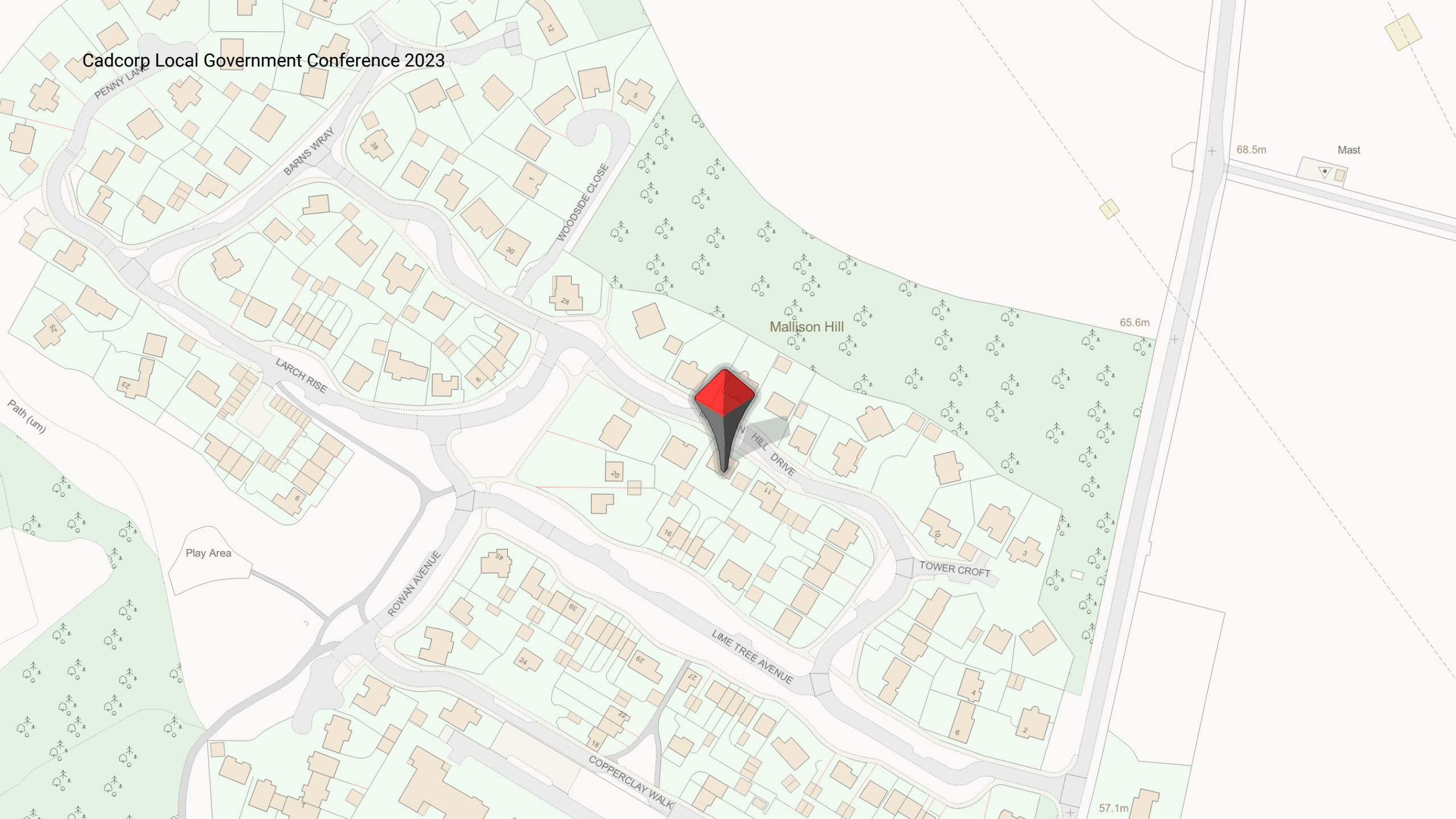


November 2023

Spatial insight for emerging operational and strategic objectives

Demelza Potter & Simon Parker

Cadcorp Local Government Conference 2023



Corporate Strategies

- **Why?**
 - Work towards a common goal
 - Provide clear direction and focus
 - Increase efficiency
 - Manage risk
 - Stay relevant
- **Corporate strategies contain strategic and operational objectives...**

Strategic & Operational Objectives

“Increase opportunity and prosperity for all our citizens”

“Reduce poverty and inequality in our communities”

“Fight the climate emergency in a just transition to a net zero”

“Enable staff to deliver essential services in a sustainable, innovative, and efficient way for our communities”

“Enabling and promoting self-service for residents”

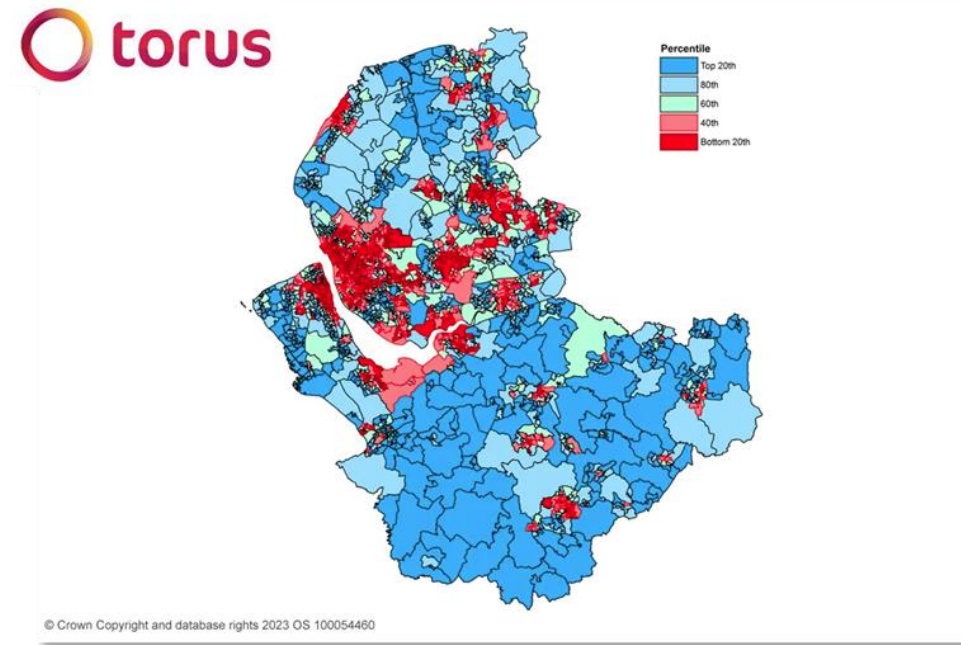
How can spatial insight be used to meet these objectives?

1. To develop a deeper understanding of your residents
2. To develop a deeper understanding of your services
3. Use spatial data to improve decision-making

1. Develop a deeper understanding of your residents

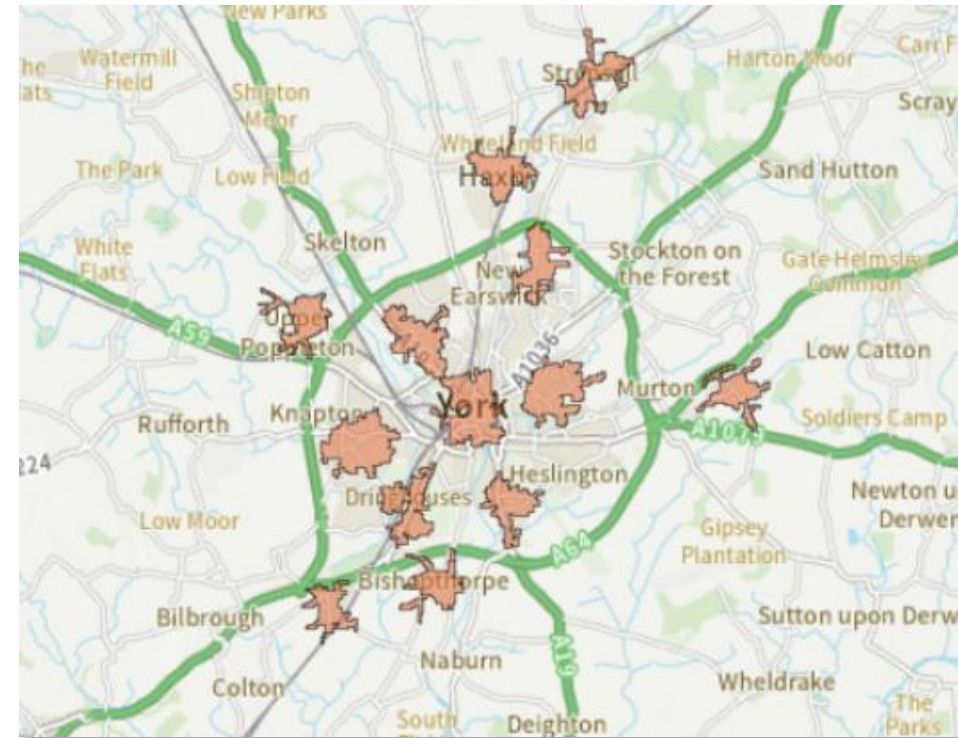
- **Demographics**

- Understand your residents age, gender, ethnicity, socio-economic status
- Identify and locate vulnerable groups
- Engage new groups



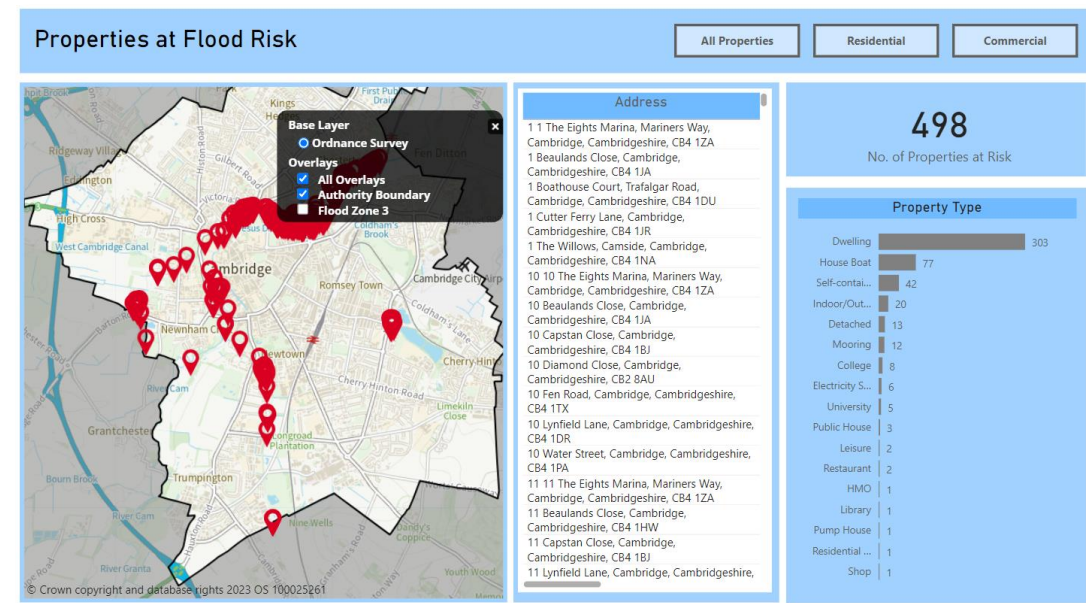
2. Develop a deeper understanding of your services

- **Understand existing service provision**
 - Environment
 - Health
 - Education
 - Social Services
 -



3. Using spatial insight to improve decision-making

- **Fight the climate emergency in a just transition to a net zero**
 - Assessment of risk
 - Biodiversity Net Gain
- **Increase opportunity and prosperity for citizens**
 - Use appropriate technologies for engagement
- **Reduce poverty and inequality**
 - Allocation of grants



Demo

- **Using Cadcorp SIS WebMap for PowerBI to share spatial insights across your organisation**
 - Sharing the understanding of residents and services
 - Using spatial data in dashboards to improve decision-making

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