



NORTHERN IRELAND NEIGHBOURHOOD PROFILES

Contact Details:

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Executive Summary:

Northern Ireland Neighbourhood Profiles is an Output Area Classification (OAC 2011) which groups small areas based on common socio-economic characteristics. Most geodemographic classifications are created for the purpose of customer profiling, target marketing and locational analysis and are therefore of high commercial value. This neighbourhood profile draws on the open, free and flexible geodemographic classification created through a collaborative project between the Office of National Statistics, University College London, and University of Liverpool. The classification for 2011 is based on census variables and is available at three levels of hierarchy: 8 Super groups, 26 Groups, 76 Subgroups and comprises of a statistical analysis of 60 final census variable and the creation of pen portrait descriptions of the defined groups.

This resource aims to promote the interactive use of geodemographic neighbourhood profiles to local business in Northern Ireland to improve efficiencies and to strategically market products, services or campaigns. The resource has potentially wide use by local private organisations, community groups for funding applications and for the public sector in making informed decisions on the direction of promotions, services and campaigns.

Solution:

The solution accesses an open source geodemographic classification dataset freely available from Open Geodemographics (<http://www.opengeodemographics.com/#OAC>) and created by the ONS and University College London. The data provided as a shapefile is then queried to select all output areas with Northern Ireland. All GIS work was carried out through the Queen's University organisational agreement with *Esri* © and version 10.2 of *ArcGIS*. The resource is made publically accessible and interactive through the creation of Web Mapping Services (WMS) in ArcGIS Online and through the subsequent creation of a web mapping application <http://go.qub.ac.uk/NINeighbourhoodProfiles>.

Layers are coloured and visualised based on the example of University College London (<http://oac.datashine.org.uk/>). The resource is created with an open street basemap (with transparency set on the OAC layers) to allow the observation of output area profiles in relation to street level.



The aim of the project is to further promote the resource locally to small businesses and add postcode district summary functionality to the resource.

Business Challenge:

This project has broad applicability for private sector businesses, the public sector and community groups within Northern Ireland. Commercially it can be used to inform decisions on where marketing campaigns will be most effective including site locations for retail and services. For the public sector it is a resource which can aid decision making in the targeting of health promotion or educational improvement programmes.

Geodemographic classifications were traditionally reserved for only large organisations due to the high commercial cost involved. The open nature of census based classifications open the value of geodemographic profiles to smaller businesses, non-profit organisations and the public sector.

As a geospatial scientist this project draws on Lorraine Barry's increasing experience of open source methodological approaches within geographical information science and systems and also on Lorraine's background working with commercial geodemographic classifications and knowledge of their value for intelligent locational decision-making.

Benefits/Results:

Increased return on marketing and campaign strategies, informed decision-making and business efficiencies. Provision of a freely accessible interactive web resource for local community and business use.

Final Considerations:

This application promotes public spatial data based on open access and methodologies to improve efficiencies, strategic decision making and targeted campaigns.

<http://go.qub.ac.uk/NINeighbourhoodProfiles>