

SPATIAL ANALYTICS WITH ESRI GIS

Following its recent customer conference, Esri has reported how three of its customers, Aster, GreenSquare and Thirteen, are using GIS and spatial analytics in their housing operations.

Aster's asset register

Aster Group is making use of GIS to manage and comply with asset register regulations. By loading the necessary data into a GIS app from eleven different business areas, including acquisitions, development costs and land registry, Aster has created a highly efficient way of stress testing the business at any given time and making the audit process easier.

GreenSquare's enterprise platform

GreenSquare has been using GIS for the past six years and having used GIS in over 24 different programmes and initiatives, from maintenance to neighbourhood projects, customer satisfaction to welfare reform, the system is allowing GreenSquare to deliver operational and strategic benefits and is available to every member of staff.

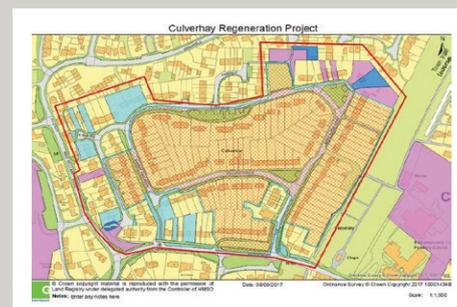
GreenSquare highlighted how GIS is being used for strategic asset management for all development and regeneration schemes. By providing the digital framework to visualise, query and share the spatial analysis, teams including strategic asset management, development, neighbourhoods and property services can work together more easily and make faster decisions about future developments. This shared operational picture has also improved collaboration with local authorities when working on joint development projects.

One example was a regeneration project in Cricklade, which included the demolition of 65 non-traditionally constructed properties and replacing them with 109 new energy efficient homes for shared ownership, affordable rent and outright sale. GreenSquare was able to share the project maps which fostered better joint working with Cricklade Town Council.

Another example was in Corsham, showing how the GIS identified where



garage sites could be demolished and redeveloped, simultaneously generating higher income and providing access to affordable housing for families. The team at GreenSquare is also using GIS to manage strategic voids, disposals, garden licences and high-value properties.



Thirteen's sustainable neighbourhoods

By making its sustainability model spatially aware, Thirteen can examine its business geographically, using multiple financial, social and environmental factors. This has revealed new insights about asset health, where investment is needed and where staff should focus, helping to make decisions which create more sustainable neighbourhoods.

Every piece of data within the organisation is spatially referenced, resulting in over 2.5 million lines of data feeding into the system. By drilling down

Chris Jackson, Head of Commercial Markets, Esri UK



and investigating any issues or hotspots, internal discussions are sparked which lead to more efficient ways of working.

Chris Jackson, head of commercial markets, Esri UK, said, "During our customer conference, some of the challenges of rolling-out GIS projects were highlighted, such as how best to determine who should be involved and the need to identify quick wins. Many attendees agreed that trying to bring together an often diverse group of colleagues can hinder a project.

"Attendees also heard about new technology developments within 3D mapping, processing drone data and how the emergence of real-time spatial data feeds, such as traffic or smart meter data, can further enhance the understanding of a housing business."