

## Customer Workshop in Lodon, 2013

28 March 2013

The **plan4business** project together with the **Royal Institution of Chartered Surveyors** (RICS) organised a Customer Workshop on 8<sup>th</sup> March 2013 in London.

The intention of the workshop was to enable the **plan4business** research team to engage with commercial users of urban data so that they are aware of the user perspective in terms of need and in terms of ease of accessibility and interaction.

**plan4business** is an EU funded project under the Information and Communication Technologies Programme. The project aims to develop a web platform that will offer a full catalogue of harmonised planning data, including a range of analyses that can be performed. The **plan4business** solution will be INSPIRE compliant and based on open standards.

Co-funded by the 7<sup>th</sup> Framework Programme of the European Community

*Budget:* 2,36 mil. EUR

*Duration:* 04/2012 - 03/2014


*Project partners:*

1. Fraunhofer Institute for Computer Graphics Research, Germany
2. University of West Bohemia in Pilsen, Czech Republic
3. Help Service - Remote Sensing, s. r. o., Czech Republic
4. International Society of City and Regional Planners, The Netherlands
5. GEOSYSTEMS Polska, Poland
6. Asplan Viak Internet as, Norway



# Presentations

Colm Lauder (IPD) presented the way how data in the Investment Property Databank (IPD) are captured and aggregated and what are the final services of IPD.



**IPD**  
An MSCI Brand

## IPD Data Collection & Service Overview

Reporting

➔ CAPTURE
COLLATE/HOUSE ➔
REPORT/BROWSE ➔

Fixed format reporting:

- Accessed via secure client area **IPD Online**
- Both PDF and interactive formats
- Reporting at the 4 levels of data aggregation:

➔


Aggregation level	CRE Exposure
Total portfolio level	Asset type
Market sectors	Geography
Individual asset level	Yield profile
Lease level	Lease profile

Address	Client Ref	Status	Fund weight	Weighted contribution
Largest individual contributors, last 3 years				
The Tower, Hemel Hempstead	2901	Sold	-	0.94
110/112 High Street, Reading	3405	Held	1.2	0.62
Wainwright Industrial Estate	5274	Sold	-	-0.52

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Source: Colm Lauder, 2013, *plan4business* Customer Workshop, London, UK.

Anna Rose (Space Syntax Ltd) described the influence of urban layout on business potential.



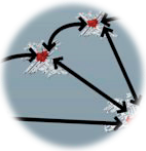
**Spatial layout attraction**

The degree to which the design of the development creates an accessible, intelligible spatial layout.




**Land use attraction**


The strength of attraction of movement-sensitive land uses, especially retail.




**Transport attraction**

The degree to which public and private transport systems integrate with the development.







**Pedestrian forecast**

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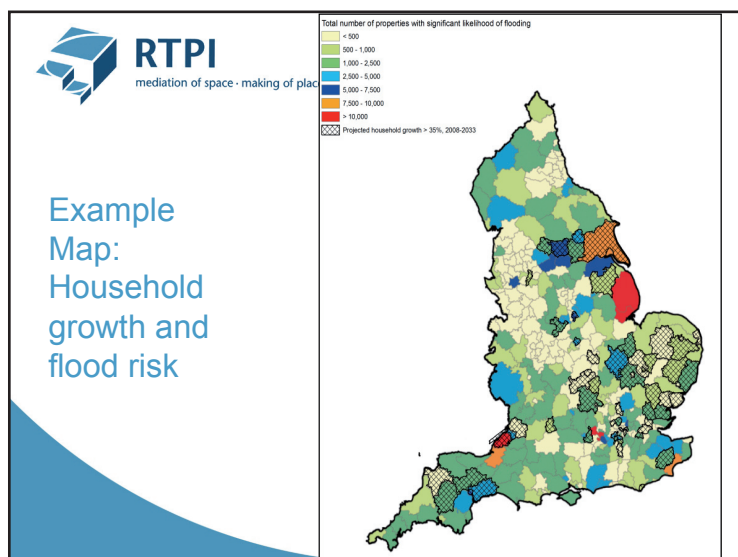
Source: Anna Rose, 2013, *plan4business* Customer Workshop, London, UK.

*Robert Wilkinson* (Experian) explained how Experian helps businesses to make informed decisions.



Source: Robert Wilkinson, 2013, *plan4business* Customer Workshop, London, UK.

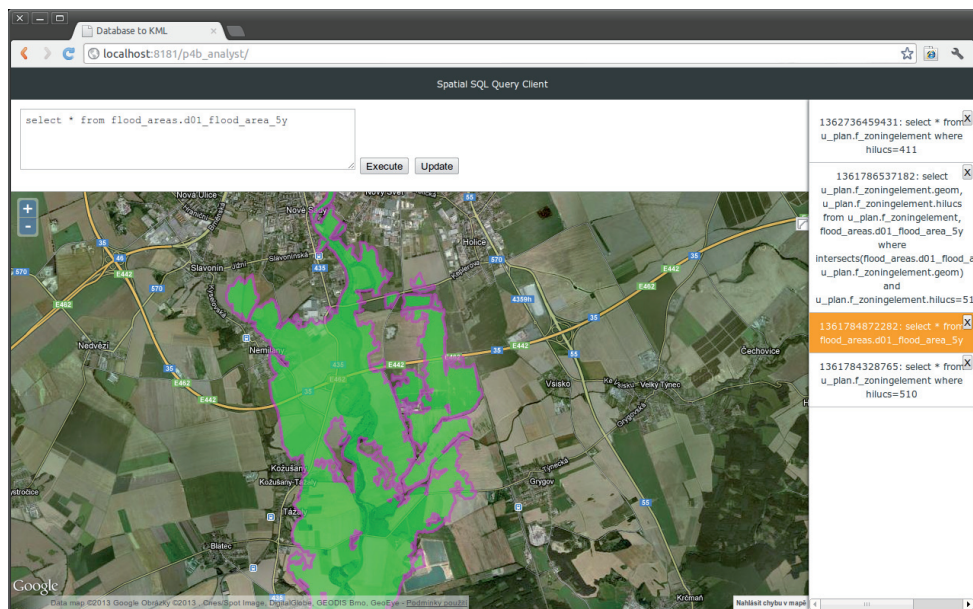
*Peter Shand* (RTPI) introduced the main goals and motivation of the Map for England project ([www.mapforengland.co.uk](http://www.mapforengland.co.uk)).



Source: Peter Shand, 2013, *plan4business* Customer Workshop, London, UK.

*Nigel Mehdi* (Mehdi Consultants) introduced his activities in the field of geo-location and environmental studies.

*plan4business* presented its main goals, the first online applications for data analysis and its business plan.



## Recommendations

The main aspects and recommendations that serve as an input for further research and development in *plan4business* include:

- **the level of detail** - *plan4business* should focus on macro level (inter-regional) scenarios;
- **need for data integration** - *plan4business* should focus mainly on the technical aspects of data integration, the analyses should be the lower priority;
- **metadata catalogue** of spatial plans in Europe would be a useful project output;
- **added value** - *plan4business* should define what the added value of the *plan4business* services is;
- **reliability of data** - data must be kept up-to-date and data quality must be known.

# Workshop participants

- Alex MacGregor (ISOCARP UK)
- Amanprit Johal (RICS Research)
- Anna Rose (Space Syntax Ltd)
- Colm Lauder (Investment Property Databank)
- Didier Vancutsem (*plan4business*, ISOCARP)
- Fabiola Cadillo (ISOCARP UK)
- Judith Ryser (ISOCARP UK)
- Martina Juvara (ISOCARP UK)
- Nigel Mehdi (Mehdi Ward Consultants)
- Peter Shand (RTPI Map for England)
- Pietro Elisei (*plan4business*, ISOCARP)
- Przemek Turos (*plan4business*, GEOSYS)
- Robert Wilkinson (Experian)
- Tomas Mildorf (*plan4business*, University of West Bohemia)
- Tony Mulhall (RICS London)
- Tor Øverli (*plan4business*, Asplan Viak Internet as)

