

Urban Analytics to Support Local Policy: Reflections from Practice

Dr Dianna Smith

d.m.smith@soton.ac.uk @geodianna

School of Geography & Environmental Sciences

*Blueprint for Urban Analytics, Newcastle
University*

What we (academics) think

- Throw as much technology at the question as we have at our disposal!
- Data!
- Visualisations!
- Perhaps using our preferred method?
- Or pet topic

What I hear

- Keep it simple: methods need to be easy to explain to stakeholders and non-experts
 - *“How do you know the number of over 65s who live alone?!”*
- Clarity in presentation of results: Simple stats, maps and main points presented well
- Replication: staff turnover an issue

Where to go from here

- Ask what is wanted– bring examples
- Local data for local people (mindful of silos)
- Co-creation of tools for analysis
 - Talk with people who ‘don’t do numbers’
 - Iterate versions of tools, GUIs – meet with the teams