

TWRI's FREE WORKSHOP

For Local Authorities in England

'Area Profiling'

Wednesday 18 November 2009

Time: 12pm, Lunch provided

Venue: Newcastle City Library, Newcastle Upon Tyne

T Y N E & W E A R



R E S E A R C H A N D I N F O R M A T I O N

(est. 1986)

providing information and analysis to support local authority initiatives

www.twri.org.uk

What is the workshop ?

Dr. Kadhem Jallab, TWRI will demonstrate **AreaProfiler2** a user-friendly web/GIS-based tool and will show you how you can benefit from area profiling. It is also an opportunity for you to share with us any of your experiences with area profiling work. There are two expert guest speakers:

Prof. Alan Middleton

Emeritus Professor of Urban Studies at Birmingham City University and Director of the Governance Foundation . With over 30 years experience of research and consultancy in the fields of Housing and Regeneration, including development of community-based planning strategies for local communities and local authorities across the country.

Dr. Seraphim Alvanides

Social Geography at Newcastle University.

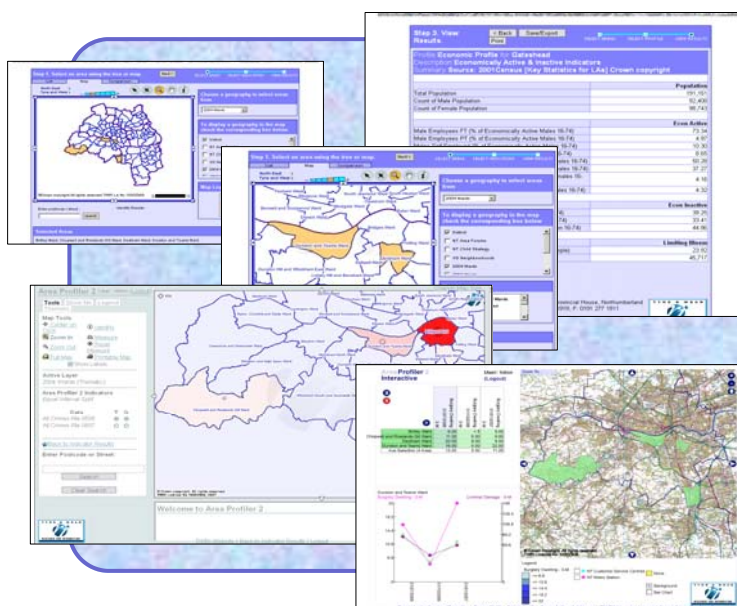
Main research interests are: GI applications in local authorities for policy and decision support; Resource targeting & allocation methods; Performance indicators; Applications of GIS in Business geographics and geodemographics; Geographical Information in Public Health and Deprivation analysis; Systematic aggregation of aerial data using automated methods; Quantitative methods, spatial analysis and modeling.

What is Area Profiling ?

Build a **rich knowledge-base** of your local area, showing how it compares to others, **gain essential strategic insight** by producing in-depth profiles and customised reports.

Why use Area Profiling ?

Create a solid and trustworthy evidence base for your **development projects or funding applications**



Use **Census** data to ensure your **knowledge of your local community** is of the highest quality.

Focus on **people and places** at local-level, including neighbourhoods, Police Beats, Districts, Wards, Output Areas and Super Output Areas, for any selection of indicators.

Identify key issues to support

- **performance monitoring,**
- **policy development,**
- **service planning,**
- **target bidding applications,**
- **bench marking,**
- **LAA targets and information sharing.**

How do I secure a place ?

e-mail: angie.smith@twri.org.uk

Places are free but strictly limited.