Customer Workshop in London, 2013

28 March 2013

The plan4business project together with the Royal Institution of Chartered Surveyors (RICS) organised a Customer Workshop on 8th 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 7th 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.

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<tr>
<th>Aggregation level</th>
<th>CRE Exposure</th>
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<tbody>
<tr>
<td>Total portfolio level</td>
<td>Asset type</td>
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<tr>
<td>Market sectors</td>
<td>Geography</td>
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<tr>
<td>Individual asset level</td>
<td>Yield profile</td>
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<td>Lease level</td>
<td>Lease profile</td>
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Anna Rose (Space Syntax Ltd) described the influence of urban layout on business potential.
Robert Wilkinson (Experian) explained how Experian helps businesses to make informed decisions.

Peter Shand (RTPI) introduced the main goals and motivation of the Map for England project (www.mapforengland.co.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)