



January 2009 InstantAtlas E-Bulletin

Monday, 02 February 2009

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Welcome to the January edition of the InstantAtlas E-Bulletin.

In this month's edition we review work carried out by the **Greater London Authority (GLA)** who recently published their annual **London Borough Stat-Pack** as interactive maps using InstantAtlas. We take a look at new implementations of InstantAtlas for analysing and mapping crime statistics with **South Yorkshire Police** and **Thames Valley Police**, who have both adopted InstantAtlas as an affordable public crime mapping solution.

With increasing interest in social marketing and geodemographics we present some recent work done in partnership with the **Norfolk Data Observatory** on their **Lifestyle profile reports** based on the CACI Acorn data product.

Visit our online **LIS Resource Pack** to help new and prospective clients with their decision to implement a **Local Information System**. We have collected all current LIS resources and added two new webinars in December by **Norfolk County Council** and **Brighton and Hove Council**.

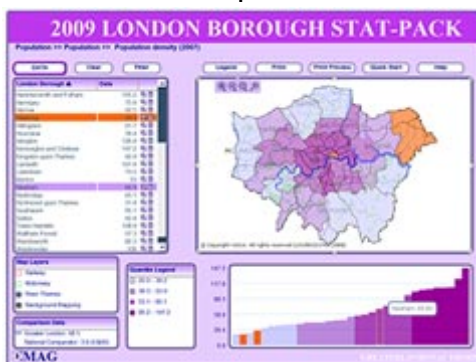
We hope you find this month's edition of great interest.

David Carey

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Featured Applications Greater London Authority



The Greater London Authority (GLA) recently took advantage of its relationship with SASPAC, the UK Census analysis software specialists, to publish their annual 'London Borough Stat-pack' report as interactive maps.

The Stat-pack is produced by Data Management & Analysis Group (DMAG) and provides a wide range of borough level data across different themes as a leaflet and accompanying CD.

Gareth Piggott of DMAG says *"We found the software easy to use, and the fact that we were able to customise the template gave us the freedom to present it exactly how we wanted it. InstantAtlas met the requirements*

for the project exactly and we intend using it again for web-based projects this year."

For more information visit:
<http://www.saspac.org/StatPack09/>

UK Crime Mapping



South Yorkshire Police and Thames Valley Police have both adopted InstantAtlas as an affordable public crime mapping solution to make a range of area-based crime statistics available through their web site in a visual and interactive manner. This also meets their obligations defined by UK Central Government - the Home Office - to make performance-related data on recorded crime for specific crime types available through interactive, online maps for the first time.



In line with Home Office guidance, the statistics have been selected to make them as easy to understand as possible. The report layout has been designed to allow users to get a cross-cutting view on the status of recorded crime across key crime types for any area of interest.

The values have been classified into a standard set of categorical classes relating the level of crime in any one area with that in the police authority area as a whole. These classes are also graded using a widely recognised convention (for example A to E in the case of South Yorkshire).

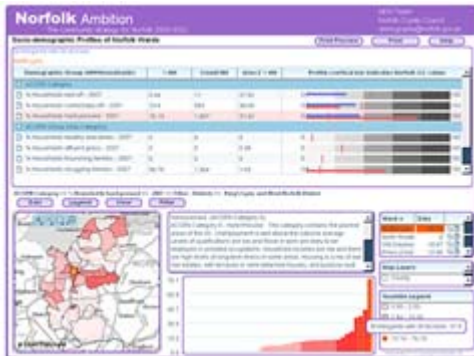


In parallel with our work with Police Forces, GeoWise has been working closely with Amethyst (www.amethyst.gov.uk), the CDRP for Cornwall, to update their online crime reporting capability. Their new atlas - see <http://www.amethyst.gov.uk/crime.htm> - is aimed at a wide range of users including staff within the local partnership and also those coming to the site externally.

All these crime reports are based on the InstantAtlas Performance Analysis template with minor enhancements, for example to add a postcode search function.

There are a range of UK and international examples of crime related work available through the Public Safety theme of the [showcase section](#) of the InstantAtlas web site.

Geo-demographics and Customer Insight



As part of the LARIA event on Social Marketing & Segmentation (see below) we did some work with the Norfolk Data Observatory team to enhance their presentation of geo-demographics. This included some enhancements to their Lifestyle profile reports based on the CACI Acorn data product. These reports are available for all their geographies ([see example for Norwich Childrens Service Cluster area](#)).

We also created an interactive geo-demographic profile allowing users to explore multiple areas ([see screenshot and live example](#)) and rapidly understand the likely composition of the resident population. We then used this profile atlas to help create a [simple map based report](#) which classifies of all wards into a custom set of 6 classes based on Acorn Categories.

Product News

NEW InstantAtlas 6



InstantAtlas 6 for Desktop and Server is due for imminent release. To give you a taste of what is to come we have provide a list of some of the new key features for both applications.

New Desktop 6 Features include:-

- Improved Performance: Will load faster and can handle more data
- Improved handling of decimal points
- User Controlled Layer transparency
- Ability to switch base layers within one atlas
- Support for custom class breaks
- Colour coded data table
- Improved chart labels

New Server 6 Features include:-

- Completely re-written in Microsoft .NET.

- Support for storing data in remote databases
- Complete Multi-language support
- New improved user interface
- Support for calculated ratios from existing indicators
- Improved profiles including display as PDF
- New Server Publisher module allowing streaming of vector data from ArcGIS Server

If you would like to be **alerted** of the new release dates please email us at marketing@geowise.co.uk and we will send you a notification

NEW – UK Local Information Systems Resource Pack



Throughout 2008 GeoWise has been producing resources to help new and prospective clients with their decision to implement a **Local Information System**. Our experience comes from more than 30 implementations of InstantAtlas Server, our off-the-shelf solution for LIS and data observatories, across local government and NHS organisations in England, Scotland and Wales.

[View our Resource Pack for further details](#)

Showcase

This month we see the release of the new **InstantAtlas Showcase** on our web site. Users of the showcase are able to view our clients work in various ways, such as product type, theme, organisation type and region.

The showcase is full of examples from all over the World; clients provide explanations of how they have used InstantAtlas and how it has benefited their organisations.

[Try out the Showcase today >>](#)



Seminars & Conferences

Customer Insight: Social Marketing and Segmentation
(Joint LARIA/LGA Seminar in Manchester)

Date: **Wednesday 28th January 2009**, Manchester Cathedral Visitors Centre, Manchester

After an extremely varied and interesting event in London in December, this seminar is re-running in Manchester. It looks at the importance of Social Marketing and Segmentation as a way to gain a deeper understanding and insight into the disparate needs of our local communities and population. It highlights lots of great case study examples from local authorities and health bodies particularly around the area of Customer Insight.

John Maslen, co-presented with Wendy Pontin, Principal Analyst at Norfolk County Council, on the topic of "Managing and presenting geo-demographic data effectively". This covers the valuable role that data visualisation and LIS solutions can play in the area of Customer Insight.

If you are interested in the forthcoming one in Manchester you can find details and booking forms on the LARIA Events [More Details >>](#)

ESRI UK Road Show 2009

GeoWise invites you to attend a **FREE** seminar on InstantAtlas, at a location that suits you.

Dates:

London - Tuesday 3rd March 2009

Edinburgh - Thursday 5th March 2009

Manchester - Tuesday 10th March 2009

[More Details >>](#)

ESRI Asia Pacific User Conference 2009, Singapore

Date: **January 20-21, 2009**

The ESRI Asia Pacific User Conference (APUC) will provide a forum for ESRI users with different levels of expertise to meet and share their experiences and best practices. ESRI users from the Asia Pacific region will have the opportunity to attend workshops conducted by developers and product engineers from ESRI. They will also have the chance to meet with ESRI professionals and hear about the new advances in GIS technology.

[More Details >>](#)

InstantAtlas Training Courses



*'very well presented, small enough
'chunks' to take it in but large enough to
get something from.....'*

Maddy Knott
Public Health Information & Knowledge
Manager **Portsmouth City Teaching PCT**

InstantAtlas Training Courses now available

GeoWise offers two InstantAtlas Desktop Training Programmes:-

InstantAtlas Desktop Introductory Course

InstantAtlas Desktop ADVANCED Course **NEW**

Learn how to: -

**Publish InstantAtlas dynamic reports for
different geographies**

'I found the training excellent. I thought the training was very clear...'

Jim Hawkins
Deputy Public Health Information & Knowledge
Manager
Portsmouth City tPCT

Add and refresh the indicator data

Apply personalised designs

Distribute the reports.

These courses are available either on site at your premises, at our Edinburgh Offices or via WebEx (an online presentation and training tool).

Contact [InstantAtlas Sales](#) for more details.

Template Demos (Flash)

Desktop

[Single Map Template Demo](#)

[Double Map Template Demo](#)

[Area Profile Template Demo](#)

[Performance Analysis Template Demo](#)

[Radar Chart Template Demo](#)

[Funnel Plot Template Demo](#)

Server

[Data Views Demo](#)



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