

CASE STUDY

IMPACT ON URBAN HEALTH, GUY'S & ST THOMAS' FOUNDATION

Guy's & St Thomas' Foundation

Detailed local population insight to inform service provision in a new Central London life sciences hub



Highlights

- Granular demographic data for a dense urban population
- Accurate insight reflecting rapid urban change, updated annually
- Data to blend and visualise with other specialist datasets
- Local population profiling to provide relevant services
- Supporting local accessibility and inclusion

About Impact on Urban Health, Guy's & St Thomas' Foundation

Guy's & St Thomas' Foundation was previously known as the Guy's & St Thomas' Charity. It is an independent foundation whose mission is to invest, partner, engage and influence to come at big health challenges from all angles. The Foundation and its family of organisations collaborate with communities, partners and hospitals, using its assets to transform lives.

Impact on Urban Health is part of the Foundation, with a specific remit to make urban inner London and similar areas healthier places to live. Their place-based work in Lambeth and Southwark seeks to address health inequalities that disproportionately affect people living in cities. Impact on Urban Health researches and champions new, evidence-based approaches that will have the greatest impact.

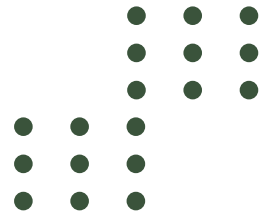
The Challenge

Understanding the impact of the Snowsfields life sciences hub

Guy's & St Thomas' Foundation has created a 300,000 square foot life sciences hub with world-class lab facilities. The development is adjacent to the Guy's Hospital campus in Southwark and will form part of a new health innovation cluster in central London.

To assess the impacts and benefits of the development for the local community, the property team asked Impact on Urban Health to help them understand more about the needs, lifestyles and characteristics of the people who live nearby.





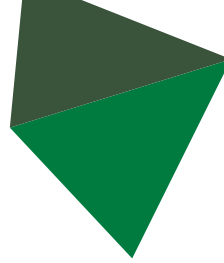
The Solution

Acorn demographic data for a densely populated catchment

Data Analyst Alessandra Denotti is responsible for generating insight for Impact on Urban Health projects. She used CACI's Acorn demographic data to map profiles of the population in the immediate area around the proposed Snowfields development.

Alessandra analysed the annually updated demographic data to build a picture of the residents living within a 0.5 mile radius of the Snowfields site. She produced visualisations of the data, so stakeholders could clearly understand the diversity and characteristics of the population in a map-based format.





The benefits

Detailed, accessible and actionable population data visualisations

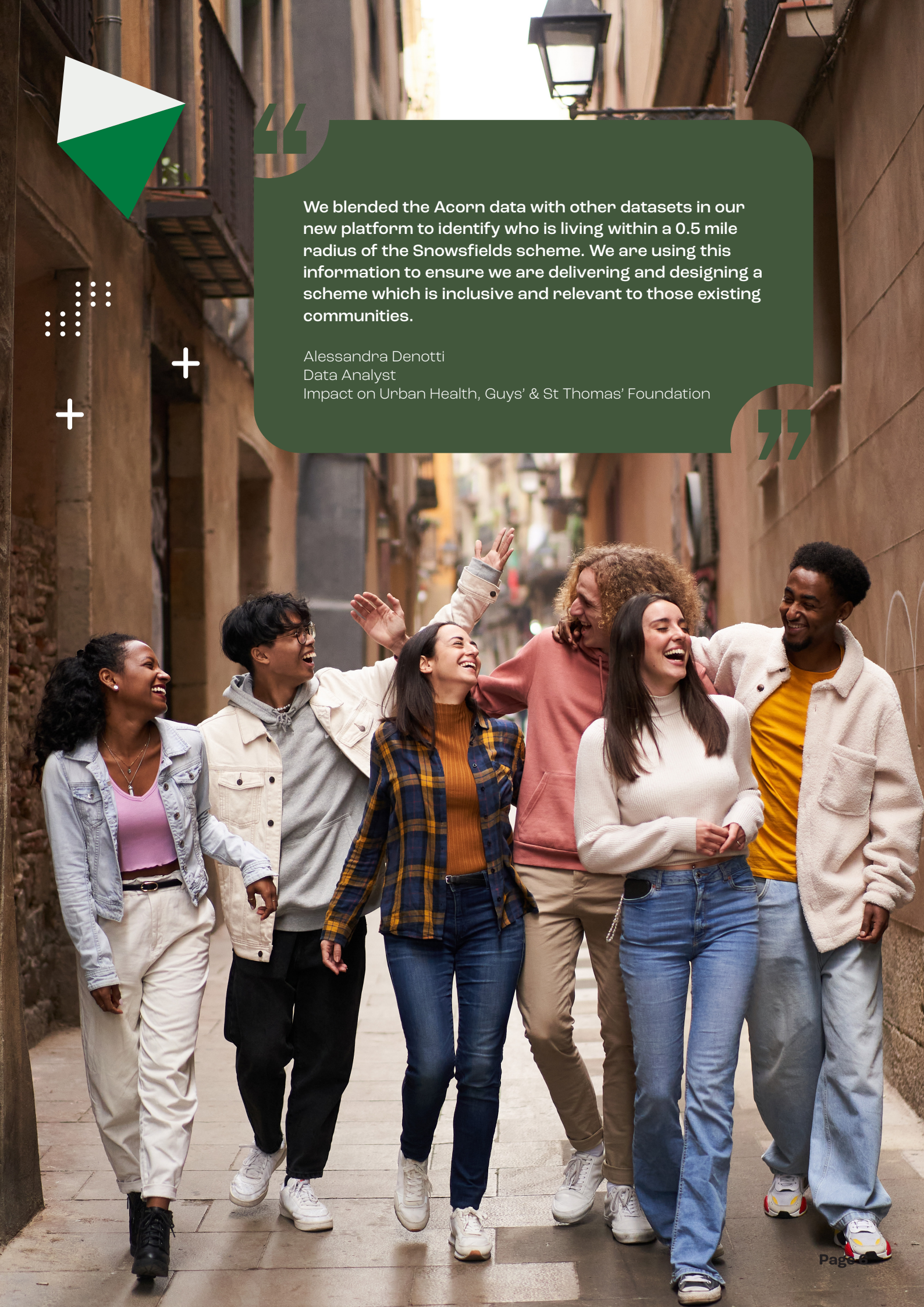
Project Director Emma Davies studied Alessandra's insight presentation to understand the local population better, in order to design and propose relevant services within the Snowfields development plan for local residents to use.

Emma explains, "The data insight work was done to review the make-up of the local community in the area surrounding the Foundation's Snowfields development site.

"Acorn enabled us to determine who we have living in and around our place at Snowfields using the Acorn classification tool which shows demographic and lifestyle demographics at a postcode level. It was a really interesting exercise. This enabled us to better determine what services we should look to provide in the development scheme, to be more inclusive to the local community, at a very early stage in our proposals."

Alessandra says, "The granular Acorn data helps us describe the households and people living nearby in meaningful ways – for example, identifying young professionals, students and young families. By creating visual maps showing these profiles, I made it easier for Emma and her colleagues to understand and use the insight to inform the development of Snowfields proposals."





We blended the Acorn data with other datasets in our new platform to identify who is living within a 0.5 mile radius of the Snowfields scheme. We are using this information to ensure we are delivering and designing a scheme which is inclusive and relevant to those existing communities.

Alessandra Denotti
Data Analyst
Impact on Urban Health, Guys' & St Thomas' Foundation





To find out more about how CACI can help you support your organisation, please get in touch:

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