

Case Study: Greater London Authority

InterestMap, supplied under the PGA, is a version of the Points of Interest database. This Case Study highlights how the Greater London Authority has benefited from the power and versatility of the database.

Background

Points of Interest (POI) data has been used extensively by the Greater London Authority over the last two years for both web based applications and internal business use. The licence for POI data was transferred from London Connects to the GLA in 2007 as part of the hosting arrangements for the www.yourlondon.gov.uk website. Its use has increased significantly throughout the organisation during that period. It has proved to play an important role in supplementing other reference datasets such as topographic mapping and aerial photography.



YourLondon website

The initial licence for POI data was for use in the [Find Your Nearest](#) application on the YourLondon website. The application was developed by London Connects (now part of the Capital Ambition programme) and is designed to show Londoners where their nearest features - such as cash machines, libraries and attractions - are located.

The information is taken directly from a selection of the main POI classification system and presented in text or map based formats to the user. The hosting of the website was transferred to the GLA in 2007 along with the POI licence. The application is currently being redeveloped to provide further functionality and an increased selection of categories for searching.

Town Centre Health Checks Project

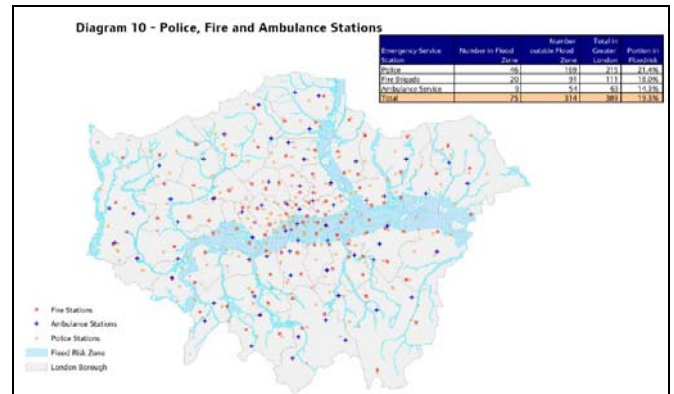
As part of the Mayor's London Plan this project draws on data provided by a range of sources including surveys of the boroughs, in order to assess the health of the town centres network in London. A number of selected categories from the POI dataset such as education, health and civic facilities were used to form a baseline for the study.

Opportunity Area Planning Frameworks

The Mayor's London Plan identifies a number of Opportunity Areas. POI data is used to provide a baseline for social infrastructure provision as part of the Planning Framework in these areas.

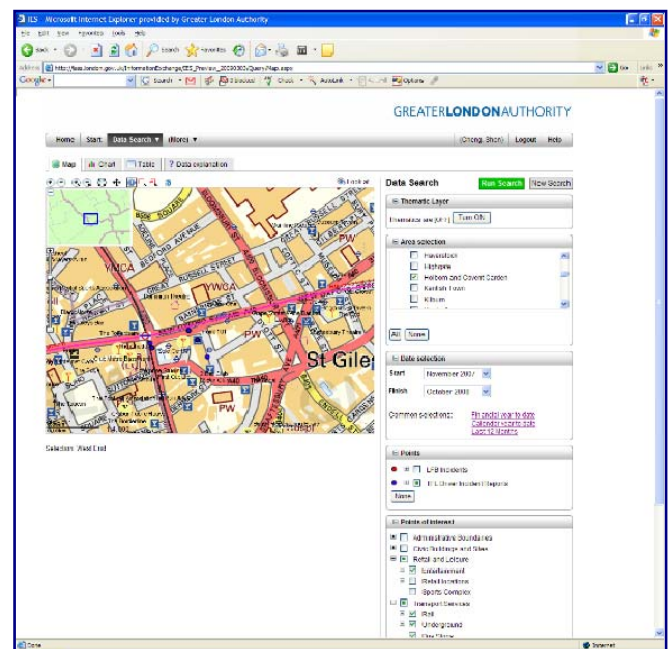
Regional Flood Risk Assessments

Flood risk is a major issue for London and PPS25 puts an obligation on the GLA to produce a regional flood risk assessment. As part of this exercise we have analysed the potential spatial impact of flooding by overlaying flood risk maps supplied by the Environment Agency with POI data such as hospitals, fire stations and prisons.



London Analyst Support Site

The GLA produces a number of interactive data management, mapping and report systems to support the crime analyst community in London. A number of classes from the POI dataset, such as transport hubs, off-licences and entertainment venues are used to provide contextual information and to help identify potential patterns in the crime data.



InterestMap is based on the POI database and is available through the PGA

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