



<b>Company Name:</b>	Sainsburys
<b>Team / Department:</b>	Property Insight & Analytics
<b>Address:</b>	Sainsburys Supermarkets Unit 1 Draken Drive Ansty Park Coventry CV7 9RD

**Provisional title for project:**

The UK's new housing - population growth or internal migration?

**Short description of the problem that would be addressed by the project:**

According to the Ministry of Housing, Communities and Local Government, there were 170k new homes built in the year to June 2019. These new residences are both within greenfield and brownfield locations, but we do not understand the extent to which they are filled by residents who are internal migrants vs new population growth, nor do we understand the demographic make-up of these places. This project will take advantage of newly created Consumer Data Research Centre (CDRC) indicators on population churn, conducting a series of locality and regional studies to unpack the make-up of new residences and how this has impacted upon the supply of grocery retail in local catchments.

**Short description of the data sources that would be used in the project, and how they would be used.**

CDRC Population Churn Indicator, Glenigan housing data to be provided by Sainsburys.

**Would any work by the student need to be carried out on site at the Company with the exception of supervisory meetings?**

Yes - at the Coventry address provided

**Any issues of data confidentiality and IPR that would need to be resolved**

Yes

**Essential skills**

The following skills are required: knowledge of population data sources and demographic change, perform spatial analysis tasks, present findings and explore results via maps.

**Desirable skills**

Knowledge of Alteryx would be advantageous.

**Preferred degree programmes (if any)**

Geography/GIS, Computer/Data Science, Urban Analytics

**Preferred selection method**

Face-to-face interview and telephone interviews if required.

**Support and training offered by the company**

1 hour every 2 weeks, plus any ad-hoc support as necessary.

**Financial assistance offered by the company**

The organisation will pay the honorarium (£500)

**Any other comments**

Bring your enthusiasm:)