



Company / Organisation Name:	CACI
Team / Department:	Innovation
Address:	CACI House, Kensington Village, Avonmore Road, W14 8TS

Provisional title for project:

Understanding post-Covid daytime populations

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

Covid has transformed how we engage with space with many office workers now only journeying to their place of work 2 or 3 times a week. In addition, during Covid there has been a transformation on where we work with anecdotal narratives of people moving out of cities and seeking space. The hypothesis is that daytime and worker populations across the UK have fundamentally shifted, but how does that vary at a low-level geography (eg LSOA/ Postal sector)? With the Census taking place during a lockdown the journey to work data (a reliable historic source) will be distorted and of limited value for long-term planning, so can this be calculated using new data and tracked over time as we continue to evolve behaviours?

These measures of daytime population are essential for planning service provision across all forms of the public sector, retailer location planning, real estate investment and transportation and infrastructure planning. How does behaviour vary by demographic, income and age?

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

CACI has access to a dataset of mobile geolocation data at a low geographic level covering all the UK from 2019 onwards, cut by week and coded by CACI's Acorn geodemographic classification
CACI builds income, age, geodemographic and other datasets at a household level for the UK.
CACI can also provide routing/ travel time and road and public transport network data for the UK

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

Not on site, but remote access will likely be needed

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

No

Essential skills

Data processing, an understanding of geography and demographics

Desirable skills

Coding, Analysis

Preferred degree programmes (if any)

na

Preferred selection method

Support and training offered by the company

Mentor to support in navigating the data, answering questions and providing access to the data

Financial assistance offered by the company

The organisation will pay the honorarium (£500)

Any other comments

This is a very exciting opportunity to undertake a potentially highly innovative piece of research for the market leaders in understanding movement of people and using unique highly commercial datasets.

For details on how to apply, please visit:

www.cdrc.ac.uk/education-and-training/masters-dissertation-scheme/details-for-students