Company / Organisation Name:	Beauclair Data
Team / Department:	Insights Team
Address:	Sutton Yard, 65 Goswell Rd., London EC1V 7EN

Provisional title for project:

A classification of GB town and city centre success

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

This unique opportunity to gain access to a GB-wide consumer spend dataset and the Ordnance Survey's land use and address data, allows for the analysis of town and city centre recovery, resilience and vitality. Through creating a classification system of town and city centre success Beauclair data is looking to support a student to explore the composition and success of Britain's centres including the presence of cultural establishments, restaurants, retail etc. alongside in-depth data on consumer spending, origin and socio-demographic profile. This project will enable a student to create a classification system that could be used to inform city and town centre regeneration efforts.

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

Beauclair consumer spending data:

Geographical scales: available at city and town centre level for 62 areas.

Date: 2019-2022

Breakdown: Sales, Customer origin, Socio-Demographic profile

Ordnance Survey address and land use data:

2022, specific building boundaries and UPRN

Any open data sourced by the student

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

No

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

Our customer spend data set including use of UPRNs is licensed and confidential and so is the Ordnance Survey dataset.

Essential skills

Data analysis, data processing, R

Desirable skills

GIS experience

Preferred degree programmes (if any)

Geography

Preferred selection method

Interview

Support and training offered by the company

Yes

Financial assistance offered by the company

Yes

Any other comments

If there are any questions about the 2023 programme, please contact Richard Arnold at richard.arnold@ucl.ac.uk