

The Utilitarian Job

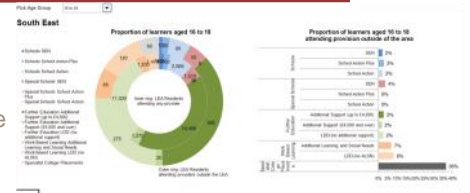
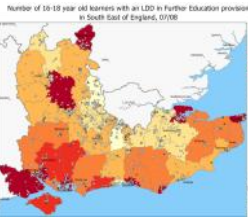
So what do a Vulcan bomber, Michael Caine and the IT Crowd have to do with mapping learners across the South East?

They all featured in a data workshop presentation made by Andrew Button to a packed audience of staff from Local Authorities across, and the Learning and Skills Council in, the South East.

Perhaps a little esoteric, but the points being made related to how data interpretations are not omniscient, too much data can result in overload, and that analysts often produce mysterious black boxes of

information that may just need to be accepted at face value.

The data workshop itself was a mini sequel to a project conducted by GHK Consulting and Map Analysis in Mapping Learners with Learning



Difficulties and/or Disabilities across the South East. This project incorporated a qualitative review of arrangements for pupils with learning needs and disabilities, as well as data analysis of school, college, work based training and independent specialist college placements. A principal region report was prepared, together with data commentaries for the 19 authorities in the region.

An offshoot from the work has been the preparation of an Excel based template and pivot table, which allows each authority to access prepared benchmark information for their own authority, authorities across the region, and region benchmarks.

Restricted pivot tables allow the authorities to drill down into other dimensions of the data, for example analysing detailed travel patterns of individuals between locations of learning and delivery.

Andrew's Briefs:

Here's a brief run-down of some of the new and innovative tasks undertaken by Map Analysis in the last couple of months

- Public Service Agreement 21 Data Toolkit on drivers of community cohesion and empowerment for Communities and Local Government
- Industrial location visualisation - using Ordnance Survey mapping and Oblique Photography supplied by CentremapsLive
- Local Authority Ministerial briefings - describing the provision of education in each Welsh authority
- Evaluation of Policy changes on Education Maintenance Allowances - matching education records with Capita finance systems and learner survey responses
- A decade of primary education - analysis for The Royal Society

Treemap visualisations have been used to explore the pattern of success rates across Local Authority and Third Sector providers. In the treemap below the box size represents the volume of activity, whilst the colour identifies the quality of provider performance, where red identifies a high number of poorly performing providers



Growing Awareness

Over the last six months we have embarked on many projects from the cultural and creative to industrial planning and a wide array of research in the education sector.

On several of these projects we have had the pleasure of working with new people and companies for the first time; no more so than on the **South East Creative and Cultural Economy Framework** where we had the pleasure of working with the South East England Development Agency, BOP Consulting, One Bright Space and consultants at GHK Consulting. A full report on this project can be found overleaf.

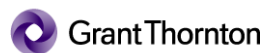
We have also provided maps to Nottinghamshire County Council, on-site analysis for the English Department for Communities and Local Government and

further support to the Welsh Assembly Department for Children, Education, Lifelong Learning and Skills.

Map Analysis were also successful in tendering to The Royal Society, and are now thoroughly immersed in a review of primary and early secondary education across the United Kingdom to feed into the Society's State of the Nation report to be published next Spring.

Along with these new contacts, we have been in regular contact with many of our existing clients and have been supporting them in many areas of their work.

We have also been encouraged to see the increased demand for small mapping projects; these are inexpensive and can make all the difference to a data intensive report. We can provide a range of visualisation solutions to suit your needs.



Change of Address

During the summer Map Analysis moved from their offices in the Technium to:

- Ffynonwen
- Coed-y-Bryn
- Llandysul
- SA44 5LZ

All telephone contacts should be made using 01239 851255. All other numbers are no longer in service.

We would like to thank the management, staff and tenants of the Technium for an enjoyable three years.

Following the move Terry and Petri have left Map Analysis, we thank them for their service.



Providing Confidence in Statistics

Creating a Cultural Legacy

In February 2009 a consortium comprising BOP Consulting, GHK Consulting and Map Analysis, supported by One Bright Space and Thinkplay.tv began project work for the development of a Cultural and Creative Industry Economy Framework (CCEOF).



In brief the project sought to establish a mechanism for cataloguing and analysing the cultural and creative industry sector, and to develop a coherent methodology for use across the South East region. This approach would then be developed into a browser based Geographic Information System (GIS) that would provide on-line mapping analysis tools.

The first stage of the project sought to define the sector and available data sources. At the end of this stage Map Analysis conducted a review of on-line GIS tools that could form a framework for the CCEOF. The final stage was the development and initiation of the browser based GIS tool itself.

What Map Analysis concluded in it's review is that many existing proprietary and bespoke web accessible GIS tools require Windows server hosting environments, or that users need to download and install ActiveX or other components.

Whilst these provide for established and often feature rich environments, they require that, rather obviously, the GIS is managed and operated as a GIS tool.

The vision that evolved for this project was to develop a framework that had the potential to become fully blended into existing 'observatory' websites, with discussion forums, idea sharing, document storage and geographic analysis all provided. Therefore the CCEOF became an open source project based upon MySQL, OpenLayers GIS and the ability to be hosted on Linux or Windows platforms. One Bright Space and Map Analysis worked



Initial concept for interface, with graph widgets

Final design with thematic shading of spatial areas, information tagging, documents and cultural asset import and mapping



together to develop a streamlined data structure that could accommodate a range of data types. Thinkplay.tv designed the look and feel.

It is now hoped that the prototype can be developed and other applications found for it. If you want to find out more drop an email to andrew@mapanalysis.com

How to Work With Us

We pride ourselves on the quick turn-around of projects and to improve this further you can now instruct us over the phone and pay using debit or credit card. Ideal for those little tasks which would get forgotten about because of the paperwork of setting up a purchase order.

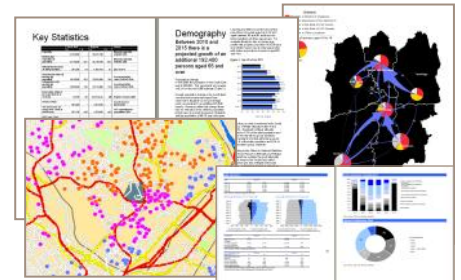


For larger projects we are happy to negotiate packages based on day rates, task cost or a fixed budget. Production of maps starts at £100, whilst our day rates start from just £350.

At the top end of the scale we can draw up Service Level Agreements (SLA) or Framework Contracts to undertake all your requirements for a fixed monthly, quarterly or annual fee.

However you would like to engage our services please feel free to discuss your requirements. We do not charge for advice and quotations. Call us on 01239 851255 and ask for George.

We can provide a wide range of information management and analysis services



Remember us also for bespoke training and consultancy in mapping and statistical processes and data protection!

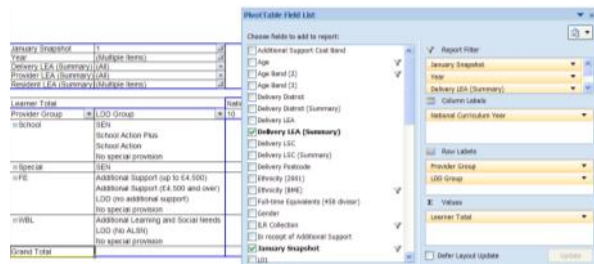
Focus On: Pivot Tables



Our add-ins are now compatible in Excel 97 through to 2007

The Pivot Tables tool is one of the most powerful yet potentially daunting features in Excel®. Pivot tables allow the analysis of large amounts of data through simple drag and drop functionality. It is a tool that Map Analysis has used throughout the last decade to provide clients with access to data.

Their ability to handle large amounts of data can make a pivot table unwieldy particularly on computers with small amounts of memory. However, as computing power becomes more readily available, the use of pivot tables could grow.



The second barrier to more wide spread use of pivot tables is that they are an advanced feature of Excel®, and not everybody can utilise them. To address this Map Analysis has now developed an



Excel® pivot table template that allows users to save the pivot table structure so that it can subsequently be recalled. This also allows for the sharing of pivot table structures between colleagues, as well as trouble-shooting between Map Analysis and clients.

With drill down functions and an increasing array of customisation, pivot tables can allow users to explore additional data dimensions that are not immediately available through the standard spreadsheet. To get the most out of your pivot tables call Map Analysis to arrange a bespoke training workshop.



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Map Analysis Ltd • Ffynnonwen • Coedybryn • Llandysul • Ceredigion • SA44 5LZ
T 01239 851255 • E info@mapanalysis.com • W www.mapanalysis.com