SPATIALISE™

Insight from EMAPSITE

Land Vision

Using location data to assess, manage and adapt your land and property assets

AWARE

Contents

The opportunity

Location data can identify risks to your land and property assets. But that's only the start...

From builders to owners, housing associations to architects, the property mantra has changed. Location, location, location is yesterday's news. Today, it's all about location data, intelligence, and actionable insights. And tomorrow?

New challenges create new opportunities

Changing working habits are having an impact on the property sector. Climate change is having an impact on the property sector. So are new technologies.

New types of location data and enhanced data analysis capabilities simply and quickly provide intelligence that informs better decision-making.

Helping you to better assess, manage and adapt your land and property assets. Getting you from data to insight to action quicker than the competition. And moving you beyond risk assessment to opportunity identification.

Land is still the physical foundation of our lives. But how we look at it has changed.

"There is huge potential to be realised from improved use of location data."

Holly West – Senior Policy Advisor, Geospatial Commission, UK Government

Better connected data means better decision-making

Location data empowers every decision across land and property. About land ownership, what and where to build, and hidden risks, such as contaminated land or planning impediments. About retrofitting, energy efficiency and future risks.

It also empowers every decision-maker, from research managers, data managers and business intelligence specialists, to analysts, fund managers and GIS teams.

But it can do more. Because too often data is viewed on its own, when its real power is revealed only through connection. Simply put: better connected data means better decision-making.

That's why the UK Government recently introduced a new property data standard to "enable a common approach to collecting, referencing and reporting all property usages, including land and buildings".

"The UK [geospatial data] ecosystem is world-leading."
Jamie Clark – Deputy Director, Geospatial Commission, UK Government

Widespread market adoption of such standards is – finally! – creating the consistent data so crucial to interoperability.

Which means we can offer seamlessly blended datasets that provide a rich, 360° picture of your land and property assets – how they are today, how they were in the past and how they could be in the future.

See more, know more, understand risk and plan better with Emapsite, the geospatial partner of choice for your business, from SME to FTSE to key government entity.

"The demand for adopting a geospatial strategy in decision-making has increased drastically and is expected to keep growing."

Gartner Impact Radar 2023

Challenges to overcome

Common barriers to location data success

Change is rarely easy and maximising the value of location data is no exception. Here are the four most common challenges:

1.   We don't have the technology
Legacy tech makes innovation hard. If your current stacks are neither powerful nor agile enough, interrogating and visualising complex datasets is difficult.

2.   We don't have the skills
Often a vicious circle. According to the 2020 PropTech Survey*, 53% of respondents said their organisation was not well positioned to leverage maximum value and insights from its data. Small wonder when 61% said their organisation has not invested the necessary time and money in PropTech and training.

3.   We don't have the time
Maybe. But your time to do something is fast running out. Take climate response; the UK is getting warmer and wetter. Tomorrow's risks, like flooding and subsidence, are today's critical decisions. Or take retrofitting and the race to net zero; according to The Urban Land Institute "property

groups across Europe will face major write downs if they don't take steps to reduce carbon emissions from the buildings that they own."

4.   There's a lack of common standards
Certainly this has been a hurdle to innovation, but much work has been done – and progress made – by the Geospatial Commission and the UK's National Data Strategy. Such as the UPRN (Unique Property Reference Number), a unique and increasingly well-known property identifier for every addressable location in the UK. Today, all geospatial data should be Findable, Accessible, Interoperable and Reusable (FAIR).

"The UK geospatial data market has been transformed through the evolution of data collection mechanisms."

Planning and Housing Landscape Review, UK Cabinet Office 2021

*2020 PropTech Survey from GoReport, the Royal Institution of Chartered Surveyors (RICS), The Society of Chartered Surveyors Ireland (SCSI) and The Survey Association (TSA).

Seven strategies for success

How to maximise the value of your land and property with location data

01 See more

It all starts with location data clarity. Whether you're buying, selling, valuing or managing real estate, you need all the critical information quickly and you need to know what you're looking at. To see the wood for the trees – and opportunity everywhere.

A wealth of data - available anywhere

Emapsite provide the best available data in the UK. And you can access it all from your desk, with no need for expensive and time-consuming site visits.

Visualise your project with layers of premium mapping (including the OS MasterMap topography layer) and detailed aerial imagery.

This is application-ready data to help with site finding, planning and maintenance scheduling now.

02 Know more

One person's risk may be another's opportunity. A flat roof can be space for a 5G mast, an opportunity to build for a developer, or an insurance risk for a property underwriter.

At Emapsite, we're (very) proud of what we do best: deliver geospatial data and insight that others can't see. This helps you to do what you do best: focus on your business.

Additional insight - for better informed decision-making

Address data is fundamental. But not all address data is created equal.

With Emapsite, you can define your area of interest to know more about what's important to you. Who owns what and where? How old is it and is it listed? Does it have a flat roof, a driveway, a garage?

And this additional insight, attached to quality address data, highlights opportunities and risks. So you can make better informed decisions.

03 Understand risk

If you're in land and property, you'll know why we need to talk about flood and fire, crime and subsidence. These risks affect the decisions you're making now. Today.

By layering datasets, Emapsite provide a 360° picture of your land and property portfolio's exposure to all forms of risk, climate-related and criminally-minded.

What's really going on - understanding your risks today

Aerial imagery is ideal for environmental analysis and flood mapping (as well as checking road markings, tree canopies or site entrances).

Combining multidimensional data provides even greater levels of insight: historic house fires in the vicinity, type of house and proximity to fire station. Crime statistics.

Actionable insight, available now, wherever and however you need it.

04 Plan for the future

Predictability is critical to better planning. Which is why we're so excited about predictive data.

By curating and combining a range of datasets, Emapsite can now provide a complete picture of your land and property assets not only as they are (and as they were), but as they might be. No matter what the future holds.

Be better prepared - for whatever tomorrow brings

Our LandPack range of datasets and query-APIs interrogate historical data and events. And by observing any changes, can predict likely future impacts to property or land.

Helping businesses to adapt and become more resilient to climate-related factors through the provision of geospatial data and services that identify present and future risks and opportunities.

Providing the insight you need to get ahead of the game and put business continuity plans in place.

05 Manage more

Emapsite will always deliver the right, high-quality data in the best format. And we'll help you to surface the unique insights that give you a competitive advantage. But hosting and managing continually evolving geospatial data can be an expensive administrative overhead. We take away the burden of doing this.

So now you can manage more.

Unlimited data - with no hosting, management or maintenance

Our Web Mapping Services are ideal for customers who prefer to focus on the information they need for increased confidence, speed, accuracy and convenience - and not worry about hosting, managing or maintaining a geospatial dataset.

We provide the easiest possible access to the widest range of datasets, ensuring your whole team is using the same trusted data sources.

06 Assess more

We are experts in data. And one of the ways we demonstrate that expertise is by unlocking the hidden value of your data with geospatial intelligence – whether querying risk factors or uncovering masked value in off-market sites or even your own portfolio!

Because we believe that if you can assess more, with more intelligence, you can make better decisions.

Focus on value - use our data your way

Query-API services let you query our databases to meet your own criteria. These might include distance, proximity, UPRN, address, or a host of others.

You'll receive a defined set of attributes in response so you can, for example, score risk and/or opportunity, or visualise the data you need on maps or other interfaces.

With data hosted and managed by Emapsite, you can focus on creating value for your business.

07 Adapt and repurpose

We support transformation. We understand the power of speed in the land and property sector. We envisage a day when success and sustainability are one and the same. We believe in being great business partners.

And we believe geospatial intelligence and data are at the heart of all these things.

So we curate and combine a range of datasets to help you achieve scale at pace, accelerate your strategy and outperform the competition.

Geospatial is a strategy - agile and flexible products that deliver

What does the next generation of property look like? What is the optimum mix of office, commercial and residential space? What are its net-zero ambitions? Is it flexible enough for remote working, social trends and well-being considerations?

Organisations need geospatial data they can use. We can help.

In conversation...

We spoke with Daniel Clements, Enterprise Sales Lead for Land & Property at Spatialise, about the future of location data insight.

What makes Emapsite stand out in the land and property sector?

Addressing, ownership and topographic mapping are absolutely critical to the land and property segment. We've got all the key data in our database and we can make it available in loads of different formats and as different services, so our customers are more aware of what's possible.

Do I need to be an expert in data?

No. Take detailed topographic mapping: our data is updated 10,000 times a day. It is incredibly accurate. But our customers neither want nor need to understand geospatial databases. They do want a map, a property report or output data that informs a business decision on that property. We're data experts so our customers don't have to be.

"We're focused on creating real commercial value for our customers."

In conversation (cont)...

You have said "we use data to create predictability". Why is this important?
We've been doing this for a long time and that history allows us to look back. And by looking back at what did happen, you can begin to build a picture of what is likely to happen. The most topical and widely understood example of this being predictive modelling around flooding.

"82% now consider ESG when making operational or investment decisions."

What is the big challenge for land and property today, and how do Emapsite help?
I think the big challenge is identifying the key intelligence that provides transformational value. So if you're looking to monetise electric vehicle charging, you're looking for places where people are going to hang out. Not car parks, necessarily, but somewhere curb-side, a restaurant, a hairdresser. Somewhere they are going to be for enough time to charge a car. We are compiling that kind of data. That's a spatial challenge.

We're looking at national requirements and constraints, building complex models to identify untapped opportunity and potential for target areas of development.

We're focused on innovation and building property intelligence that creates real commercial value for our customers, which isn't just about efficiencies and supporting current business processes. It's about accelerating their profitability. It's about using data to help our customers get there first.

What is "the opportunity beyond risk" for geospatial?
Our customers may not be aware of how much is possible today. Especially as so much of the spatial services marketplace is fixated on risk. We believe the value of insight is not just around physical peril but also commercial opportunity.

When it comes to property investment, more often than not, the view is long-term and generally risk averse. We're trying to bust that myth and show how people can realise value in the shorter term.

If you're looking to better assess, manage and adapt your land and property assets, we help our customers to do just that. Interested?

Contact us

Telephone: +44 (0) 118 973 6883

daniel.clements@emapsite.com

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AWARE

We are Emapsite. We are Aware.
We're proud to embrace and
empower sustainability.

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