# Determining the ideal development sites within Cambridge, UK

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## Introduction

### Background

The city of Cambridge, UK is a rapidly expanding City. With direct and easy commuter links to London many are looking to this historically significant and scienic area. On top of this, the industry sector within the city itself has been expanding. The volume of jobs for young working professionals is increasing, this is increasing the volume of this demographic moving into the city.

Property developers and building companies are looking to provide new properties aimed at this demographic and so are looking for the ideal areas to develop within. To gain the most interest in their properties, as well as being able to charge more for more desirable properties, the developers must select candidate areas that fit certain criteria. The ideal sites would be close to the train stations to allow for commuters. Have lower reported crimes and crime rates, allowing the developers to claim they are built within ‘Safer’ areas. Given the target demographic, the developers are also looking to build within areas that contain venues suited to the investors, these include restaurants, bars/pubs and cafes/coffee shops, as these are desirable venues for an area.

The problem is that data that could help the developers decide which areas they should invest in is located and stores within many different sites, for example in government records, local police datastores and other online databases.