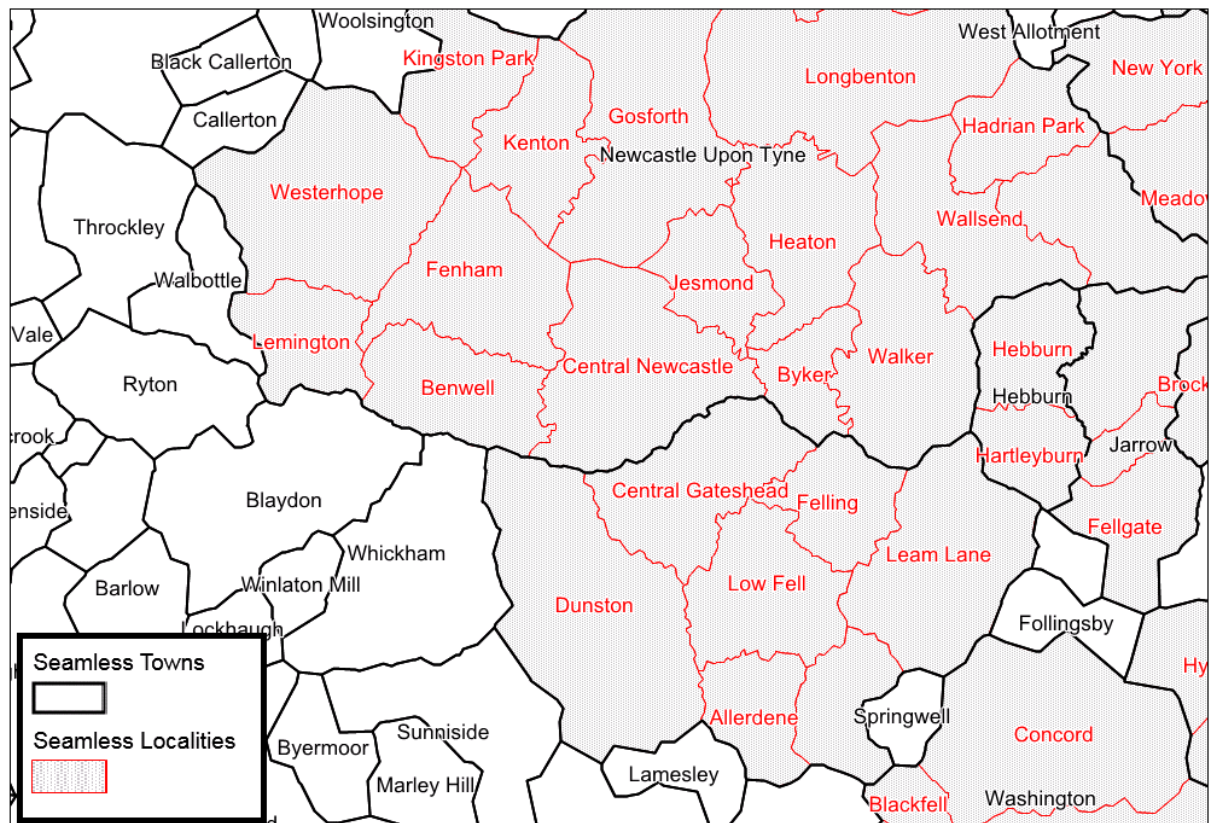


## GeoLytix – Seamless Localities, UK

**Version: 2016**

### Product Summary

GeoLytix - 100% Seamless UK definitions of natural markets at 2 levels, localities and towns. Close match to true 'markets' at multiple scales. Also includes seamless shopper town boundaries as an additional layer.



### What's new?

The 2016 release now includes shopper towns, plus a combined layer of localities and towns

## Methodology

Seamless localities is made up of three nested seamless layers of geography. They are based on the Geolytix sprawls and suburbs and also make use of retail places and a Geolytix town centre catchment model.

In the first instance the 23,000 Geolytix sprawl polygons are converted to a seamless layer covering 100% of the UK. This is achieved via a polygon vertex Voronoi process. The process is constrained by the UK coast to ensure cross-estuary multi-polygon localities are avoided. After the process has been run the polygons are amended to be made up of merged collections of unit postcode Voronoi objects. This significantly reduces polygon node counts allowing for fast rendering and use in web applications.

These town based locales are then subdivided into a series of sub-town seamless locales. This process uses a two stage process. Firstly the Geolytix suburbs from the Geosprawl product are used for the largest 60 towns. These seamless suburbs also use a postcode Voronoi approach to ensure they nest within their host town locales. For towns with no suburb objects but with more than 20,000 residents seamless locales are created by using a combination of NaPTAN points, the Geolytix retail places product and manual intervention.

The seamless towns are then aggregated into 585 seamless shopper town polygons. The Shopper Towns are new for 2016. This aggregation uses a subset of the Geolytix Retail Place town centre objects. These town centres are used as seed points. Seamless towns are assigned to seed points using the retail dominance of the retail place. This assignation is an 'all or nothing' process; that is each seamless town is entirely in one and only one seamless shopper town. The seed points are limited to true town centres. Regional shopping centres, planned hubs and outlet villages are not used as seed points.

## Layers

The dataset consists of the following layers:

Layer	Total Number of Objects
Seamless Localities	3,283
Seamless Towns	25,542
Seamless Combined	28,317
Seamless Shopper Towns	585

## Fields

The Seamless Localities layer contains the following fields:

File Name: Seamless\_locality

Seamless localities created to break down the largest 60 towns and also any towns with >20,000 population.

Column	Type	Description
Locale_id	int	Unique 10 digit identifier (prefixed with 111) assigned by Geolytix to the seamless locality
Localename	Char	Name of locality
Town_id	int	Unique 10 digit identifier (prefixed with 112) assigned by Geolytix to the seamless town
Town_name	Char	Name of the seamless town
Census11pp	Int	Population of the seamless locality from 2011 census
BNG_E	float	Polygon centroid co-ordinate in Easting (British National Grid)
BNG_N	float	Polygon centroid co-ordinate in Northing (British National Grid)
Long_WGS	float	Polygon centroid co-ordinate in Longitude (WGS 84)
Lat_WGS	float	Polygon centroid co-ordinate in Latitude (WGS 84)

The Seamless Towns layer contains the following fields:

File Name: Seamless\_town

This dataset provides a boundary for towns in the UK. They are seamless as they cover the whole of the UK like a jigsaw.

Column	Type	Description
Sltown_id	Int	Unique 10 digit identifier (prefixed with 112) assigned by Geolytix to the seamless town
Town_Name	char	Name of town
U_townname	Char	Unique town name, county and postal district included to distinguish between town names that are the same
Census11pp	Int	Population of town from 2011 census
BNG_E	float	Polygon centroid co-ordinate in Easting (British National Grid)
BNG_N	float	Polygon centroid co-ordinate in Northing (British National Grid)
Long_WGS	float	Polygon centroid co-ordinate in Longitude (WGS 84)
Lat_WGS	float	Polygon centroid co-ordinate in Latitude (WGS 84)

The Seamless combined layer contains the following fields:  
 File Name: Seamless\_combined

This dataset provides a combined file of the seamless town and seamless locality. Where a seamless town has been subdivided into localities the localities have been combined with seamless towns which have not been subdivided to create this combined file.

Column	Type	Description
seamlessid	Int	Unique 10 digit identifier (prefixed with 212) assigned by Geolytix to the seamless town
Locale_id	Int	Unique 10 digit identifier (prefixed with 111) assigned by Geolytix to the seamless locality
Localename	Char	Name of locality
Town_id	Int	Unique 10 digit identifier (prefixed with 112) assigned by Geolytix to the seamless town
Town_Name	Char	Name of town
Census11pp	Int	Population of town from 2011 census
BNG_E	float	Polygon centroid co-ordinate in Easting (British National Grid)
BNG_N	float	Polygon centroid co-ordinate in Northing (British National Grid)
Long_WGS	float	Polygon centroid co-ordinate in Longitude (WGS 84)
Lat_WGS	float	Polygon centroid co-ordinate in Latitude (WGS 84)

The Seamless shopper towns layer contains the following fields:  
 File Name: Seamless\_shoppertown

585 seamless shopper towns which are created by using true town centres and a seamless town in entirely in one and only one seamless shopper town.

Column	Type	Description
shoptownid	Int	Unique 10 digit identifier (prefixed with 211) assigned by Geolytix to the shopper town
Dom_rpid	Int	Dominant retail place identifier
markettown	Char	Name of the shoppertown
Census11pp	Int	Population of town from 2011 census
BNG_E	float	Polygon centroid co-ordinate in Easting (British National Grid)
BNG_N	float	Polygon centroid co-ordinate in Northing (British National Grid)
Long_WGS	float	Polygon centroid co-ordinate in Longitude (WGS 84)
Lat_WGS	float	Polygon centroid co-ordinate in Latitude (WGS 84)

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