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**City of Westminster**

**Project Brief (2020-21)**

**WCC Domain Advisor for MSc Student:**

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**WCC Problem Owner(s)**:

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| Economy Team |  |

**Project title:**

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| Spend it locally: Understanding residents’ spending behaviour |

**Project description:**

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| This project aims to investigate whether we can map residents’ spending behaviour (based on income, disposable income and expenditure), to develop a geo-targeted approach that encourages residents to ‘shop locally’ (to boost local economy).  The Council is strongly committed to protecting and promoting the small enterprises who make up the majority of Westminster business population; gauging a better knowledge of the market would allow the Council to promote businesses based on residents’ expenditure.  In order to support Westminster businesses, a location-based approach would allow the Council to understand residents’ preferences and communicate to them effectively using an accurate evidence base.  Further, the development of a location-based model/app which suggests local shops based on demographic information (postcode, Acorn segmentation) and that can be adjusted based on individual preferences could facilitate closing the gap between small Westminster retailers and residents.  *Policy context*:  ‘Shop Local’ is a new initiative launched by Westminster City Council along with ‘Eat Local’ to kickstart the economy post Covid-19. Consult the website [here](https://www.westminster.gov.uk/shop-local) for additional information.  ‘Digital Street Markets’ is a project where Westminster City Council provides free Wi-Fi within the market areas and provides training for businesses to create online sales channels to boost their sales.  Intelligence needs/ business problems:   * What is Westminster residents’ spending behaviour? * How do businesses engage with the local communities? And vice versa? * How are people incentivised to shop local? How effective are these methods? * What platforms do people use to express themselves about the local shops? What do they say? * How can the Council use open source or its own data to comprehensively and systematically understand residents’ attitudes and opinions towards shopping local?   *,,*  *We welcome students’ interpretations of the topic and suggestions to further specify it.*  **Subject to data owner approval, sources could include:**   * City Survey (resident views and perceptions 2017, 2018, 2019) * Open Street Map * FourSquare API * Google Maps API * Social media platforms – Twitter, Facebook, Flickr * CACI mobile phone data * CACI Disposable income / Paycheck data * CACI COICOP data * CACI Acorn geo-segmentation data of residents * Open Data (e.g. Census, IMD, crime, CDRC, etc.) |

**Deliverables:**

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| * Dissertation in full * Executive summary for policy and practitioner audience * Presentation to council stakeholders * Access and sharing of code on WestminsterBI GitHub |