

Understanding your Citizens, Customers and Communities

Local Futures Network Seminar

Wednesday 24 March 2010

Chandos House 2 Queen Anne Street W1G 9LQ

PROGRAMME

- 09.30 Registration and coffee
- 10.00 Welcome and Introduction
- 10.05 Using the Output Area Classification for Customer Segmentation
Prof Martin Callingham, University of London
- 10.25 Analysing your communities and citizens using OAC
John Fisher, Local Futures Group
- 10.45 Using OAC and national surveys to generate new data
Keith Dugmore, Demographic Decisions
- 11.05 Questions and discussion
- 11.15 TEA / COFFEE**
- 11.45 The national agenda for Customer Insight
Speaker from the Local Government Association TBC
- 12.05 Case Study – Wakefield MDC
Paul Hayes, Strategic Policy and Planning Manager, Wakefield MDC
- 12.25 Exploiting the OAC opportunity
Martin Robson, Local Futures Group
- 12.45 Questions and discussion
- 13.00 LUNCH**
- 14.00 Breakout sessions
- 15.00 Feedback and discussion
- 15.30 Close