

The Society for Location Analysis



Undergraduate Awards 2015

By submitting an entry to this competition, you confirm that you meet the terms and conditions of entry: (1) During the 2014/15 academic year, you are/were a registered final year undergraduate student at a UK University and (2) the work to be submitted was completed for dissertation/project assessment during the 2014/15 academic year. If unsure as to your eligibility, please contact us.

Please complete all fields below to enter the 2015 SLA award competition. All text boxes are expandable.

Full name (student):	Lauren Devon Parker	Email address (student):	Lauren.parker@co-operative.coop
Full name (supervisor):	Deborah Davies	Email address (supervisor):	Deborah.davies@co-operative.coop
Programme of study:	Geography	University:	Manchester Metropolitan University

Please provide the full title of your dissertation/project below:

Higher Educational Institutions Mapping (Universities)

Please provide a brief synopsis of your dissertation/project below. This should be in the form of an abstract and should discuss general aims/direction and research rationale (maximum of 300 words).

The aim of the project is to capture the spatial distribution of students in higher educational institutes across the UK and NI for the use by field based analysts in the assessment of potential Co-Operative Food sites. The data will aim to enrich current data surrounding the location of Universities in an attempt to gain the best local knowledge about an areas student population. With the launch of the Co-Operative NUS student 10% discount, it seems apt to understand where these customers are and in what volumes.

Data is pulled from a variety of sources including UCAS, HESA and University websites. The presentation of the data is in the form of 5 shapefiles under one 'Universities' layer; this includes University Main site, University campuses, University student unions, University owned/managed accommodation and Privately owned/managed accommodation.

This data differs from current datasets as it includes numbers of students at various locations as opposed to a student number geolocated to one singular location. University campus data captures populations by mode (part time/full time), Level (Undergraduate/Postgraduate) and staff by full/part time. Rationale surrounding including this detail surrounds understanding that different cohorts shop Co-Operative differently in terms of basket spend, time of day and basket contents.

Accommodation data includes data including what company/institute manages it, whether it is self-catered, catered, mixed or part catered and the maximum capacity of the accommodation. This data was included upon the basis that spend will be different dependant on these factors ie. Students in catered accommodation will have different basket content and spend.

All data includes a 'notes' section which is a freetype column included to add any details deemed relevant ie 'Accommodation opened recently', 'postgraduates only' or '52 week contract'. This is to enrich the local knowledge further in order to aid assessment by analysts.

Finally, please provide a short overview of the main findings of your research that may be of interest to SLA members; these may be listed in bullet point format if preferred (maximum of 200 words).

Bullet points sent to the head of Location and Portfolio Planning (Krisna Nayak) in order to summarise the applications and findings of the research:

- We know what the student spend is (Martyn & Debs, 2014). There are 2,340,275 students UK wide (HESA) equating to c. £74,303,731 available spend; the NUS discount scheme means we must be trying to engage them?
- Fixed point geographical data with an attached number of student data means we can be strategic about targeting this spend and ensuring that we have the right format and range for our customer which can proactively help towards being the best convenience retailer for **everyone**.
- Other significant data included to **understand** this group of people and how they may shop include study level, age indicators and whether catered/self-catered.
- Transient locations can be difficult to capture/breakdown; place of residence and place of study figures can help understand flows of students within a catchment. Knowing term time periods supports seasonality, aiding accuracy in projections.
- Analysts may spend time searching for this information as and when it is required. The availability of these databases is time efficient. It highlights student populations that may not be expected i.e. Universities locating campuses in London; It is also proactive in the sense that it can be used for opportunity scans.
- How are competitors considering this cohort? Could be a head start in the race for space.

Please submit the completed application form to: Ruth Holdroyd, SLA Secretary, at info@thesla.org by the deadline date. Informal enquiries can be made to Dr. Luke Burns at L.P.Burns@leeds.ac.uk.

The deadline for entries is **Friday, 19th June 2015, 5pm**. Submissions after this time will not be accepted. The recipients of the Gold, Silver and Bronze awards will be announced by Friday, 19th July 2015 and certificates circulated soon after. Winners will also be invited to attend an upcoming SLA event to meet members and present their work. Good luck!