

CASE STUDY

## Portsmouth City Council

“MAPINFO PROFESSIONAL® HAS FACILITATED GREATER EFFICIENCIES AT PORTSMOUTH BY EMPOWERING INFORMED DECISION MAKING ACROSS THE WHOLE COUNCIL.”

John Shurvinton, GIS Manager, Portsmouth City Council

PORTSMOUTH CITY COUNCIL HAS LONG BELIEVED THAT LOCATION INTELLIGENCE IS CRUCIAL IN FACILITATING THE SMOOTH RUNNING AND REGENERATION OF THE CITY.



### Challenge

As a densely urban city with the unique geographical challenges of an island hub, Portsmouth City Council needed to enable Council departments to respond with greater speed and accuracy to the challenges inherent in its complex highways management, emergency planning and its wider services to better serve the community.

### Solution

Portsmouth City Council identified the value of leveraging location-based intelligence to facilitate the smooth running and regeneration of the City. As an early adopter of MapInfo Professional, it has enabled users across every department to react to change in data with speed and accuracy to deliver enhanced levels of service to the community.

### SUMMARY

Portsmouth City Council is a unitary authority in Hampshire, employing around 9,500 people, including teachers. The UK's only island city, Pompey (as Portsmouth is affectionately known), is densely urban with a complex road and highways network, a seasonally fluctuating population and challenging social issues. A strategically significant naval port for centuries, the Royal Navy and Royal Marine Commandos still retain a dockyard base and their headquarters in Portsmouth which is also a thriving commercial port for freight and passengers.

As a highly progressive local authority, Portsmouth was an early adopter of GIS technology; working with MapInfo Professional since the mid 1990's, the Council has long harnessed the power of location intelligence to facilitate the smooth running and regeneration of this bustling, historic city.

Portsmouth was quick to commit to enterprise-wide adoption of MapInfo Professional, rolling it out across many services by the mid 90's, starting with engineering, planning and property departments, and then on to housing, education and social services. The familiar and intuitive interface of MapInfo Professional enabled new users to quickly harness the benefits of accessing a wide range of corporate geo-data and departmental information relevant to their daily tasks and to apply GIS in meaningful and useful ways.

### Maximising on Investments

It was also important to Portsmouth to maximise its investment in wider location based data, both proprietary (own records) and from Ordnance Survey. By broadening the use of MapInfo Professional across departments the Council was able to justify the investment whilst offering a superior level of service to the local community.

The corporate GIS proved pivotal in responding to 'live' incidents and emergency planning. Improved usability, speed, mobility and data access has brought significant efficiencies to users across departments, including Housing, Regeneration, Education, Highways, Leisure & Tourism, Properties & Asset Management, Social Care and Customer Services.

Today, around 1,000 users capture and interrogate spatial data across the organisation to improve operations in diverse departments, from CRM to highways maintenance and emergency planning.

“Portsmouth City Council has proved how efficient and capable a location-intelligent organisation can be. We've always understood the benefits to be had by unlocking location-based data for access and manipulation by users and with every upgrade of MapInfo Professional the Council reaps greater and richer returns to help us better serve the community,” said John Shurvinton, GIS Manager, Portsmouth City Council.

#### UNITED STATES

One Global View  
Troy, NY 12180-8399  
main: 518.285.6000  
1.800.327.8627  
fax: 518.285.6070  
pbbi.sales@pb.com

#### CANADA

26 Wellington Street East  
Suite 500  
Toronto, Ontario  
M5E 1S2  
main: 416.594.5200  
fax: 416.594.5201  
pbbi.canada.sales@pb.com

#### EUROPE/UNITED KINGDOM

Minton Place  
Victoria Street  
Windsor, Berkshire SL4 1EG  
main: 44.1753.848200  
fax: 44.1753.621140  
pbbi.europe@pb.com

#### ASIA-PACIFIC/AUSTRALIA

Level 7  
1 Elizabeth Way  
North Sydney NSW 2060  
main: 61.2.9437.6255  
fax: 61.2.9439.1773  
pbbi.australia@pb.com

[www.pbbusinessinsight.com](http://www.pbbusinessinsight.com)

**PITNEY BOWES BUSINESS INSIGHT  
IS HEADQUARTERED OUT OF  
THE UNITED STATES**



**"MAPINFO PROFESSIONAL GIVES US THE CAPABILITY TO VISUALISE AND ANALYSE INFORMATION THAT IS CRITICAL TO SERVING THE COMMUNITY AND REGENERATING THE CITY."**

John Shurvinton, GIS Manager, Portsmouth City Council

#### RESULT

Thanks to the usability and flexibility of MapInfo Professional, Portsmouth has been able to increase the scope and variety of how data is accessed within the Council, with the software now embedded into every service across the Authority.

Casual users are able to view maps and analysis created in MapInfo Professional which facilitates unprecedented access to valuable data and secure sharing of information throughout the Civic and outlying offices, with police and emergency services and other important agencies.

#### Community View

Critical to serving the needs of the community, integration with the Council's CRM system has created a multi-screen application featuring 90 plus layers of information within specific 'themes' like planning, waste management, property and highways. This revolutionary access gives call centre staff a precise, visualised view of a specific location and details of reported problems such as fly-tipping and recycling to enable speedy and efficient action to be taken.

Of note, using MapInfo Professional within its corporate GIS to create a Land and Property Gazetteer, Portsmouth was one of the first tranche of local authorities contributing to the NLPG.

#### Emergency Planning

In a recent emergency planning exercise for flooding, Portsmouth was able to work in partnership with councils in the New Forest and Havant to identify vulnerable communities for evacuation to their nearest rest centres. MapInfo Professional was key to this exercise in identifying the fastest, optimum routes to safety – critical for a low-lying island population of some 250,000.

"I've long-held the belief that location-based information could aid every department of the Council," said John Shurvinton, GIS Manager, Portsmouth City Council.

"With the help of MapInfo Professional, Portsmouth has proved that GIS is fundamental to local councils delivering higher levels of service to the community in a cost-effective way."

#### THE PITNEY BOWES BUSINESS INSIGHT ADVANTAGE

Pitney Bowes Business Insight (PBBI) provides a unique combination of location and communication intelligence software, data and services that enable organisations to make more informed decisions about customers, competition and market expansion. With the industry's most comprehensive set of solutions for maximising the value of customer data, PBBI provides the tools required to more effectively locate, connect and communicate with customers in today's global markets. Leading organisations rely on PBBI solutions to increase the accuracy and effectiveness of customer information delivery and drive profitable growth. Visit [www.pbbusinessinsight.com](http://www.pbbusinessinsight.com) and [www.pb.com](http://www.pb.com) for more information.