

Cities Revealed Internet Solutions

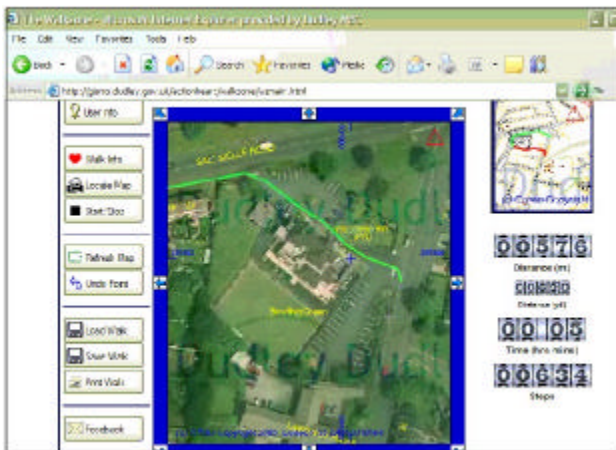
Case Study 1

Dudley Primary Care Trusts & Dudley MBC

Online Air Photos Provide Website “Wow” Factor

“The use of aerial photography is an essential tool that is more intuitive than traditional mapping. It introduces a “wow” factor that is important in encouraging the take up of exercise”.

Dudley Metropolitan Borough Council



Based upon the Evolution Products, Assist Application

Overview

Coronary Heart Disease is the largest killer within the UK with 25% of deaths being directly attributable to inactivity. This equates to 100 deaths a day. British Heart Foundation recommends 30 minutes brisk walking or 10,000 steps a day.

The Challenge

As part of its “Walking to Health” campaign, Dudley Metropolitan Borough Council (MBC) in partnership with Dudley Public Health is encouraging local residents to be more active and is consequently promoting walking as a cost effective means of travel that can be easily incorporated within most lifestyles.

Dudley MBC is supporting this campaign through the creation of a specially designed system on their website that enables local residents to plan a route to walk within the borough.

To encourage the public to take up exercise, Dudley MBC required a fun way of promoting walking as an easy and enjoyable form of exercise.

The Solution

The GeoInformation® Group provided Dudley MBC with a Cities Revealed Internet Licence enabling the Council to make aerial photography accessible on their website.

The high-resolution, full colour aerial imagery is more intuitive than traditional mapping and reveals Dudley as it really is. This helps users to navigate and plan their walk via the district’s key landmarks, streets and buildings.

The photography is to scale and therefore the system is able to calculate the approximate time and number of steps that a digitised route will take to complete.

What’s more, the Cities Revealed Internet Licence permits website users to print out their personalised route as and when they need it.



Approximate walking distance and time is calculated based on user information

The system will store all the walks being logged that will be interrogated to monitor:

- ?? the location of visitors, particularly for targeting areas of deprivation, and
- ?? the request of repeat visitors to understand whether a difference is being made.



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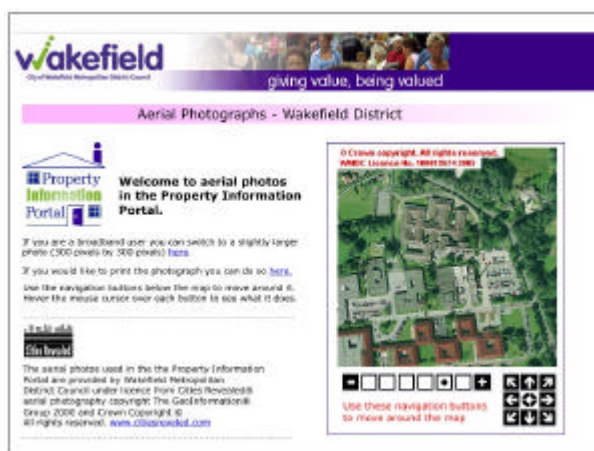
Case Study 2

Wakefield MDC

Internet Licence Attracts Residents to Council's Website

"Unrestricted web access to Cities Revealed aerial photography provides our residents with a clear view of their properties that will increase web traffic"

Wakefield Metropolitan District Council



Wakefield MDC's interactive web interface

The Challenge

Driven by the introduction of stringent e-government service delivery targets, Wakefield Metropolitan District Council (MDC) is developing a new, interactive web facility that will make it quicker and easier for its residents to retrieve property-related information.

The Problem

The Council needs to encourage residents to use the website as a local information resource. This will ultimately provide more effective and cost-efficient dissemination of property-related information as well as reduce enquiries.

The Solution

Wakefield MDC acquired a Cities Revealed Internet Licence to use within this new online facility. The facility enables residents to enter their address details to show key information pertinent to their house. Such information includes, for example, locations of pending planning applications, schools' admissions areas, refuse collection details and the location of public facilities.

In addition to the information on offer, there is an option to view the Cities Revealed aerial photography. The fascination for viewing properties from the air is expected to increase the number of visitors to the website and so make residents aware of the local information resources available to them.

About Cities Revealed

Cities Revealed aerial photography offers seamless, colour imagery at ground resolutions of between 6.25-25 cm. The photography is scanned and rectified to Ordnance Survey mapping to deliver a map accurate database.

Internet Licence Features

- ??Down to 12.5 cm pixel resolution
- ??600 x 600 pixel watermarked viewing window
- ??Full area coverage
- ??Web link to Cities Revealed website for UK archive coverage

Internet Licence Benefits

- ??Gives public unrestricted web access and viewing
- ??Communicates highly detailed ground information
- ??Helps meet e-government service delivery targets
- ??Potentially increases web site traffic

Other Users

- ??Transport for London
- ??Greater London Authority
- ??London Borough of Hackney

To find out how Cities Revealed Internet Licence can help your organisation, phone: **01223 880077**, email: info@citiesrevealed.com or visit: www.citiesrevealed.com



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