

**CASE STUDY**

# Arts Council England

**Arts Council England** champions, develops and invests in artistic and cultural experiences to enrich people’s lives.

The COVID-19 pandemic has been the worst public health crisis to hit the UK in over 100 years and the full impact of the need for social distancing and lockdown will take some time to be studied. One area that has been hardest hit, and will need the most support, is culture and the arts.

**Arts Council England (ACE)** were seeking to evidence how arts and culture contributes to policy relating to economic, social and health and wellbeing outcomes, and to understand how places and communities might be impacted by Covid-19.

The best start point in this exercise was to use geospatial services to bring information together and ACE engaged Landmark Information Group Limited and Ordnance Survey (OS) to assist them with this.

Landmark began by taking the list of ACE funded addresses and geocoding each site to provide the most accurate point image attributed with key features such as café, bookshop and educational space. In addition, ACE fund organisations to tour to over 5000 sites across England which also needed to be geocoded as accurately as possible.

Landmark ran a series of filters on the Landmark/OS **Points of Interest (POI)** data for England so that it would be possible to view the sites in context and the potential impact for a town, city or region were a site to close.

As Landmark are the custodians of the POI data, it was also possible to search into the history of a site back to 2006 and look at a ‘before and after’ picture for a small number of recently opened venues to see how a specific arts venue helps to enervise a community.

With the sites now positioned in modern geography and the detailed POI data it was possible for ACE staff to plot them on OS mapping and provide key background information to evidence the spread of cultural infrastructure and facilities across the country.

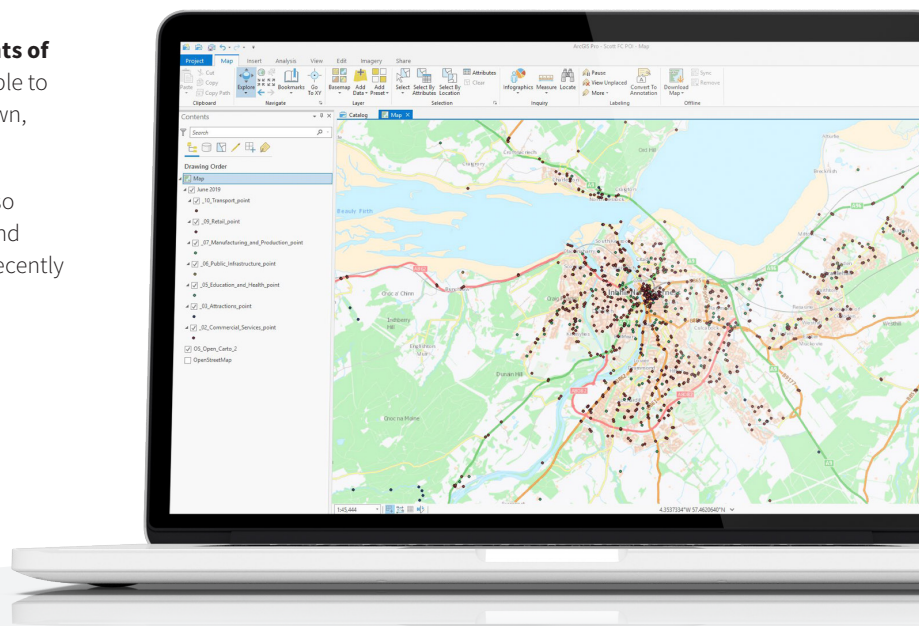
**Ross Burnett, Senior Manager, Policy (Chief Executive Unit) at Arts Council England, highlights the benefits:** “Without the use of geospatial information and the support of Landmark and OS a challenging and time critical task would have been extremely difficult to complete.”

**Rick Crowhurst, Senior Public Sector Manager at Landmark Solutions** “We have been delighted to have been able to assist ACE in this project and respond to the tight time frames required. By discussing the requirements in detail at the start, we were able to work out the best way to help despite the challenges of a virtual environment”

**Landmark Solutions** – part of Landmark Information Group Limited – are experts in geospatial datasets and provide major web platforms for bodies such as Sport England, Natural England, the Met Office and many others. Points of Interest data is widely used throughout the GB public sector in emergency response, social impact, planning, defence and security.



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Would you like to know more about Landmark Solutions?

Email [rick.crowhurst@landmark.co.uk](mailto:rick.crowhurst@landmark.co.uk)