

## **Map Visualisation and Analysis for Local Authorities and Government**

Geographic Information Systems are powerful tools that can enrich local authority performance across departments. Visualising information on a map can optimise the delivery and management of services, promote the development of effective strategy, and accurately monitor or evaluate outcomes.

Mapping for Change have many years' experience in using Geographical Information Systems, in tandem with citizens' local knowledge and comprehensive datasets, to support the work of local authorities and government.

**Get in touch to find out more: email [info@mappingforchange.org.uk](mailto:info@mappingforchange.org.uk) or call 020 7241 6625**



**Visualise, Analyse, Act.** Geographic visualisation and analysis can help focus your resources on any number of themes, such as health, housing or the environment. By representing information spatially, you can make efficient and concentrated decisions to benefit the local area.

**Understand Geographies of Place.** Geographical Information Systems have the potential to visualise complex social and environmental information. Such nuanced understanding of communities is crucial to ensuring the most effective and beneficial decisions are made.

**Communicate.** Maps are powerful, persuasive tools. Visualising information on a map puts you at an advantage when communicating with external stakeholders. With a map, you can convey your point directly and make the evidence speak for itself.

**Engage Citizens.** Maps get people talking. Make your data meaningful for citizens by visualising it, and encourage them to get involved in consultations.

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