

### mapping your geographic footprint

Understanding the key Parliamentary Constituencies for your business is paramount to successful Public Affairs management.

Analysing the distribution of employees and suppliers helps identify the local communities your business depends upon and enables you to create and execute a targeted Public Affairs communication strategy.

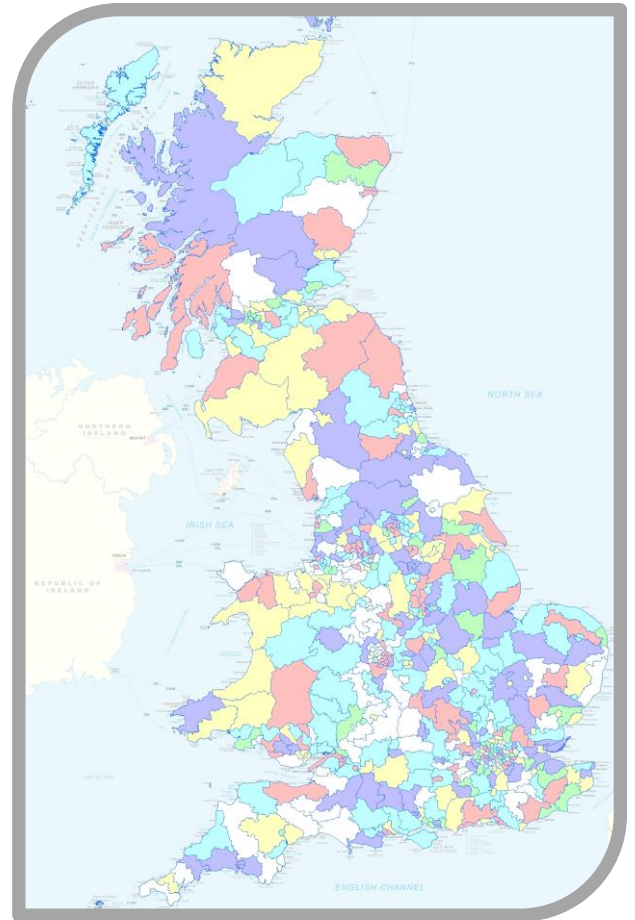


Fig 1. Westminster Parliamentary Constituencies coloured by number of employees. (Red = high; Blue = Low).

### analysing postcode locations

Determining which Parliamentary Constituency each of your employees lives in is not an easy task especially if you have thousands of employees!

Fortunately we have systems which allow us to locate thousands of Postcodes accurately and quickly and then calculate which Parliamentary Constituency each one falls within.

Once we have that information, we provide the business intelligence you need.

### bespoke business reports

We know how busy you are. That's why we do all the hard work for you – providing you with the information you need in simple-to-use, straight forward reports.

We can map your employees, your supply chain or your distribution network; pinpointing locations and identifying the key Parliamentary Constituencies for your business to allow you to formulate your Public Affairs communication strategy.

### Fast and accurate

Trying to map thousands of employee or supplier Postcodes manually and then relate them to their respective Parliamentary Constituency is a monumental task that devours business time and manpower resources.

Our expertise in data management allows us to conduct this analysis for you in a fraction of the time. We pride ourselves on providing you with the information you need quickly and accurately.

## powerful data reports

Your data is presented in a way which makes it simple for you to focus on developing and implementing strategies to communicate your interaction with local communities and build relationships with local stakeholders.

Ranking reports list constituencies according to their importance to your business measured by the number of employees residing there to show you immediately which Members of Parliament require your attention.

Constituency Code	Constituency	MP	Party
E14000618	Cannock Chase	Burley, Aidan (Con)	Conservative
E14000999	Torbay	Sanders, Adrian (LD)	Liberal Democrat
E14000938	South East Cornwall	Murray, Sheryll (Con)	Conservative
E14000641	City of Durham	Blackman-Woods, Roberta (Lab)	Labour
E14000564	Birmingham, Ladywood	Mahmood, Shabana (Lab)	Labour
E14000705	Forest of Dean	Harper, Mark (Con)	Conservative

Fig 2. Parliamentary Constituencies ranked by number of employees. Colours reflects the party holding the seat for easy visualisation.

## building a clear picture

Colour-coded maps can provide an instant visual guide that turns pages of data into a clear geographic picture of your business.

Map Logic can provide a wealth of reporting and mapping services to support your business, tailored to your specific needs.

From national maps showing the locations of your key constituencies to local maps showing the distribution of your employees within a specific constituency, we can provide quick and informative reports to support your business objectives.

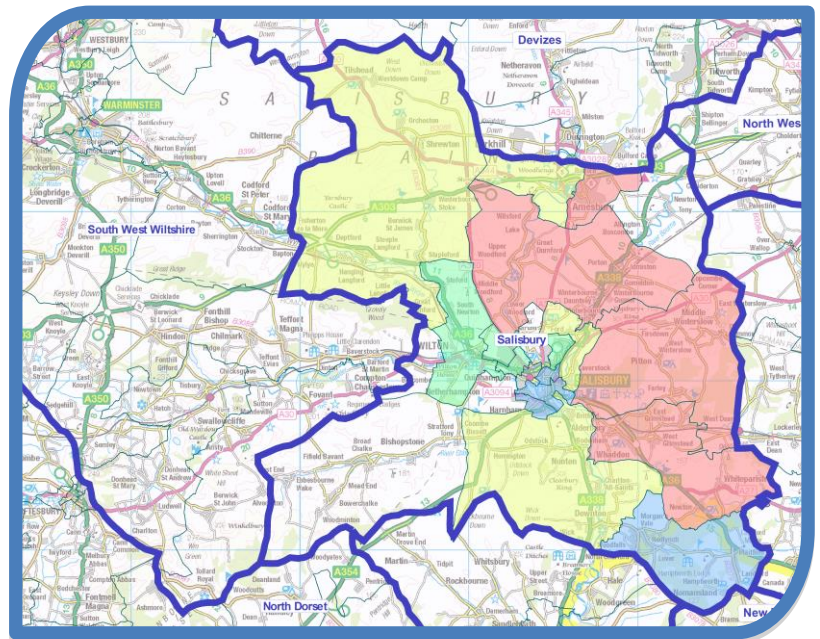


Fig 3. Local map showing employee distribution in Salisbury Constituency

## how we can help

Map Logic specialise in data analysis and mapping services that take the time-consuming and resource-hungry reporting away and allow you to focus on how to use the business intelligence and implement the appropriate strategies.

And our services are not restricted to Parliamentary Constituencies. We can help with similar services to report on local authorities, health authorities, regions, national parks or even your own franchise areas and sales territories.

Whatever your line of business, Map Logic mapping and reporting services turn your data into intelligence.