Museums and Nightlife: Using interactive maps to understand policy issues

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Introducing Nesta

• Nesta is the UK’s innovation foundation
• A not for profit organisation independent of Government
• Operating in the UK and internationally
• Objective of increasing innovation:
  • Run programmes on topics that include healthcare, digital democracy and arts finance
  • Undertake research on areas including start-ups, public-sector innovation and creative economy
Two interactive online maps for policy

1. Access issues to museums in England
2. Whether London nightlife is moving out of the centre

Common characteristics:

- Interactive maps driven by policy issues
- Geo-coding address data
- Engaging policymakers
The Museums Map

Issue: How museum access varies in England

- Policy context: An official Government review of the future of museums in England
- Geocoding museum locations and supplementing with information on populations and levels of deprivation
- Map looks at access issues from 3 perspectives:
  - The museum
  - Any location on the map
  - Administrative geographies
Showing how museums are surrounded by populations from more deprived areas

Access in terms of how many museums are within a given distance of a point on the map.
Access to museums by administrative geography
Showing how museums in urban areas surrounded by people in deprived areas

Filtering map so it shows museums with more than 30% of population living in deprived areas

Shows that some of the most deprived areas are in cities and near museums
• Map reproduced and featured in the UK Government’s review of museums

Recommendation that:

• funding be targeted to areas of low provision or with low engagement
• the Government undertake a systematic mapping review of museums
The Clubbing Map

Issue: Is London nightlife moving out of the centre?

- Policy context: High profile debate about whether London nightlife is moving out of the centre, but little evidence

- London Mayor appointed a commission to look at state of London nightlife

- We used listing data on 10 years of club closure from the leading clubbing website Resident Advisor website to analyse this
Studying change within the city: Is London nightlife leaving the centre?

Tracking
10 years of nightlife
Highlighting areas where there have been particularly high closures

In City of London, Mayfair and Vauxhall a high proportion of venues are closed
Analysing how distribution of venues from the centre has changed

- Listings websites and geocoding of addresses offer a way to understand the location of creative activity and how it is changing over time.

- Map allowed people to input via the map if venue in the wrong location or incorrectly named.
Launched in partnership with statements on press release from
1. Greater London Authority
2. Resident Advisor
3. Creative Industries Federation
1. Provided the Night-time Commission with data to inform their work
2. Methodology of using Resident Advisor data applied in New York
3. Featured in DJ Mag and on TV
Conclusions

- Interactive maps can communicate policy issues at different spatial scales
- A single map can integrate multiple perspectives allowing it to serve different audiences
- Online listings data can provide implicit spatial information relevant for policy
- Important to engage policymakers and stakeholders in a dialogue before and after publication
- Can crowdsource data through the map
- Maps do not speak for themselves, need to combine with written discussion of what the main insights are
Thanks for listening