



Museums and Nightlife: Using interactive maps to understand policy issues

John Davies

Economic research fellow
Nesta

@johnardavies

9th November 2018

nesta

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:

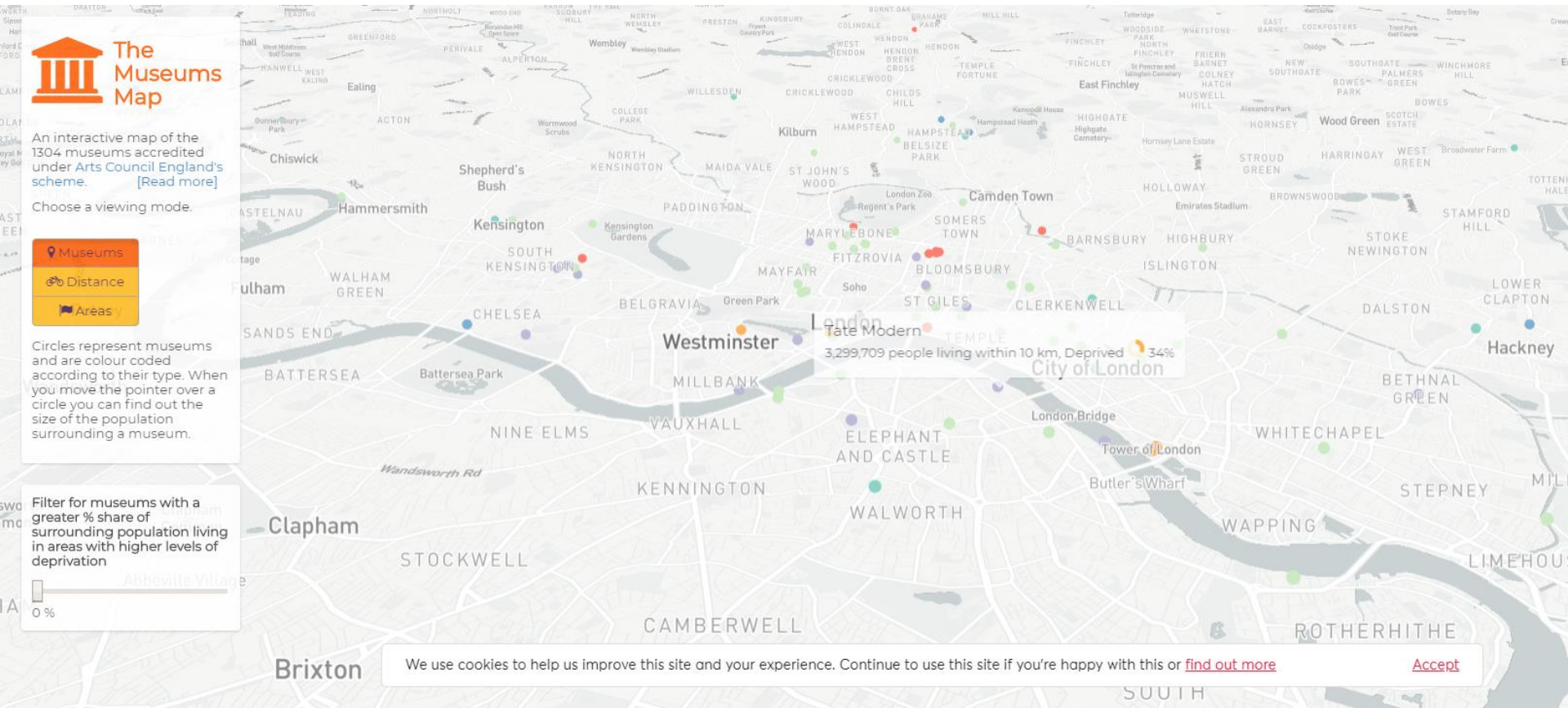
- Interactive maps driven by policy issues
- Geo-coding address data
- Engaging policymakers

The Museums Map

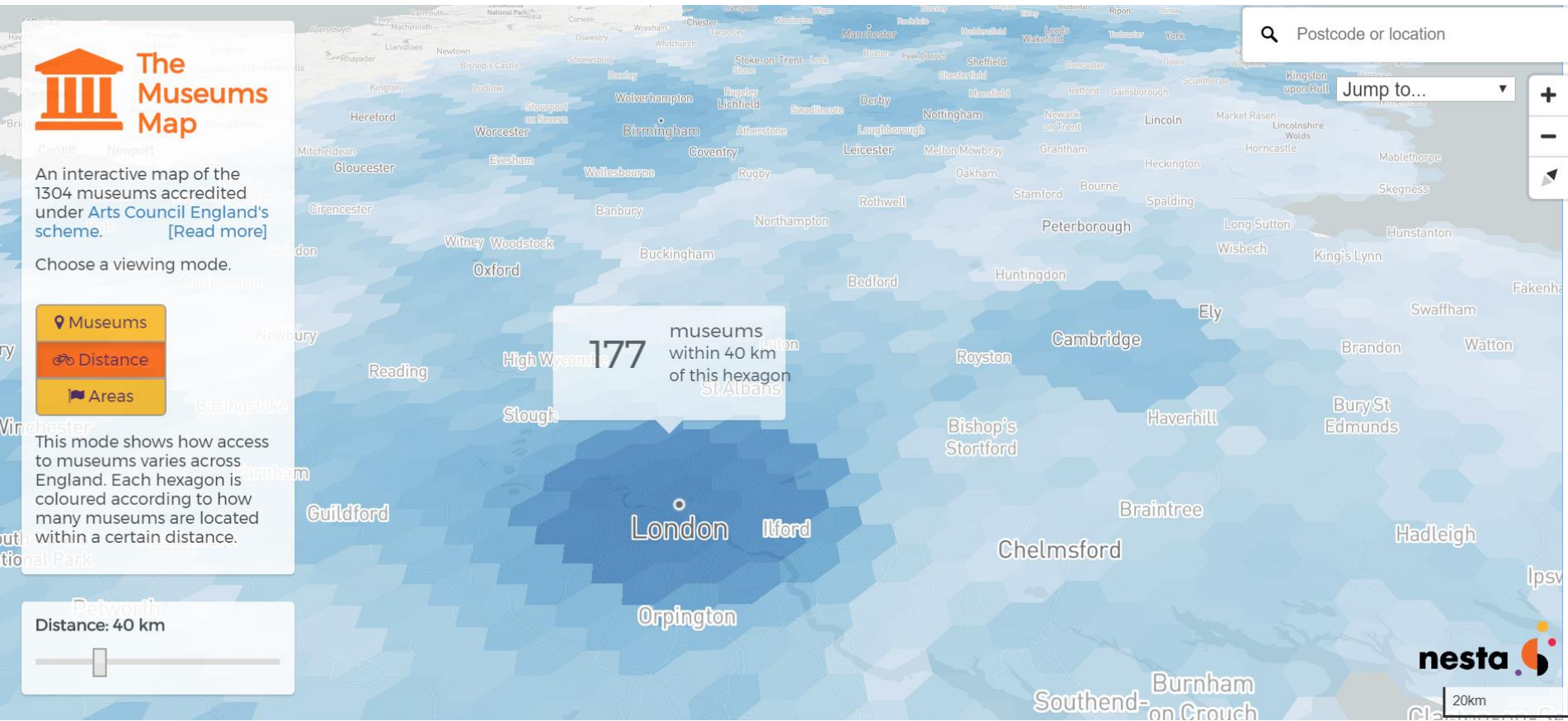
Issue: How
museum
access varies
in England

- 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

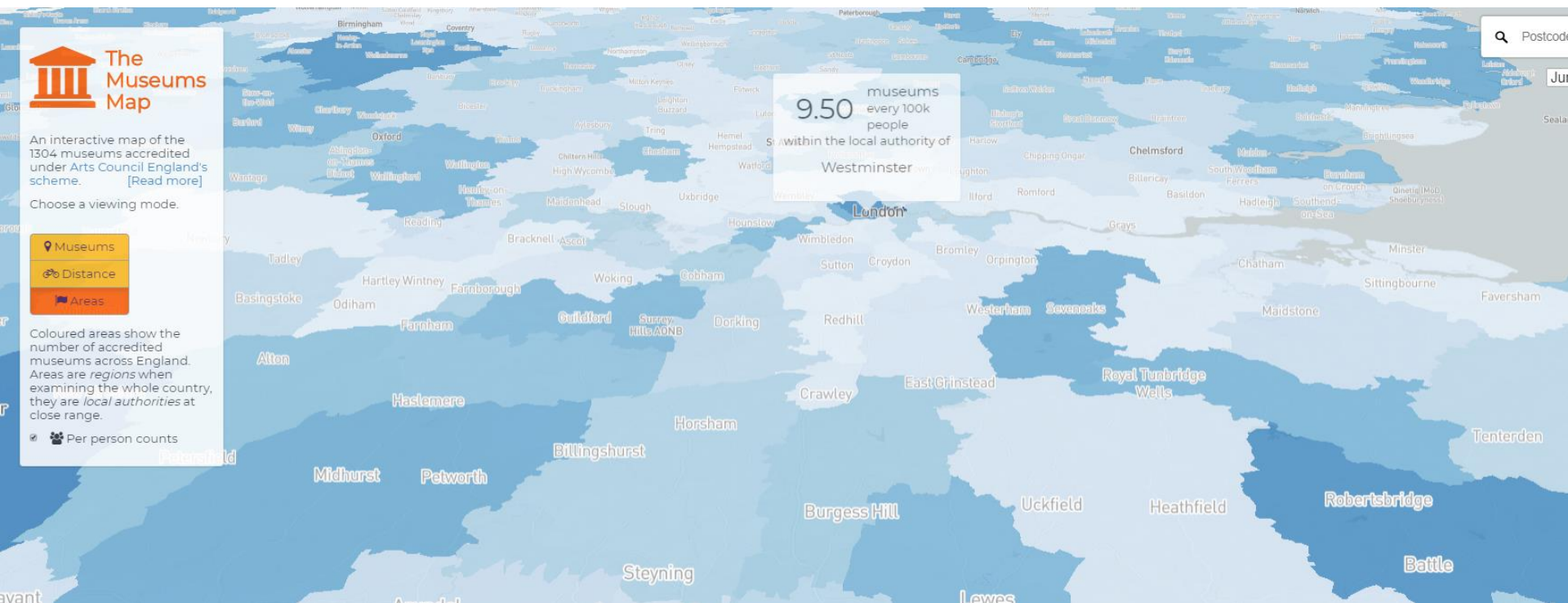
Showing how museums are surrounded by populations from more deprived areas



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

Policy Impact

The Clubbing Map

Issue: Is London night life 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 night-life
- We used listing data on 10 years of club closure from the leading clubbing website Resident Advisor website to analyse this

Subscribe Find a job Sign in Search

UK edition

Opinion Sport Culture Lifestyle More

The Guardian

With nightclubs in decline, what does modern Britain get up to after dark?



VICE

ADVERTISEMENT

BRITAIN AT NIGHT | By Angus Harrison | Jan 20 2016, 6:00am

What Exactly Is Responsible for the Death of So Many British Nightclubs?

Examining the reasons almost half of the UK's clubs have closed over the past decade.

The Telegraph

Home Video News World Sport Business Money Comment Culture Travel Life Women Men GoodLife Wellbeing Interiors Gardening Food Pets Relationships Expanded Thinking Man Active Fashion and Style Relationships The Filter Instant Expert Why Not

HOME » MEN » THINKING MAN

Why the British nightclub is dying (by a nightclub owner)

Our vibrant nightclubs are being squeezed out of existence by officious policing and rapacious developers - and the Government doesn't care a jot, says Alex Proud



BBC Sign in News Sport Weather Shop Reel Travel

NEWS

Home Video World UK Business Tech Science Stories Entertainment & Arts

England Local News Regions London

Last call: What's happened to London's nightlife?

METRO

NEWS... BUT NOT AS YET



NEWS SPORT ENTERTAINMENT SOAPS LIFESTYLE PLATFORM VIDEO

UK WORLD WEIRD TECH

Will we be forced to say goodbye to the UK's nightlife?

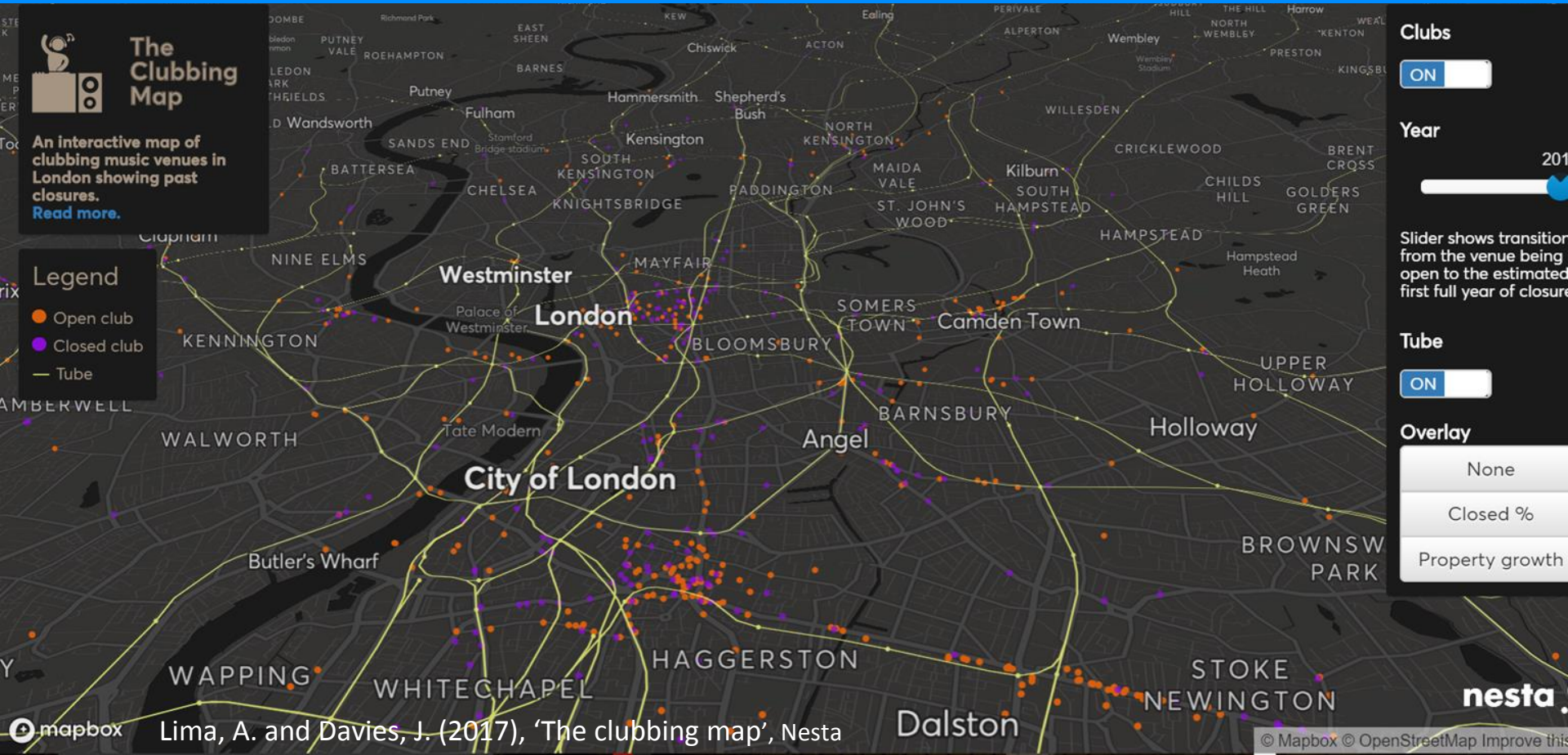
Tom Herbert Sunday 31 Dec 2017 11:00 am

f t

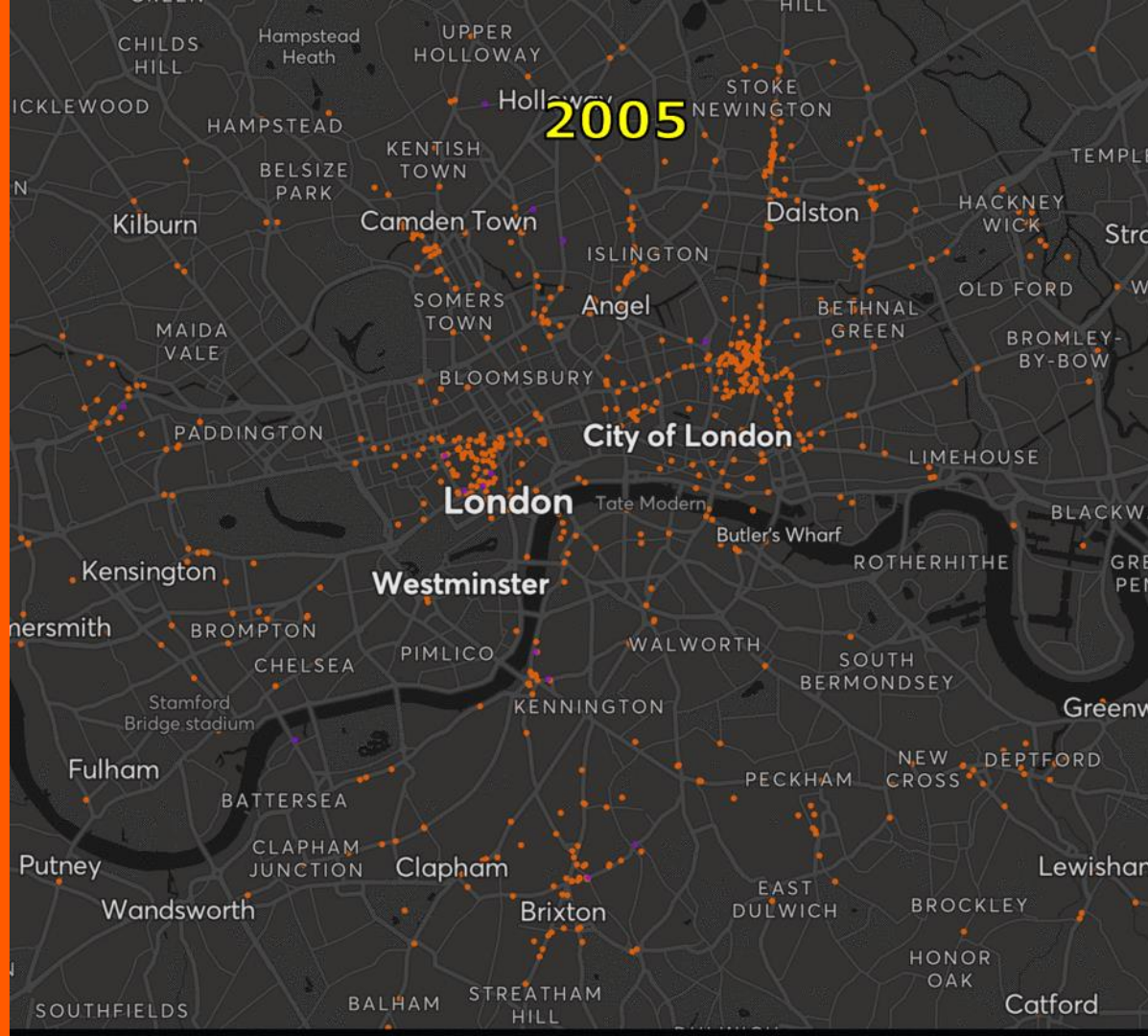
Fabric in London has survived a scare (Picture: PVMCA/BBG via Getty Images)

Studying change within the city: Is London nightlife leaving the centre?

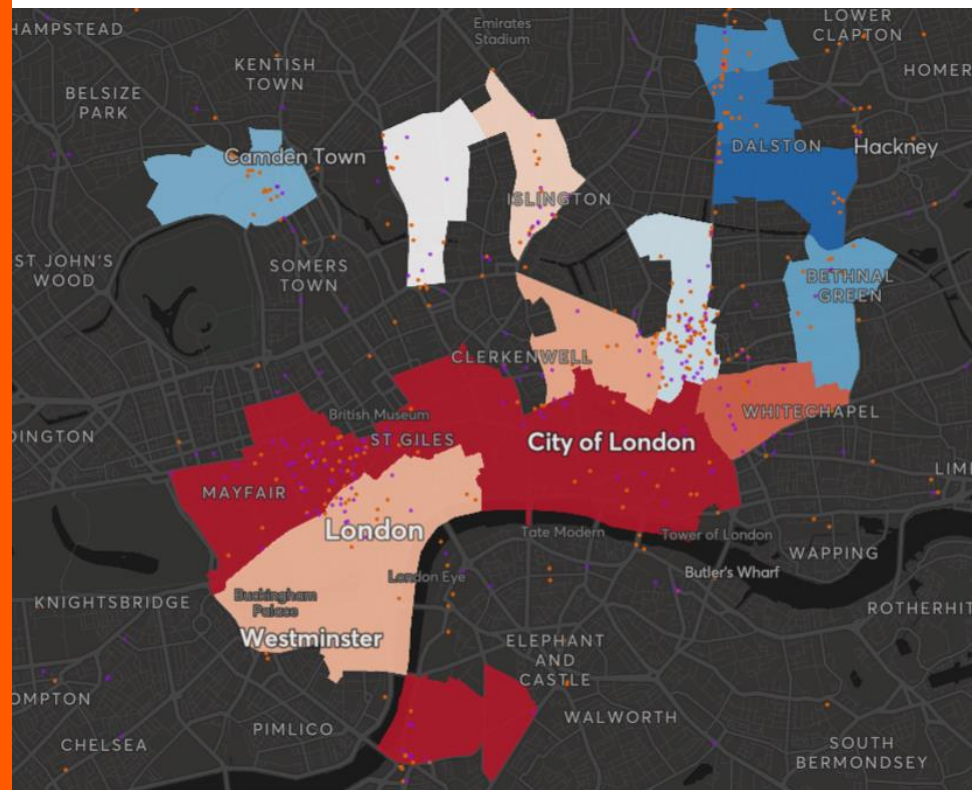


Tracking 10 years of nightlife

nesta

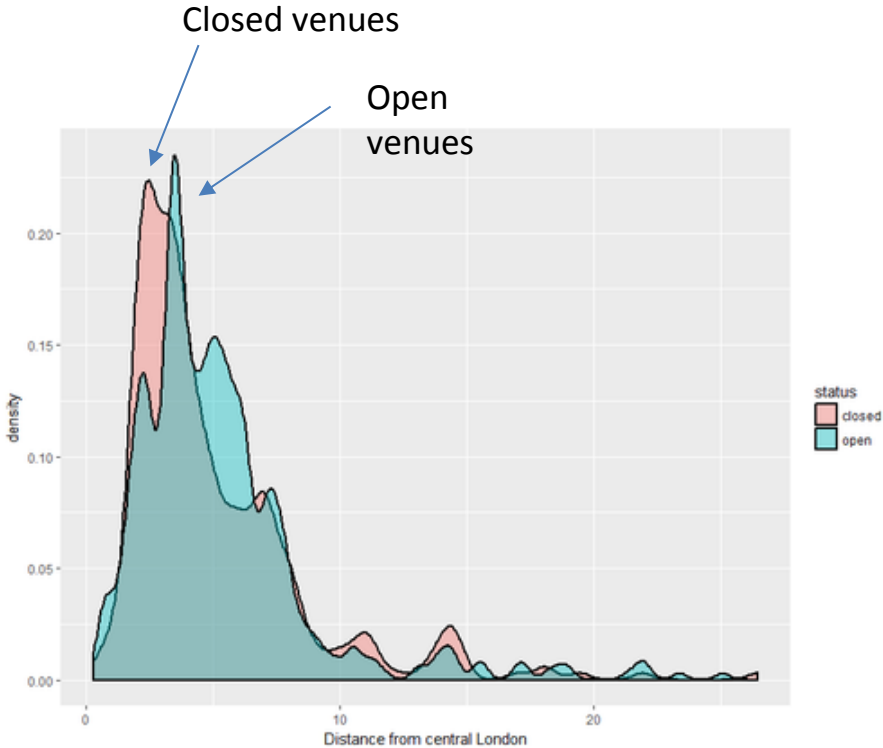


Highlighting
areas where
there have
been
particularly
high closures



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

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

Policy Impact

- 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



nesta

nesta.org.uk

 @nesta_uk

john.davies@nesta.org.uk

@johnardavies

Thanks for listening