

Demographics User Group Conference
The Royal Society, 6-9 Carlton House Terrace, London SW1Y 5AG
Thursday 8 October 2009

**“Insight and the recession –
How we can achieve more and better for less”**

Speakers’ Profiles

Richard Alldritt (UK Statistics Authority)

Richard Alldritt is the Head of Assessment for, and a member of, the UK Statistics Authority. He was appointed as the first holder of this statutory office in May 2008 and is the Authority’s principal adviser on the scrutiny of official statistics.

Richard is a career statistician who has worked in a number of government organisations. He started his career in the Home Office and went on to run the strategic planning unit of the, then, Central Statistical Office. In 1993 he was appointed Chief Statistician in the Welsh Office and then the Welsh Assembly Government. Before being appointed to the Statistics Authority, he was Chief Executive of the independent Statistics Commission for five years

Andrew Day (O2)

Having spent a couple of years working for a geographic information systems software vendor, Andrew joined data provider CMT to establish a data consultancy arm, The Marketing Information Consultancy, which latterly was bought by Claritas. Here was responsible for managing automotive, retail, media and telco accounts – delivering data solutions to assist in customer acquisition, revenue growth and retention.

In 1996 Andrew joined Sky TV where he was responsible for the CRM and Customer Analytics team. After 5 years he joined Orange as Head of Customer Development.

Andrew has been as O2 for the last 6 years. Initially a Head of Retention where he was responsible for optimising the £1/2 bn customer investment costs and launching the “Fair Deal” proposition.

For the last 2 years he has been running the CRM team at O2 – responsible for the Customer data warehouse, Customer analytics and segmentation and both inbound and outbound customer communications.

Glen Watson (ONS)

Glen Watson took on responsibility for the 2011 England and Wales Census in October 2007. As Senior Responsible Owner for the Census he is responsible for all aspects of the design, planning and delivery of the largest project undertaken anywhere in the UK statistical system.

Glen moved to the ONS in 2004 as Programme Director for Neighbourhood Statistics where he developed a keen interest in small area social and demographic statistics. Other ONS roles have included responsibility for health statistics, population and demography, regional and local statistics, social analysis and reporting, and all of ONS’ outputs from the various business and household surveys.

Glen started his career in the insurance industry before joining the civil service and spending over 10 years in the Defence Analytical Services Agency in a variety of roles including military workforce planning, economic analysis, procurement and logistics support, health statistics and corporate information systems.

He is a fellow of the Royal Statistical Society and a chartered statistician, with particular interests in project/programme management and statistical delivery.

Professor Martin Callingham (Birkbeck College, & DUG)

Martin is currently a Visiting Professor at Birkbeck College in the School of Geography where he is developing new ways of areal classification (based on geographical primitives) and handling flow data. Formerly, Martin was Research Director at Whitbread and was responsible for market research, direct marketing and spatial analysis. He was a founder member of DUG and runs the DUG Influencing Business Decisions training course.

Kelly Allison (Google)

Kelly Allison joined Google's Strategic Partnerships team in March 2007. Kelly has spearheaded content acquisition efforts for a variety of Google services including Product Search and the UK launch of Google Checkout. Kelly is also responsible for Mapping, Finance, Traffic and Transit content acquisition across Europe, the Middle East, and Africa. Before joining Google Kelly worked at COLT Telecommunications in their Multinational Business Development team. Prior to relocating to London Kelly worked in Canada and the US for Enterprise Content Management providers Bulldog Software and Documentum.

Kelly has a BSc. in Electrical and Computer Engineering and a B.A. in Economics from Queen's University at Kingston, Canada. Kelly also holds an MBA from London Business School.

Martin Bellingham (The Children's Mutual)

Having lived abroad as a child and brought up on National Geographic as bedtime reading, I studied Geography at Newcastle Polytechnic. This developed my interest in spatial analysis and led me to study for GIS at Keele. I started my working life at Newcastle Council using GIS to carry out spatial analysis of deprived areas, integration of multi-agency datasets as well as wider market research projects.

After 5 years in the public sector, I joined Boots the Chemist where I worked on sales forecasting for new stores, loyalty card analysis and company wide strategy development. From there I joined Nationwide Building Society as Location Planning Manager working on the branch network strategy. I joined The Children's Mutual in early 2005 as Strategy and Research Manager responsible for the research and strategic development needs of the organisation. The Children's Mutual is a leading provider of long-term children's savings and has been extensively involved in the development of the Child Trust Fund – the UK's first 100% financial market product. Having worked in both the Public and Private sectors I am particularly keen to explore how mutually beneficial solutions can be delivered by both sectors.

Roma Chappell (ONS)

Roma is currently Head of the Office for National Statistics' Centre for Demography. She has worked for ONS for nearly thirteen years on population statistics and demography, including a

short time spent on the 2001 Census in the early stages of its development. Before that, Roma worked at the University of Southampton, where she was involved in teaching and research of social statistics. Her earlier career included being a statistician in the pharmaceutical industries, a workforce planner for the RAF, and, in her first job post-university, working on public expenditure statistics in the Treasury.

Ian Symis (Boots UK)

Ian Symis is the Senior Insight Manager within Boots' Customer Insight Team with responsibility for embedding customer and market understanding into the trading teams. In the 11 years at Boots, Ian has never been able to venture away from the wealth of data and insights that the Advantage Card database offers and the continuous development that has been necessary.

Prior to working at Boots, Ian was at Experian working with a number of clients from a variety of sectors in helping them understand the potential in customer geography and purchasing behaviour. An early passion for Geography, Ian gained a BA (Hons) from Lancaster and a Masters in Human Geography at Leeds. It was here where Ian was introduced to GIS and segmentation.

Sara Jones (DCSF)

Sara started in research as a telephone interviewer at the Harris Research Centre. She has since built her career in research & insight through a variety of roles, both agency & clientside, and spanning the public and private sectors.

After spells at Sony UK, Visa and the COI, Sara moved to the Department for Children, Schools and Families in 2006, helping to set up their Customer Insight Unit. She is currently a Customer Insight Adviser at the Department, leading on research & insight with young people.

In 2009, Sara presented a paper at the Annual Market Research Society Conference. The paper has been nominated for Best Paper 2009 (winner announced December 09). This year, she has also presented her work at the Market Research Society Youth Conference, the Marketing Week Insight Summit and the recent Insight Across Government Conference.

Sara has also had 2 case studies published in the cross-Govt publication of best practice "Customer Matters" and she sits on the x-Govt Customer Insight Forum.

Mike Whitelegge (M&S)

Mike Whitelegge is the Senior Insight Manager with responsibility for Data Solutions within Marks & Spencer's Customer Insight Unit. He is responsible for ensuring the implementation and continuous development of a robust suite of analytical systems and data.

Mike's background is in Geography and GIS, and prior to joining M&S he held roles in a number of GIS consultancy companies focusing on natural resources, transportation, oil and telecommunications applications.

During his 10 years at M&S, Mike has been responsible for developing and implementing the CIU Analytical Data Warehouse, a multi-terabyte data repository of customer behaviour alongside developing a spatial data strategy to support store location analysis.

Jenni Venn (Coventry City Council)

Jenni Venn is Head of Corporate Policy and Research for Coventry City Council and has been based in the Chief Executive's Directorate for seven years. Over this time she has led the development of a new Performance Management Framework for the council, and worked with local partners to develop the Coventry Sustainable Community Strategy and Local Area Agreement. She is currently leading a fundamental review of all the council's administrative and business support services and she has recently established a corporate research team bringing researchers from a range of disciplines together to inform the council and its partners' decision making. She is responsible for:

- Developing the council's corporate policies and strategies
- Co-ordinating and commissioning research, consultation, knowledge management and data analysis
- Customer insight
- Community engagement; equality and cohesion, and prevention of violent extremism

Jenni has previously worked in advertising tracking and brand planning within the private sector and worked for Warwick District Council and Rugby Borough Council and for the Advisory, Conciliation and Arbitration Service.

Professor Mike Batty (UCL)

Michael Batty is Bartlett Professor of Planning at University College London where he directs the Centre for Advanced Spatial Analysis (CASA). Previously (1990-1995) he was Director of the NSF National Center for Geographic Information and Analysis (NCGIA) in the State University of New York at Buffalo and from 1979 until 1990, he was Professor of City and Regional Planning in the University of Cardiff.

His research work involves the development of computer models of cities and regions, and he has published many books and articles in this area, the most recent being *Cities and Complexity* (MIT Press, Cambridge, MA, 2005) and an edited volume *Virtual Geographic Environments* (with Hui Lin, Science Press, Beijing, 2009). He is editor of the journal *Environment and Planning B: Planning and Design*. The work of his group can be seen on the web site <http://www.casa.ucl.ac.uk/> and at <http://www.casabook.com/>.

Mike is a Member of the Advisory Panel on Public Sector Information (APPSI) that reports to the Minister of Justice, and chairs the ERSC Census Advisory Committee that oversees the data units in the UK university system. He was made a Fellow of the British Academy in 2001 and awarded a CBE in the Queen's Birthday Honours in June 2004 for 'services to geography'. He was elected as Fellow of the Royal Society in 2009.

Steve Penneck (ONS)

Stephen Penneck joined the Office for National Statistics in 1997 and became Director of Methodology in 2008. He has wide experience as a government statistician, initially in economic statistics, and more lately heading the Surveys and Administrative Sources Directorate. Stephen currently has responsibility for methodological advice to the ONS and the Government Statistical Service (GSS), including advice to the National Statistician on quality, standards and best practice; and advice on surveys, administrative sources, analysis and the census.

As Director of Surveys and Administrative Sources, he had responsibility for all ONS surveys and for their outputs, including the Consumer Price Index, the Labour Force Survey, and business surveys feeding the National Accounts. Previously Stephen provided policy advice to the former National Statistician, Len Cook, and in 2002, he completed a five month

secondment to the Australian Bureau of Statistics. Earlier jobs include heading the National Accounts division in ONS, and Chief Adviser on Statistics at the Department of Trade and Industry. Stephen has also worked on statistical research and at the Office of Fair Trading.

Stephen studied for his BSc in Economics and Statistics at Southampton University and has an MSocSc in Econometrics from Birmingham University. He is a Fellow of the Royal Statistical Society and a Chartered Statistician. Stephen is currently Vice President of the International Association of Official Statistics, and has published articles in Economic Trends and Statistical News.

Andrew Tasker (Optimum Locations, & DUG)

Most of Andrew's career has been at Sainsbury's, where he was primarily in the Marketing Division. His responsibilities ranged from managing the Market Research department, to heading up Advertising and Marketing.

For about 15 years he was responsible for Location Planning at Sainsbury's, through which every proposed new store and store extension is assessed. This included responsibility for evaluating acquisition opportunities, including Safeway, Bells and Jacksons, which involved working directly with the Competition Authorities. Prior to this, he also had responsibility for Location Planning at Homebase.

In 2005, Andrew left Sainsbury's to set up "Optimum Locations", his own Retail Location Consultancy. Although still consulting for Sainsbury's on Location Strategy and the Competition Commission Grocery Inquiry, he has worked with a number of other clients and developed a Location Planning function for Barclays Bank.

Andrew is married with two children and although lives in Purley, spends as much time as he can in Cornwall, where surfing, sailing and golf are his favourite pastimes.

Keith Dugmore (Demographic Decisions, & DUG)

Keith had already had a long and varied career in population and market analysis when he set up Demographic Decisions in 1996. He started his working life as a statistician at the Greater London Council, having an enjoyable time which included analysing the 1961, and 1966 censuses. Later he managed the development of the SASPAC 1981 census analysis software, and led the project to create digital boundaries for the 1991 census. At CACI Keith set up and managed the Public Services and Utilities Group, and later became Director of its Financial Services Group.

He established Demographic Decisions to provide impartial advice on the use of data to answer business questions, and also set up the Demographics User Group to represent large commercial companies' needs for government demographic data. Keith's clients include both large commercial companies and also public service organisations. He is an active member of the Market Research Society, and has chaired the Royal Statistical Society's Statistics User Forum. Keith is also a member of the Advisory Panel for Public Sector Information (APPSI), and the UK Data Forum, and has also recently been appointed Honorary Professor at the Centre for Advanced Spatial Analysis, University College London. He finds time whenever he can for bird watching, jazz, and sailing.