

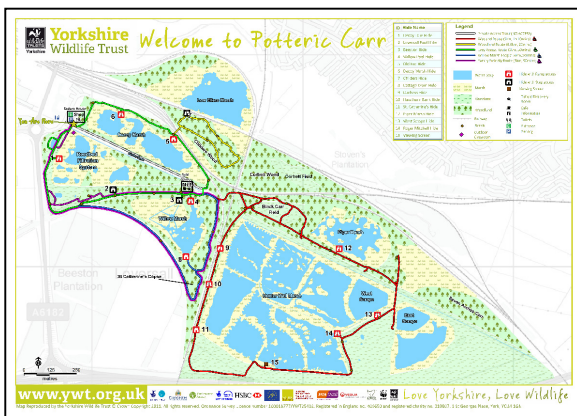
Wild about GIS?

MapInfo Professional® provides the solution for Yorkshire Wildlife Trust

Background

Yorkshire Wildlife Trust (YWT), part of the influential UK-wide partnership of 47 Wildlife Trusts, has worked for more than 60 years to protect wildlife and wild places, and educate, influence and empower people.

They see the future of wildlife conservation as a Living Landscape. By identifying key areas to protect for wildlife, improving and joining them up across the country in partnership with other landowners, Yorkshire Wildlife Trust can create an inspiring, accessible landscape full of wildlife and rich in opportunities for learning and sustainable economic development.



MAPINFO INTERPRETATION MAP OF YWT FLAGSHIP RESERVE

The Challenge

Responsible for 95 sites and covering in excess of 6300 acres, YWT manages assets within different territories, maps and tracks the ownership of site boundaries, collects, stores and visualises extensive conservation data from surveys, and also carries out market research.

Having such a broad and varied data set meant that it was vital for the Trust to be able to view and analyse the information they were gathering on a digital map so as to successfully manage their burgeoning caseload. This data needed to be presented in a comprehensive, visual and geographic nature in order to understand fully the relationship between the data and the geography.

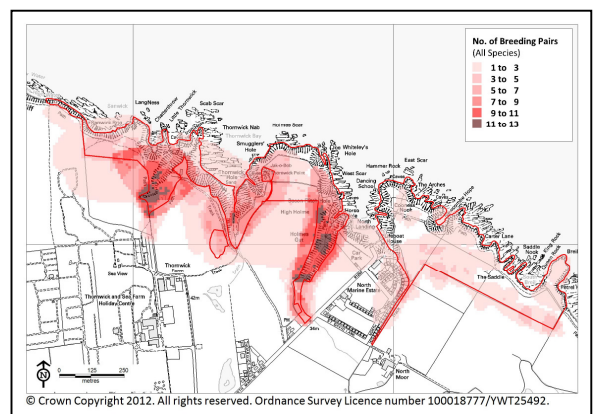
The Solution

MapInfo Professional, which is widely employed and recognised as a leading digital mapping system that is quick, easy and effective to use, enabled the Trust to capture, store, manipulate, analyse, manage and present all types of geographical data essential to site management and the daily work of the Trust.

Similarly, using MapInfo with Ordnance Survey data has allowed YWT to provide background mapping for site location maps, project maps, membership distribution maps and maps for funding bids.

In the case of site maps these can range from simple ‘how to get there maps’ to more detailed habitat maps or infrastructure inventory maps. YWT also produces maps for contractors working on their sites to highlight areas where they require them to undertake particular works and surveys. All in all without MapInfo Professional software and relevant data it would be more difficult to plan and carry out (and certainly less efficient) much of their work on these sites.

The Trust uses MapInfo to clearly define boundaries and territories that they own, lease or manage across Yorkshire. They also work with a wide range of other landowners for many ongoing conservation projects that need to be mapped out in a similar fashion.



SPECIES SURVEY RESULTS

Recognition of Success

Phillip Whelpdale, Wildlife Data Officer for Yorkshire Wildlife Trust views GIS, in particular MapInfo, as forming a crucial part and cornerstone to the work that they do. Certainly MapInfo and OS data have helped the Trust to secure more funding bids and raise its level in terms of the projects it is able to undertake. Two such examples are a recent moorland fringe mapping project, and perhaps crucially creating and mapping the Living Landscape boundaries, which now form the core ethos of all their work.

Phillip maintains that, “Being able to produce maps using MapInfo has been beneficial in relation to improving funding bids by providing the funding bodies with an easy to interpret overview of what each bid aims to achieve. I believe the necessary funding was secured in some cases thanks to the visualisation that the maps provided.”

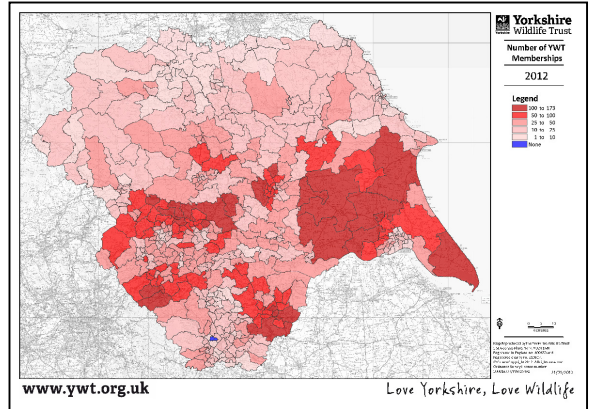
Using MapInfo, OS data and, more recently, ONS 2011 census data YWT are able to map and analyse membership distribution and standardise it against population figures to highlight areas with lower than expected membership (both overall and as a percentage of the population). This in turn potentially allows more strategic targeting for in-house membership recruiters or identifies areas where they may have a low presence and therefore may need to target new site acquisition, project work etc.

MapInfo licences held by the Trust are used by their GIS and Data officers and by the Peatland Restoration team for mapping project sites and GPS survey results. Conservation Planners at Yorkshire Wildlife Trust also use MapInfo - mainly to allow them to view and query data in relation to local authority planning and various developments which in turn enables them to make informed comments in regards to proximity to sites with designations or some conservation interest.

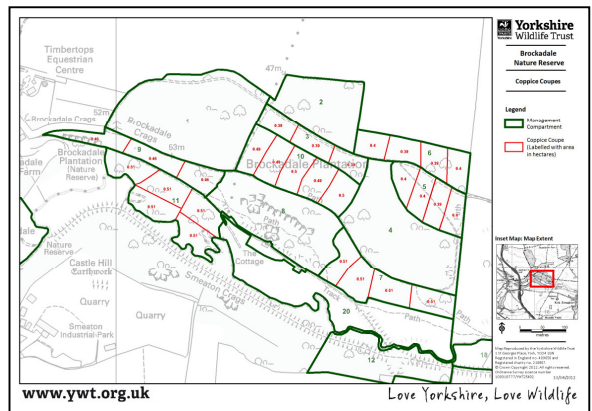
Why CDR Group?

CDR Group has over 30 years experience specialising in Geographic Information Systems (GIS), in particular MapInfo software. We are able to provide Foundation and Advanced level training courses in MapInfo software and support the use of MapInfo through regular Open Days informing clients of any new developments within the MapInfo range of products.

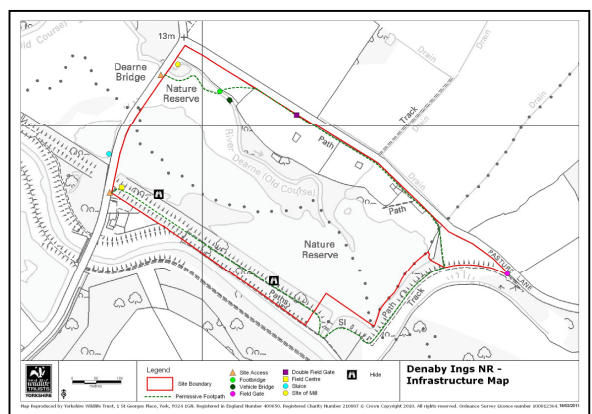
As Phillip Whelpdale comments “Certainly, as new data sets have become available, such as OS Open Data, new work has been able to be undertaken such as postcode mapping. Also through attending CDR Group’s Open Days and Training Courses new functionality in the software has been utilised such as ‘Drive Time’ distances from Yorkshire Wildlife Trust’s sites. I am also using the Routefinder add on to MapInfo purchased from CDR and OS Open Data road network data.”



YWT MEMBERSHIP DISTRICTS 2012



YWT MANAGEMENT MAP OF WOODLAND AREAS TO BE FELLED



YWT NATURE RESERVE INFRASTRUCTURE MAP



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