



CASE STUDY

Dudley Metropolitan Borough Council

"The use of aerial photography is an essential tool that is more intuitive than traditional mapping. It introduces a "wow" factor that is important in encouraging the take up of exercise".

Dudley Metropolitan Borough Council



Overview

Coronary Heart Disease is the largest killer within UK with 25% of these being directly attributable to inactivity. This equates to 100 deaths a day. Recommendations include 30 minutes brisk walking or 10,000 steps a day.

The Challenge

As part of its "Walking to Health" campaign, Dudley MBC encourages local residents to be more active and is consequently promoting walking as a cost effective means of travel that can be easily incorporated within most lifestyles.

Dudley is supporting this campaign through the creation of a specially designed system on their website that enables local residents to plan a route to walk within the borough.

To encourage the public to take up exercise, the Council needed a means for promoting walking as an easy and fun form of exercise.

Online Air Photos Encourage Physical Exercise

The Solution

The GeoInformation® Group provided Dudley MBC with a Cities Revealed Internet Licence enabling the Council to make aerial photography accessible on their website.

The high-resolution, full colour aerial imagery is more intuitive than traditional mapping and reveals Dudley as it really is. This helps users to navigate and plan their walk via the district's key landmarks, streets and buildings.

The photography is to scale and therefore the system is able to calculate the approximate time and number of steps that a digitised route will take to complete.

What's more, the Cities Revealed Internet Licence permits website users to print out their personalised route as and when they need it.



The system will databank the walks being logged and will be interrogated in order to monitor:

- the location of visitors, particularly for targeting areas of deprivation, and
- repeat visitors, to understand whether a difference is being made.