

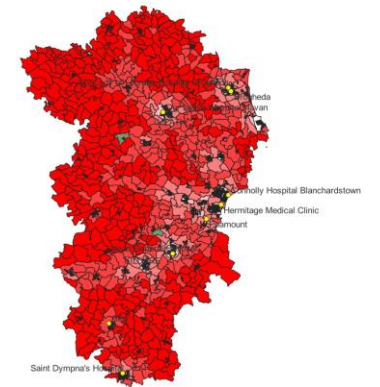
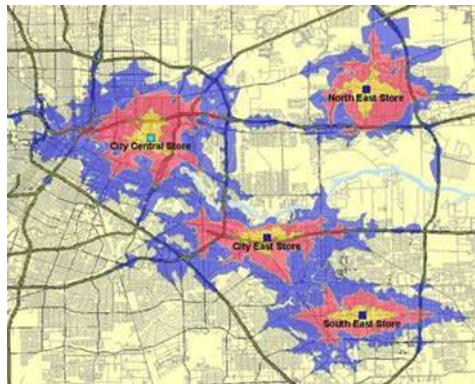


OPTIMISING FACILITY LOCATION & TRADE AREA/CATCHMENT IDENTIFICATION

Bruce McCormack

GeoScope Europe

8 November 2024





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OUR TEAM

GeoScope Europe
Delivering Location-based Insights



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OUR PAST CLIENTS



Agriculture, Land Reform
and Rural Development
Department: Agriculture, Land Reform
and Rural Development
REPUBLIC OF SOUTH AFRICA



Mercedes-Benz



MUTUAL SOCIETY



TYPES OF ANALYSIS

‘GREENFIELDS’

Identification of optimum locations and associated trade areas/catchments for facilities .. not taking into account the locations of similar or competing of facilities

‘BROWNFIELDS ‘

Identification of optimum locations and associated trade areas/catchments taking into account similar or competing facilities

A **facility** could be a type of retail outlet (eg supermarket; pharmacy; shopping centre, bank branch; motor dealership; etc), industrial plant, office complex or a public facility (eg school; clinic; police station; etc)

FACTORS WHICH CAN BE TAKEN INTO ACCOUNT/VARIED

Definition of the **study area**

The **transport network** ... including travel direction on sections of the network; train stations, bus stations

Minimum population required to ensure c **profitability/sustainability** for facility

Maximum customer/user **travel time**

Maximum customer/user **travel distance**

Maximum **capacity** of the facility

Proximity to type of **infrastructure** eg motorway interchange; train station; etc

Location and catchment/trade area of **competitors/similar facilities**

Mode of travel ... car, walk, bus, train, cycle, scooter

Target customer/user type ... by life cycle; income level; household structure; etc

Population/household distribution across target area

Combinations of the above factors can be modelled ... which enables **multiple scenarios** to be tested

BROAD OUTLINE OF **TYPICAL PROCESS** FOLLOWED

Discussions with client to understand their business/activities



Set out **draft scenarios** to be modelled > **discuss with client** & fine tune/adjust scenarios



Run agreed scenarios & discuss results with client



Further scenarios or adjustments to already run scenarios > run & **discuss results with client**



Draft report > discuss with client

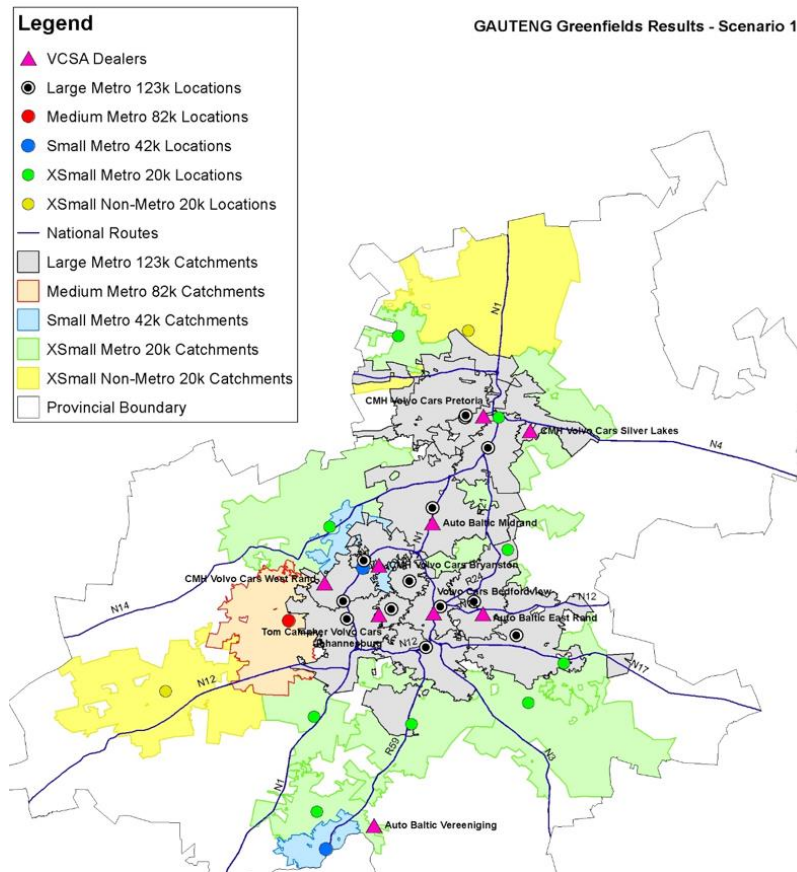


Final report > client

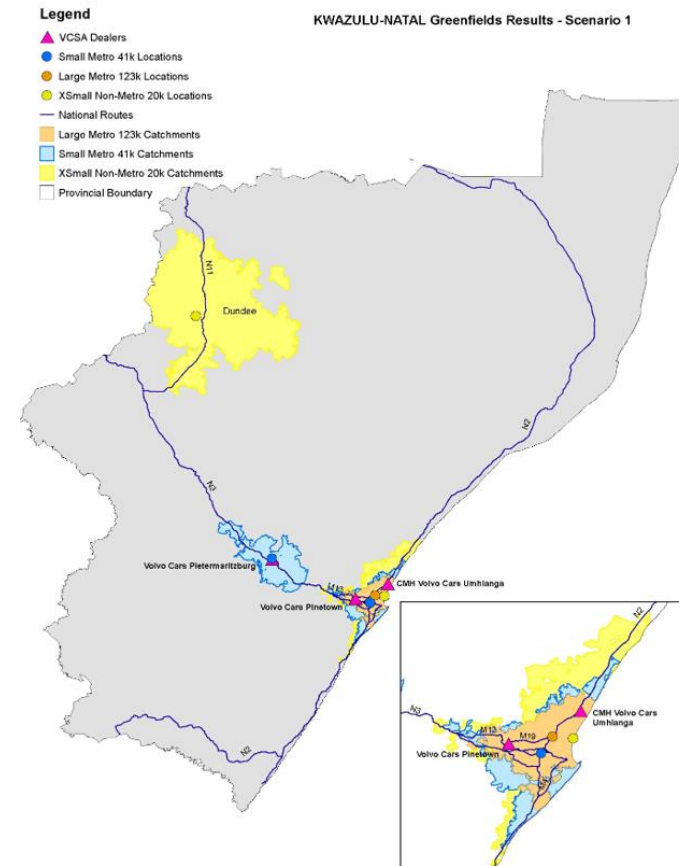


VOLVO SOUTH AFRICA

Brief ... where to open new branches; close existing branches; merge branches

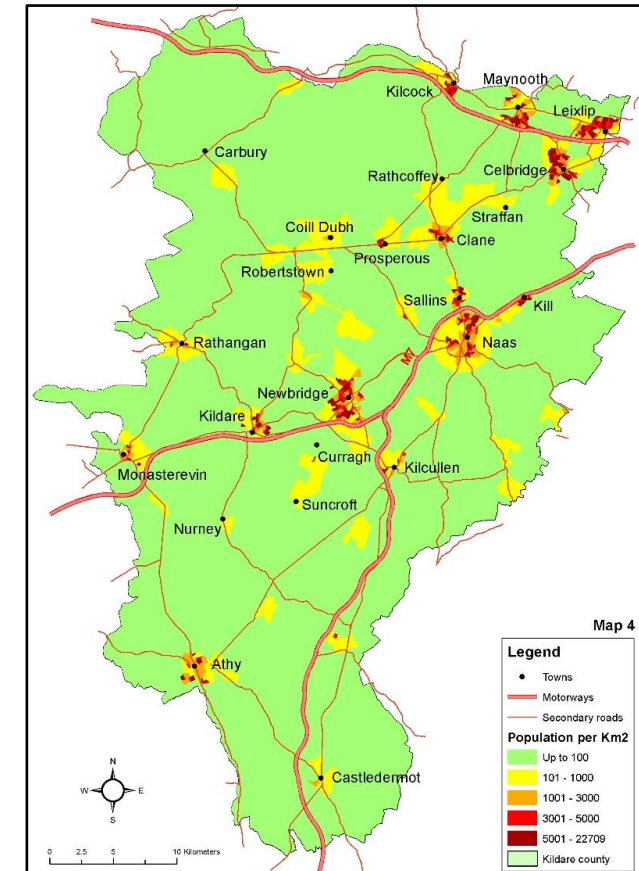
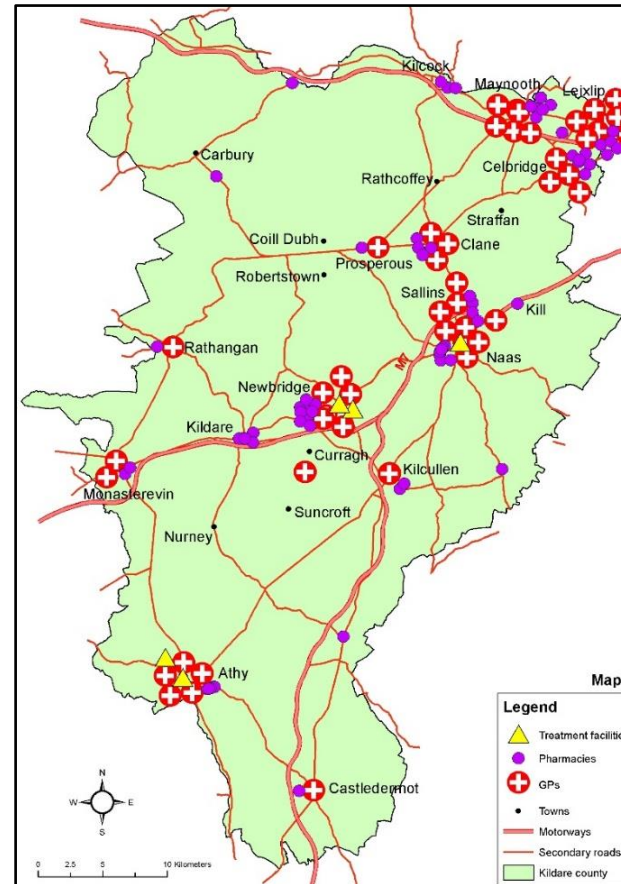
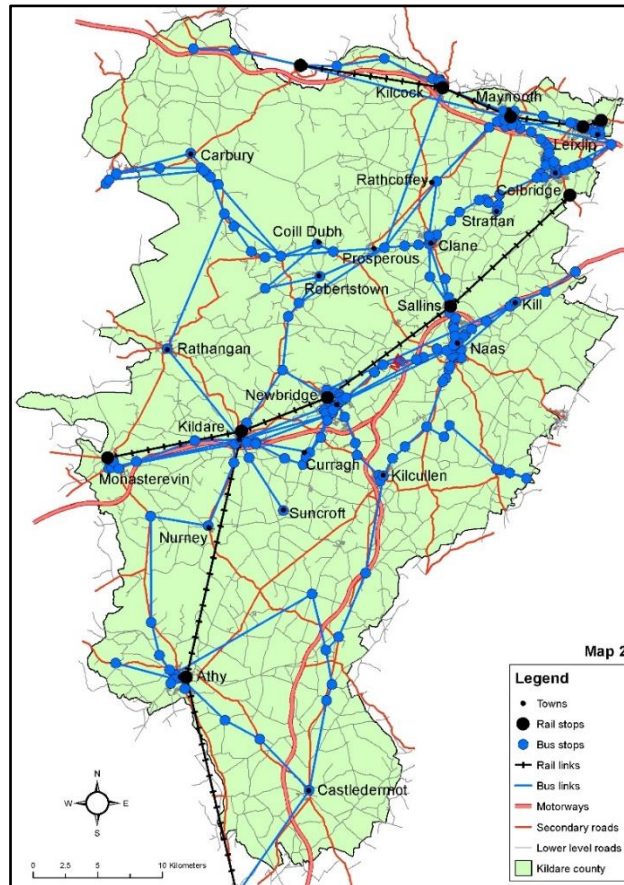


Johannesburg–Pretoria Metro 9.2m people



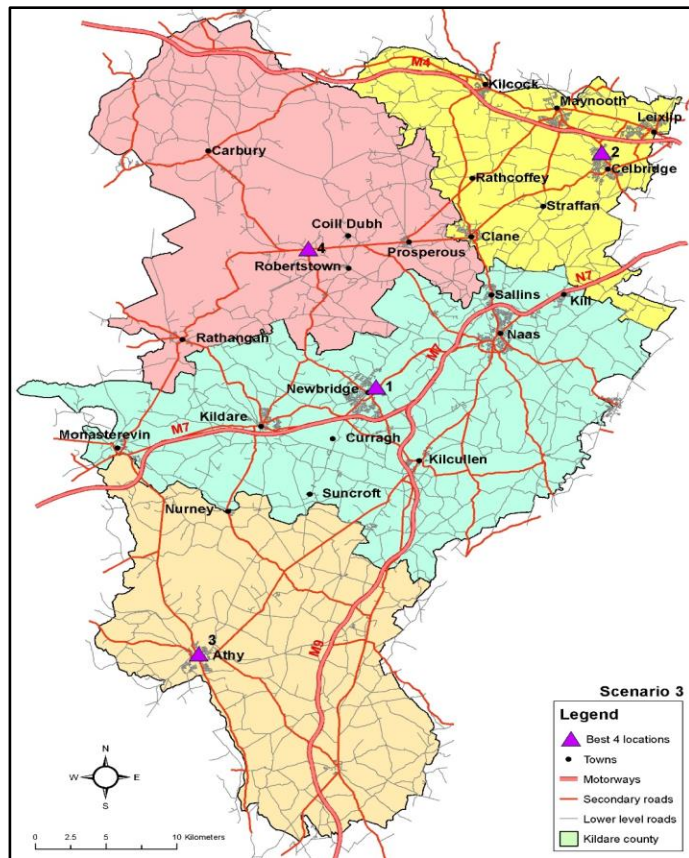
KwaZulu-Natal Province 12.8m people

DRUGS & ALCOHOL TASK FORCE: EXAMPLES OF SOME OF THE BASE INFORMATION

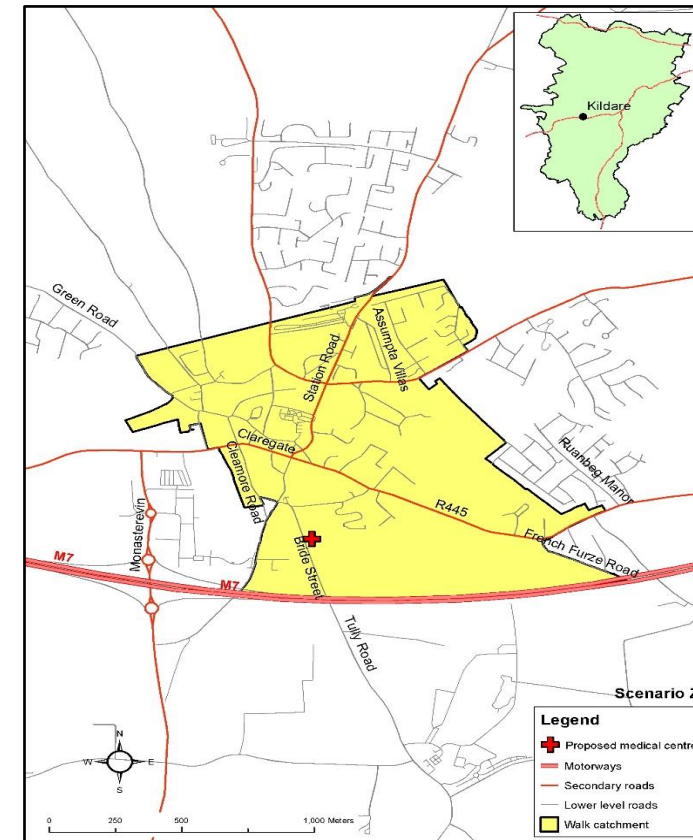


DRUGS & ALCOHOL TASK FORCE: SCENARIOS

Scenario (3) - Whole county; No facilities capacities;
Car travel only; No travel time limits; Potential drug
users **12-18 years age group**; Top 4 potential locations



Scenario (28) – Example Kildare Town facility only;
Treatment capacity 50 per day; **Walking only**; No walk
time limit; Potential opioid users 15-34 years age group



CONTACT DETAILS

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