**Improving workforce analysis through geographic design**

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For the 2001 Census there were only 3 tables published for workplace statistics at Output Area (OAs) level. As OAs are based on where people live and not where people work they are not suitable for publishing detailed workplace statistics as they would be disclosive (enable users to identify workers or workplaces from the statistics).

The presentation will explain how a workplace geography (based on the working population) was created for the 2011 Census for England and Wales to solve this problem. It will cover the methodology of how OAs were used as the building blocks to create Workplace Zones (WZs), a small area geography that is not disclosive with a consistent number of workers. This approach increased the number of tables that could be published to 30 for the 2011 Census.

Finally, the presentation will explain how the WZ methodology was implemented to address the challenges posed by the Scottish and Northern Irish workplace data. It will concentrate on explaining how this enabled the Classification of Workplace Zones (COWZ - a UK area classification) to be developed and how it helps businesses and employers to conduct data analysis at a more granular level. The impact of this has been to help local government make more informed decisions around transport planning and enable businesses to make decisions on where to open a new store.

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