



# Future Communities

## → Introducing Place Pulse

### **The dynamics shaping our Future Communities**

In this rapidly changing world, mounting pressures from urbanisation, shocks and continuing societal disruption are coalescing to create new and unexpected challenges. These pressures are moulding and shaping communities in dynamic and unpredictable ways; shifting human behaviour in response to the pandemic is indicative of this.

With disruption set to continue, past human behaviour no longer paints a reliable picture of what's to come. We need new approaches and deeper, predictive insights that make sense of the complex dynamics shaping our future communities.



## Using data to reveal patterns and what's possible

Faced with this uncertainty, we are exploring new solutions and new ways of understanding what makes communities tick. In collaboration with our clients and partners, we are harnessing digital smarts, domain knowledge and a myriad of emerging data sources to move beyond traditional 'lag' indicators to dive deeper into community values, attitudes and their expected behaviours.

We call this new approach 'Place Pulse'. It draws on sophisticated movement analysis (leveraging footfall, dwell time, pedestrian counts, traffic and telco information), mass individual and merchant spend data (tracking consumption habits) and community sentiment (harnessing social media platforms such as Twitter) to create a complete, temporal picture of any group of people in the context of any given place.

This comprehensive data map is overlaid with relevant technical expertise in the areas of economics, community impact assessment and urban design to provide valuable behavioural insights that can be harnessed for placemaking and city planning.

## Combining domain knowledge with emerging expertise

By drawing on various data sources in combination with digital expertise, industry experience and deep domain knowledge, Place Pulse helps us respond to diverse urban challenges. By explaining unexpected changes in community behaviour, we can explore emerging patterns and pre-empt potential social and economic impacts.

Over time we will refine our approach to identify new sources of data and intelligence that will reveal further intricacies and a more intimate understanding of past and predicted community behaviour.

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**So much about people's behaviour has changed in recent years. We need to drill deeper, to look at society's behaviours, how they evolve and impact the demand for built environments, place and infrastructure. Place Pulse is a new approach to help explore this emerging realm in which change is the only constant.**”

– Steve Scott,  
EMEA Future Communities Lead

## Partnering on new solutions

By establishing relationships built on trust, respect and understanding, we will harness our client's unique perspective and on-the-ground knowledge of their communities. Through challenge, experimentation and conversation, our Place Pulse approach involves analysing digital reports alongside the lived human experience of a particular place, to build a tailored, responsive solution.

[ghd.com/FutureCommunities](https://ghd.com/FutureCommunities)

# Our philosophy

Place Pulse is a solution born out of Future Communities – our commitment to creating thriving places and spaces, together with our clients, that put people first.

Knowing that every community is different, Future Communities helps solve increasingly complex social, cultural, environmental and economic challenges to deliver on our client's strategic ambitions and community aspirations.

→ **The Power of Commitment**