



Digital Place Management

25.01.2023

- **Use tech wisely for place management** – avoid using it as the end objective rather than a means to an end. Some areas of place management, for example movement and science have more developed tools, but these will have transferable lessons on how to develop and use tools well to shape better places in other areas within the sector.
- **The emerging ‘digital layer of place’ or metaverse has some positive uses**, particularly using visual representation to make complex data and systems simpler to interact with. It can therefore represent urban analytics clearly to provide insight that can be used to improve place management and policy making.
- **Tech can make places safer and more navigable for vulnerable groups.** Negatives can be turned around to create solutions – register the areas causing stress and anxiety to communities to pinpoint where tools are most needed. Live connected passenger guidance systems such as Briteyellow’s Connected Passenger Guidance tool do more than just ensure efficient transport provision – they provide safety, accountability, live information, accessibility and inclusivity.
- **Developing tools works best when you use what resources you have in a joined-up way.** TfL uses fleets and bus shelters to advertise their StreetCare online tool, ensuring access to the tool is signposted from the places where it is most needed.
- **Data gathering builds up the evidence base** to support interventions which can support working across organisations, such as Vivacity’s smart transport insights. Ensure improvements are explained to the community so that people can see the benefits.
- **Check the management requirements for any tool you are considering** – ensure requirements for GDPR and maintenance are designed in at the outset. Make the most of tools, with reviews to allow tweaking in practice and further iteration.

Various additional sources were shared during the session:

- [The Innovation Hub](#)
- [Understanding the Metaverse](#)

Speakers:

Bookings: 71

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