

LOCAL AUTHORITY CASE STUDY

Business Isle of Man

Creating a brand new
Acorn dataset to put a
thriving Island on the
map for investors and
commerce



Highlights

- Consultancy to create a trusted new dataset
- Modelling based on proven correlation methodology
- CACI branding for credibility and recognition
- Multi-purpose demographic data set for local and external use
- OGC compliant data supports enterprise and growth

About Business Isle of Man

Business Isle of Man is an Executive Agency of the Isle of Man Government's Department for Enterprise, acting as a key decision making and advisory body supporting the Government's ambition for long term economic prosperity. Its purpose is to help create an environment for key sectors to achieve sustainable growth whilst establishing the Island as an internationally well-regarded home for export business.

The Department has a key role to play in the achievement of the Programme for Government's stated intention to be an Island of Enterprise and Opportunity. Supporting economic development is of strategic importance for the Island's future growth and prosperity.





The challenge

A lack of demographic evidence for investors

Business Isle of Man was approached by a property developer keen to attract larger UK multiples. These businesses were asking for a demographic report, so they could assess the commercial viability case for their brands. None of them understood the Isle of Man's demographic.

Tim Cowsill, Head of Business Isle of Man explains: "As a separate jurisdiction from the UK, the Isle of Man is a different environment with a very different socio-demographic profile. Crucially, UK demographic data such as the Census does not cover the Isle of Man, and while the Isle of Man Government collects data such as the Island Census to international standards, our data was not in the format that investors were accustomed to using."

The approach

Exploring a vast array of data to reveal priority insights

Jonathan Platten, Economist for the Department for Enterprise takes up the story: "We commissioned CACI to develop a trusted demographic database and map that showed detailed profiles of our population across the Island. CACI impressed us with their expertise and reputation in the field of socio-demographics – it's a hallmark of trust and accuracy that investors recognise."

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CACI used their expertise to interpret our available datasets to produce a robust, Island-specific model that provided insights comparable to those available for the rest of the UK. We wanted quality, independent data that stakeholders could trust: CACI provided the innovative approach and analytical rigour to underpin it.

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The final report is licensed to Business Isle of Man to distribute as a Prospectus for investment in the Isle of Man and is freely available on the Business Isle of Man website. Businesses, individuals, and investors can use this information to better understand the Island's unique demographics.

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We could show we had spent wisely on the campaign, using a targeted approach to reach the right audience and achieve a good return. Going forward, we believe campaign recipients will be more satisfied with our communication, because they're receiving tailored and relevant information.

Rachel Hopkinson, Business Development Manager,
Business Isle of Man



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The solution

A trusted demographic model and profile

Business Development Manager, Rachel Hopkinson expresses the benefits clearly: "We have never before seen such a detailed analysis of our population across the island, including Douglas (the Island capital). Although our Island population is under 100,000, there is a big opportunity for retail and leisure businesses. Isle of Man retailers perform exceptionally well compared to the UK because we have a wealthy population and a captive audience. Now, we have the demographic data to show why this is the case."

Jonathan Platten adds,

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The data shows what an attractive market the Isle of Man is compared to other locations that brands may be familiar with. It has also surprised private sector investors and brands who didn't previously know about our population and economy. For example, the report compares the Island favourably to wealthy UK towns such as Harrogate and Epsom. While we previously had anecdotes around the positive comparison of the Island to other areas, we now benefit from an independent report confirming this.

Jonathan Platten, Economist,
Business Isle of Man

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As well as commissioning CACI to produce the dataset and report, Business Isle of Man has entered into a collaborative ongoing relationship with CACI to help provide further, specific analysis for Island businesses and investors.



The benefits

Ungreying the Isle of Man

"We talk about 'ungreying' the map," says Tim Cowsill.

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Now, the Isle of Man can be considered alongside the UK as part of CACI's trusted dataset and modelling, with the same granular, visual demographic detail. For the first time, investors, retailers and businesses can build reliable modelling into their business cases at postcode level.

Tim Cowsill,
Head of Business Isle of Man

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Rachel Hopkinson adds, "The report and dataset also ties in strongly with our 'Locate Isle of Man' strategy—which is about presenting the Island as an attractive destination where people choose to live and work and where businesses and entrepreneurs choose to locate and invest. We have so much to offer in quality of life for professionals and families."





The future

Supporting business and the economy Island-wide

Insights from the new CACI dataset are already beginning to make an impact across other parts of the Island economy. Jonathan Platten says, "We want to encourage more local businesses and investors to use this data report. There's lots of potential in the data to help both new and established businesses on the Island perform even better, by deepening their understanding of customers and how best to serve them."

"Learning from this project has helped inform the design of Census questions for 2021 and the CACI team is now working out spending profiles to complement the demographic segmentation. We have a semi-separate banking system from the UK, so this requires further innovation and new models. It's challenging - but based on our successful demographic project, we know that CACI's expertise will deliver the quality information we need to inspire and educate investors and consumers considering a move to the Isle of Man."

"We want to continue to promote the Isle of Man, inviting individuals and organisations to come in and see what we're all about. Our door is open - we want to talk with clients, commercial organisations and consumers."

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CACI delivered a proposition that really worked and were keen to support us to get the most relevant insight and best value from the dataset. The quality of rapport reflects our joint working relationship and output. All of our Government agencies have taken an interest in the new dataset and we are only just beginning to explore the many ways this kind of insight can contribute to our decision making. We're excited about bringing these benefits to existing citizens and businesses as well as prospective new partners and residents

Tim Cowsill,
Head of Business Isle of Man

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