

## Identifying optimal Geographic Areas sites

The Site Optimiser in SKiN can be used to help determine possible site locations or geographical areas for new business development, by automatically identifying sites that meet your criteria and then ranking them on their suitability. The Site Optimiser has two different methods that you can use to identify locations for new sites. The **Geographical Area** method will identify potential areas that meet your criteria, with the aim being to provide specific search areas, narrowing down the areas that need to be considered for a new site. The **Captive Location** method will identify specific sites that meet your criteria. The following instructions will give you a step by step guide on how to use the Site Optimiser to identify Geographic Areas based on user defined input data and then rank the potential sites in terms of their suitability. It will also show you how to exclude your existing sites from the optimisation. An alternative step by step guide 'Site Optimiser Steps – Captive Locations' is provided if you want to identify specific site locations for potential new sites instead of possible site areas.

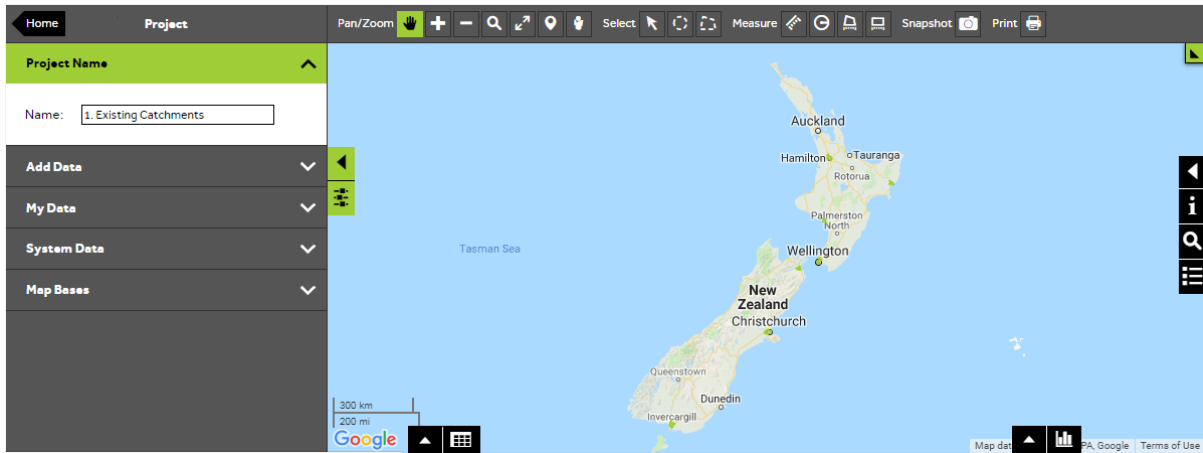
### Before you begin

The SKiN Site Optimiser allows you to exclude any existing sites (or Catchments) from an optimisation so that the system will only locate potential sites in areas that are not currently covered. If you want to exclude existing sites you will need to have the sites setup as a Catchments layer within a project. If you need assistance getting the data into SKiN please refer to the following:

- Catchment Steps - Create Project
- Catchment Steps - Import Data

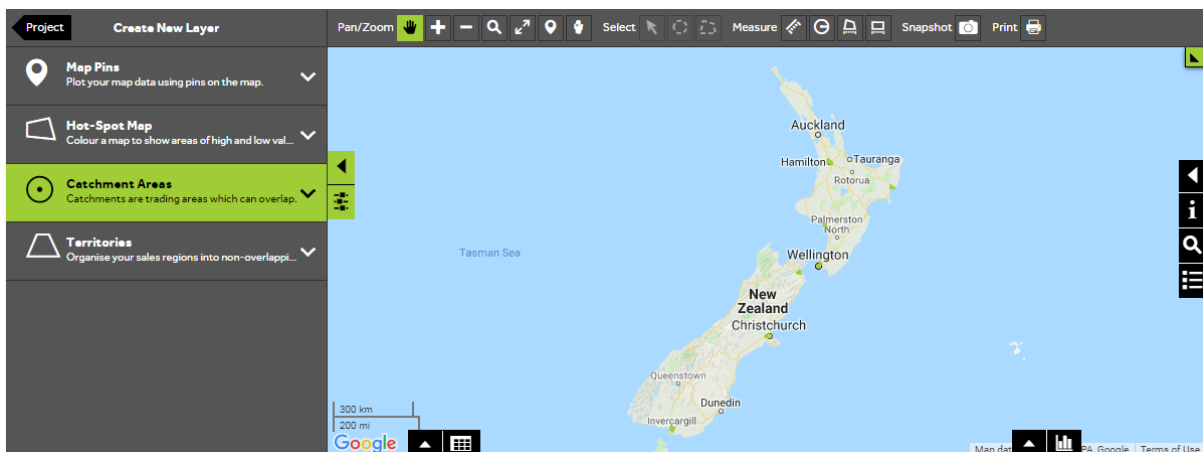


- To identify optimal new sites, **Open an existing project** that contains your existing Catchments layer if you want to exclude existing sites from the Site Optimisation. If you don't want to exclude any existing sites then you can **Create a new project**. Once your project is open choose **Add Data, Create New Layer**.



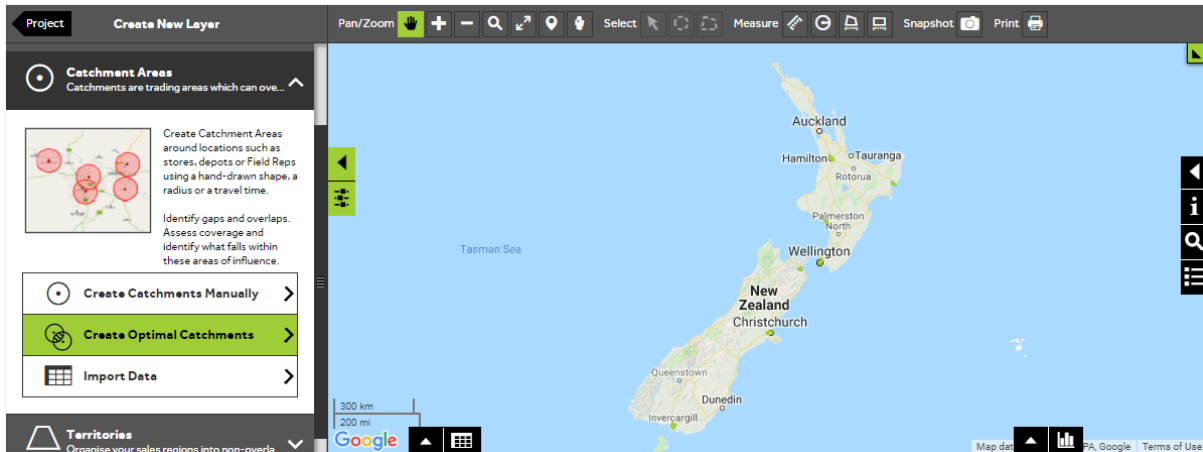
## Choose which type of layer to create

- Select **Catchment Areas** to create Catchments covering the potential site areas.



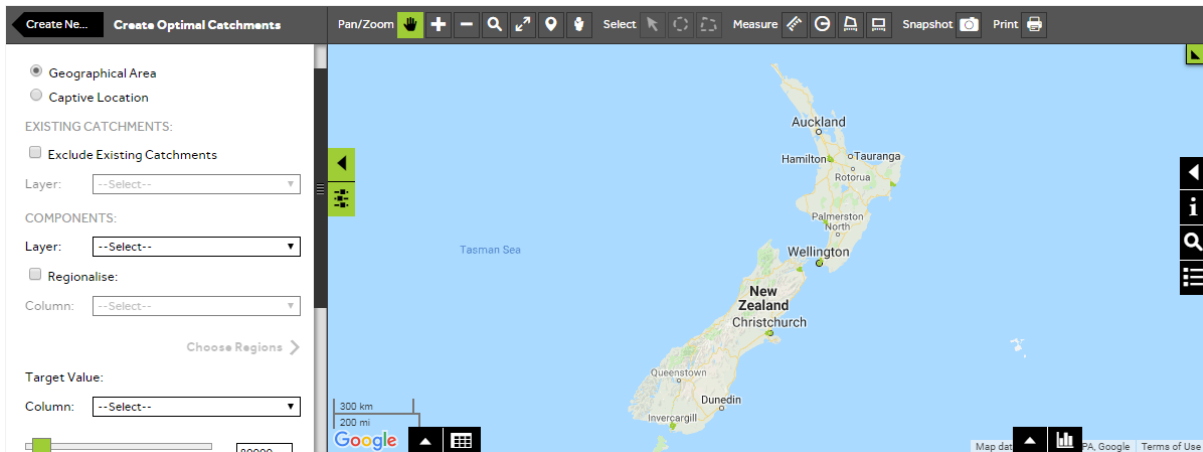
## Choose to create optimal Catchments

- To access the **Site Optimiser** and input the criteria that you want the system to use to identify and rank your potential new sites, select **Create Optimal Catchments**.



## Select target method

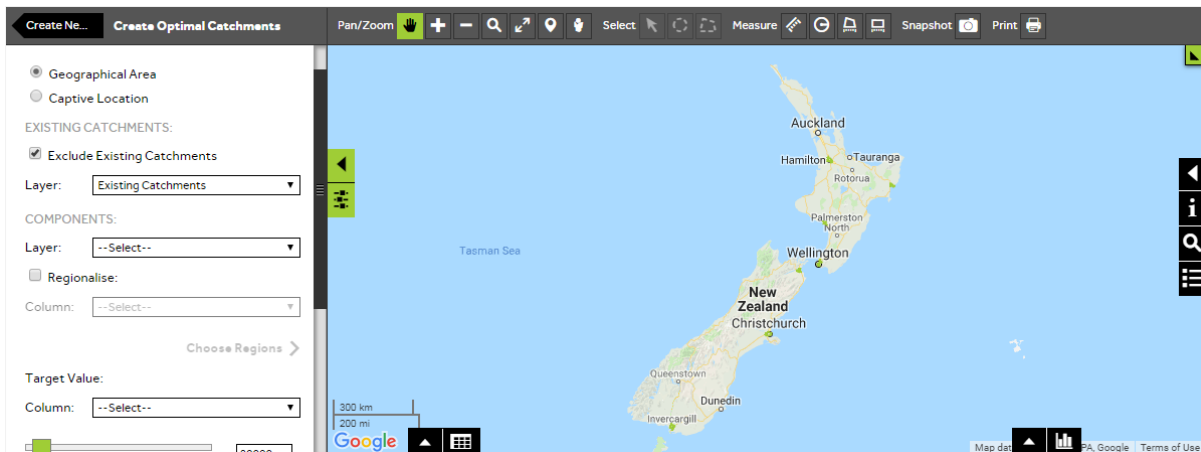
- Select **Geographical Area** to identify potential areas that meet your criteria.



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## Exclude existing Catchments

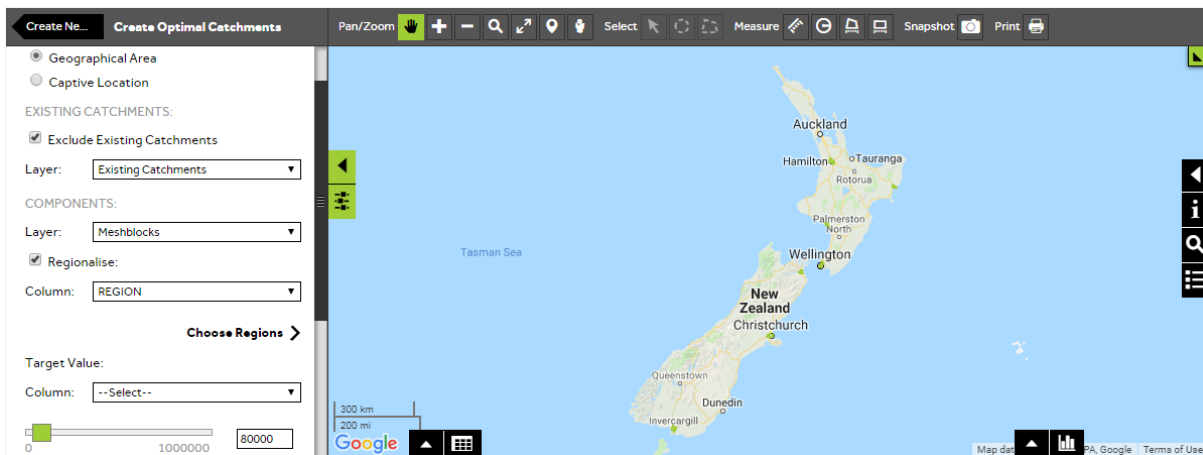
- The Site Optimiser gives you the option to exclude your existing sites from the optimisation so that the results won't include sites that you already trade in. Tick the box next to **Exclude Existing Catchments** and select the layer that contains your existing sites from the dropdown list next to **Layer**. Alternatively, if you want a green field approach which assumes you have no existing coverage in this market, leave the **Exclude Existing Catchments** box unticked.



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## Choose the site components

- You need to select a component layer which is the layer that contains the building blocks to make up the sites. Select a layer from the dropdown list next to **Layer** in the **Components** section.
- Tick the **Regionalise** box if there are a large number (more than 10,000) of components in your component layer.
- Select a column from the **Column** dropdown list which the system can use to group the components into regions.
- If you only want the system to look at certain regions you can select these by clicking on **Choose Regions**.

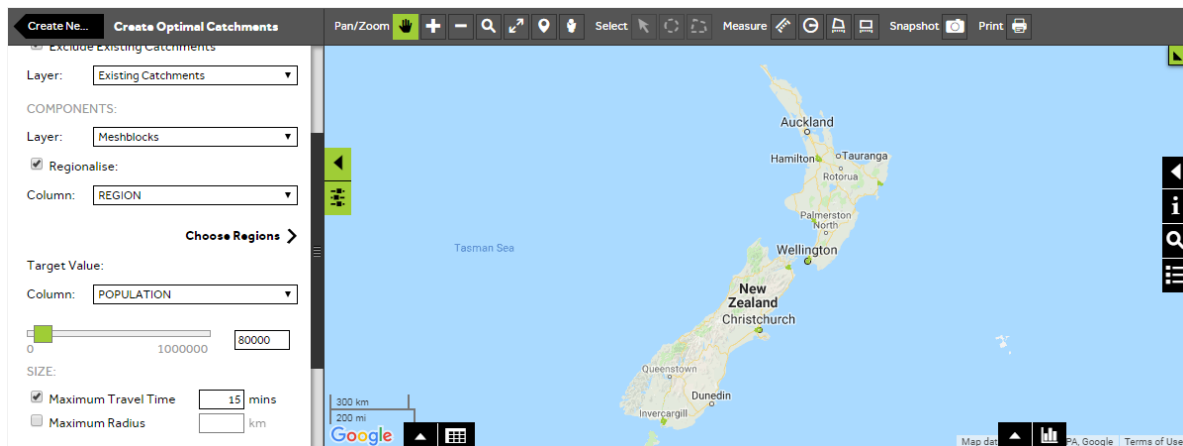


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## Select target value for sites

- The **Target Value** section allows you to select the column from your component layer that will be the determining factor in selecting the sites. Select a column from the dropdown list next to **Column**.
- The number in the box below is the minimum value for which a potential site will be created. For example, you may only want to see potential sites where Population is more than 80,000. Enter a value into the number box by using the slider or typing into the box.

- You can specify the maximum size of sites or catchments that you want to create by ticking the box next to **Maximum Travel Time** or **Maximum Radius** and entering the maximum value required.
- **Advanced Options** allows you to apply further specific settings for the optimisation.

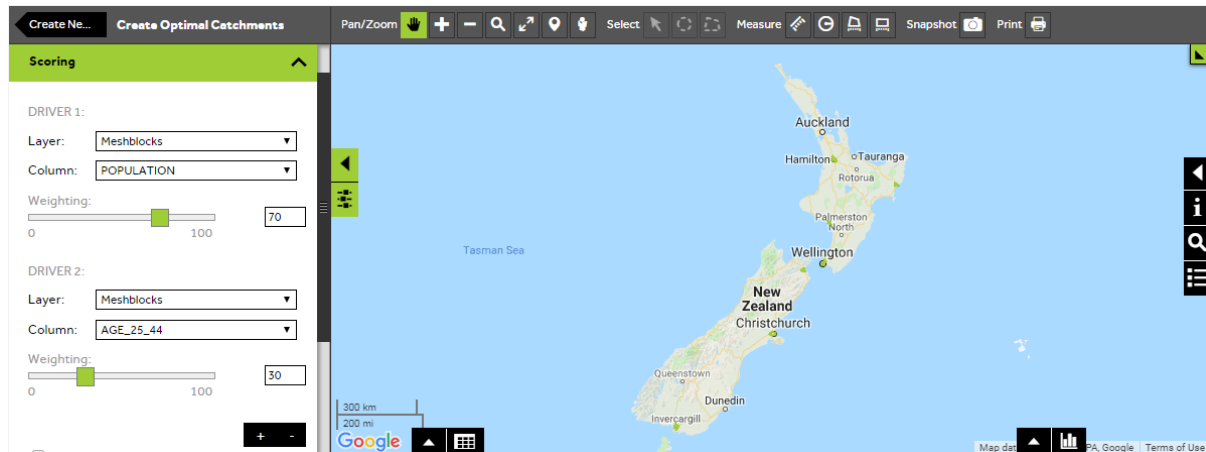


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## Rank potential new sites

- The **Scoring** section of the panel lets you choose the key drivers or the leading factors which will allow the system to rank the potential sites in terms of suitability. To choose your first **Driver** click on the dropdown box next to **Layer** and then select the Component Layer that you chose to build the optimal sites from. Then select the column that is important to the success of a site from the **Column** dropdown list.
- To add additional drivers, press the **+** button. Up to 10 drivers can be selected and different weightings can be allocated to each driver depending on their importance.
- To change the weighting of a driver drag the **Weighting** slider or type a number into the number box. Give the drivers which are the most important higher values than those that are less important.

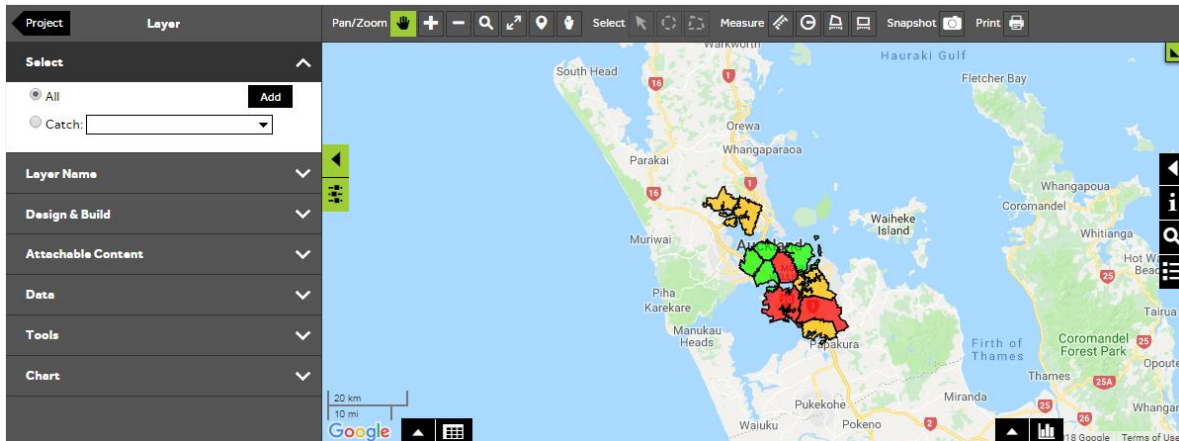
- If you tick the box next to **Overwrite Styling** the potential sites will be shaded on the map in red, amber and green according to how high they rank in terms of suitability as new sites.
- The system has a standard method for classifying each of the drivers but you can change the method by clicking on **Advanced Options** and selecting the method that you require.
- Once you are happy with your settings you can press **Optimise** to run the Site Optimisation.



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## Viewing the results on the map

- A new layer will be created which contains the optimal sites. If you chose to **Overwrite Styling** in the **Scoring** section of the Site Optimiser the resulting sites will be displayed on the map coloured according to their score.
- To see the list of Catchments and the data associated with them open the data view by clicking on the datagrid icon at the bottom left of the map.



## What do you want to do next?

You may want to create a report or export your optimised sites to a file. Please refer to the following sections for further assistance:

- Refer to: **Catchments Steps – Create Output - Report**
- Refer to: **Catchments Steps – Create Output - Export**
- Contact: **Geoplan Support**