

**Demographics User Group Conference**  
**The Royal Society, 6-9 Carlton House Terrace, London SW1Y 5AG**  
**Thursday 2 October 2008**

**“Dynamic data – Creating current information and insight from customer  
and government databases”**

**Speakers’ Profiles**

**Professor David Rhind (Advisory Panel for Public Sector Information, and UK Statistics Authority)**

Professor David Rhind CBE has had a varied career: until summer 2008 he was Vice Chancellor of City University London – which has intimate links with the City itself – and before that was Director General of Ordnance Survey. He was a member of the Statistics Commission from May 2000 and became its chairman from 2003 until 2008. He is now a Non-Executive Director of the Bank of England and of the UK Statistical Authority, chairman of the government’s Advisory Panel on Public Sector Information, a trustee of the Nuffield Foundation and chairman of the Nuclear Decommissioning Authority’s Socio-Economic Committee. He is unusual in having been elected as a Fellow of both the Royal Society and the British Academy – the UK’s national academies of science and social sciences and the humanities.

**John Pullinger (House of Commons Library)**

John Pullinger is Librarian and Director General, Information Services and member of the Management Board at the House of Commons. John is responsible for providing information services to Members of Parliament. This includes line management of the Research Service, the Parliamentary Office of Science and Technology and library, curatorial and information management services. He is also responsible for Parliament’s strategy for engaging with the public including information, media and communications, education, website, visitor and outreach services.

Outside Parliament, John is a member of the Council of the Royal Statistical Society. He chairs the UK Data Forum, a body that has been charged with the development of a national strategy for data resources for research in the social sciences. Before joining Parliament in 2004, John had a career in the civil service. He has worked in the Department of Trade and Industry, Department of the Environment, and Office of Manpower Economics in a variety of professional, administrative and policy roles. Immediately before coming to Parliament he was an Executive Director and Management Board member at the Office for National Statistics where he had been responsible for economic and social reporting, the national population census, household surveys and statistical policy and planning.

**Giles Pavey (dunnhumby)**

Giles joined dunnhumby in 1998 as head analyst on the Tesco account. As such he led dunnhumby in helping Tesco to achieve one of its core values of “understanding customers better than anyone”. Specifically, Giles pioneered the development of the multi-dimensional “Lifestyle” segmentation which identifies each customer’s predominant need. He also developed “Shopping Habits”, dunnhumby’s unique method for identifying and tracking loyalty. Today these segmentations underpin the delivery of all of Tesco’s direct marketing and customer orientated retailing. Customised versions of these segmentations are today used by dunnhumby’s retail clients across 4 continents.

In 2003 Giles took on a wider role working across dunnhumby. As Group Custom Insight Director, Giles has consulted on work within the grocery retail, telecoms, e-commerce, utilities, media and finance sectors. His role extends globally to ensure best customer insight practice is shared between dunnhumby’s offices in Europe, America and Asia.

Giles graduated with an upper second in Physics from Oxford University in 1988 and then went on to study marketing at Kingston Business School, specialising in retail and direct marketing. His first job was with market researchers BMRB where he was in account handling and specialised in new product launch and advertising effectiveness modelling. In 1994 he joined Information Resources as Head Statistician, looking after the technical aspects and the research and development for the company's retail sales tracking services.

### **Stewart Robbins (E.ON)**

Stewart Robbins has been Head of Customer Knowledge at E.ON for 4 years, having held a similar role at Barclays Bank before that, with responsibility for driving commercial value from the data held by the Retail arm of E.ON UK. He has many years' experience in Insight-related activities, and leads a team of 12 analysts working across a range of sales, marketing and operational projects. Stewart is married with three children, and lists his interests as camping, reading and generally not working.

### **Professor David Martin (University of Southampton)**

David Martin is a Professor of Geography at the University of Southampton. He is also Director of the ESRC Census Programme and a Co-Director of the ESRC National Centre for Research Methods. The Census Programme (<http://census.ac.uk>) provides online access to census data and support services for students, teachers and researchers throughout UK Higher and Further Education.

David's personal research and teaching has been built around the socio-economic applications of geographical information systems with particular interests in grid-based population models, accessibility measures and zone design. He is the author of 'Geographic Information Systems: Socio-economic Applications' (1996) and co-editor of 'The Census Data System' (2002) in addition to over 80 journal papers and book chapters. David worked closely with the Office for National Statistics to develop the automated system for the creation of 2001 census output area boundaries.

### **Stephanie Durbin-Wood (Co-operative Group)**

Stephanie Durbin-Wood is Head of Location Analysis at the Co-operative Group, where she has worked for 15 years in a variety of roles until settling with her current department as part of Food Retail in 2001. Her department is responsible for the assessment of investment opportunities, and her team have been greatly involved in the impending acquisition of the Somerfield group of foodstores – which will take the Co-op Group to over 3,000 food stores in the UK. Whilst leading the team in Manchester Steph has seen huge growth not only within the Co-op Group, but also within her own team – and the benefits that this has brought are measurable with every investment that her business makes into a new foodstore.

It is imperative to the analysts in her team that they have access to the best quality data, from the best serving providers, and that it reflects what is needed for them to provide an accurate assessment of investment potential. As a result of this, Steph has worked tirelessly to improve the supply and application of all data from numerous sources, and this was one of her underlying motivations for joining DUG in 2007.

### **Neil Storer (Camden LB)**

Neil started work with the GLC Population Statistics Group in 1985 and stuck with them during their transformations within the London Research Centre and into the GLA in 2000. Throughout this period Neil worked mainly on vital statistics and demographic projections.

Since 2000 Neil has been working for the London Borough of Camden, initially as their Census Liaison Officer, overseeing the 2001 Census and dealing with output, dissemination and analysis of results. However, this role has been broadened to incorporate general demographic and socio-economic statistics and he now leads the section of the Council's Planning Policy and Information Team that supports the work of the Unitary Development

Plan/Local Development Framework planners and provides a corporate service on general demographic statistics. Recently, Neil was Camden's main point of contact for the 2007 Census Test and he also represents London boroughs on the CLIP Census Advisory Group.

### **Ben Smith (Tesco)**

Ben is currently strategy and analysis manager for Tesco.com having moved from Tesco Site research 4 years ago. His specialist team is responsible for ensuring there is sufficient store capacity to cope with Tesco's strong online grocery growth including the first customer-less store in Croydon. Ben has 15 years in the Geospatial analysis and marketing field having started out analysing opera attendees in Manchester and moved into brand targeting campaigns for shampoo and pet foods.

Outside work Ben has been a lifelong supporter of Leeds United and is still an active league tennis player as well as keen golfer. He is married to Maria, a fashion designer and has 2 young girls, Ines and Rosa. Ben lists his proudest moment so far watching his eldest daughter, Ines dancing as a snowflake in the Christmas play.... and his worst moment so far as watching Leeds lose in the playoffs at Wembley last year, sat in the Doncaster Rovers end!

### **Garnett Compton (ONS)**

I am currently the acting head of the 2011 Census Design Authority (DA). The DA is responsible for the high level design of the 2011 Census, maintaining focus on the Critical Success Factors, ensuring coherence and consistent quality across different aspects of the Census design.

Prior to this I was the Census field design where I developed an addressing strategy for the 2011 Census and assessed other key field design issues, such as the decision to post-out questionnaires in 2011. Before ONS, I had a short sabbatical in Canada and before that worked for the General Register Office for Scotland, where I was responsible for the dissemination of Census outputs and the production of mid-year population estimates.

### **Professor Martin Callingham (Birkbeck College, & DUG)**

Martin is currently a Visiting Professor at Birkbeck College in the School of Geography where he is developing new ways of areal classification (based on geographical primitives) and handling flow data. Formerly, Martin was Research Director at Whitbread and was responsible for market research, direct marketing and spatial analysis. He was a founder member of DUG and runs the DUG Influencing Business Decisions training course.

### **Tim Allen (Local Government Association)**

Tim is Programme Director for Analysis and Research at the Local Government Association. Prior to that, Tim headed Department for Environment, Food and Rural Affairs Rural Strategy and Research functions, worked in Treasury on the 2002 Comprehensive Spending Review, headed Corporate Strategy, Research and Corporate Governance for the former Countryside Agency, and was Regional Director East and West Midlands for the Countryside Commission leading work on environmental regeneration.

Earlier in his career, Tim led a number of pioneering experiments and programmes to 'green' agriculture, before which he worked as a property professional in public and private practice. Tim is a Chartered Surveyor and a visiting professor at Birkbeck, London University.

### **Richard Alldritt (UK Statistics Authority)**

Richard Alldritt is the Head of Assessment for, and a member of, the UK Statistics Authority. He was appointed by the Prime Minister in May 2008 and is the Authority's principal adviser on the scrutiny of official statistics.

Richard is a career statistician who has worked in a number of government organisations. He started his career in the Home Office and went on to run the strategic planning unit of the, then, Central Statistical Office. In 1993 he was appointed Chief Statistician in the Welsh Office and then the Welsh Assembly Government. Before he was appointed to the Statistics Authority, he was Chief Executive of the independent Statistics Commission for five years.

#### **Martin Bellingham (The Children's Mutual)**

Having lived abroad as a child and brought up on National Geographic as bedtime reading, I studied Geography at Newcastle Polytechnic. This developed my interest in spatial analysis and led me to study for GIS at Keele. I started my working life at Newcastle Council using GIS to carry out spatial analysis of deprived areas, integration of multi-agency datasets as well as wider market research projects.

After 5 years in the public sector, I joined Boots the Chemist where I worked on sales forecasting for new stores, loyalty card analysis and company wide strategy development. From there I joined Nationwide Building Society as Location Planning Manager working on the branch network strategy. I joined The Children's Mutual in early 2005 as Strategy and Research Manager responsible for the research and strategic development needs of the organisation. The Children's Mutual is a leading provider of long-term children's savings and has been extensively involved in the development of the Child Trust Fund – the UK's first 100% financial market product. Having worked in both the Public and Private sectors I am particularly keen to explore how mutually beneficial solutions can be delivered by both sectors working closer together.

#### **Jil Matheson (ONS)**

Jil Matheson is Director General for Statistics Delivery in the UK Office for National Statistics. She has over 30 years' experience working in a variety of roles in official statistics. At various times she has designed, managed and reported on a number of surveys, has led teams responsible for a whole range of National Statistics, and worked on National Statistics Policy. Her current role includes developing ONS's social and economics statistics to keep them relevant, high quality and accessible. Particular current preoccupations include developing our population statistics, preparations for the 2011 Census, and development of our economic statistics.

An abiding passion has been to see statistics used and valued by all those participating in democratic processes – from citizens to Ministers.

#### **Keith Dugmore (Demographic Decisions, & DUG)**

Keith had already had a long and varied career in market analysis when he set up Demographic Decisions in 1996. He started his working life as a statistician at the Greater London Council, having an enjoyable time which included analysing the 1961, and 1966 censuses. Later he managed the development of the SASPAC 1981 census analysis software, and led the project to create digital boundaries for the 1991 census. At CACI Keith set up and managed the Public Services and Utilities Group, and later became Director of its Financial Services Group.

He established Demographic Decisions to provide impartial advice on the use of data to answer business questions, and also set up the Demographics User Group to represent 15 large commercial companies' needs for government demographic data. Keith's clients include large commercial companies and also public service organisations. Keith is an active member of the Market Research Society, and has chaired the Royal Statistical Society's Statistics User Forum. He is also a member of the Advisory Panel for Public Sector Information (APPSI), and the UK Data Forum. He finds time whenever he can for bird watching, jazz, and sailing.

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