



Hull City Council  
Hull, England  
www.hullcc.gov.uk

#### Industry:

Public Sector

#### Annual Revenue:

US\$723 million

#### Employees:

14,000

#### Oracle Products & Services:

Oracle Spatial

#### Oracle Partner:



eSpatial  
www.espatial.com

**“Oracle Spatial enables us to share location-based information from a single data store, which greatly increases our ability to respond promptly to critical situations.”** – Emma Warwick, E Services Manager (ICT & E Government) Hull City Council

## Hull City Council Leverages Spatial Assets to Boost Responsiveness and Transform Disaster Management

With almost 250,000 residents and a student population of 16,000, Hull is a vibrant European city and cultural centre as well as a major port that handles 15% of the UK’s seaborne trade.

### Challenges

- Maximize use of location-based asset information for users within council departments and the general public
- Comply with the “Transformational Government—Enabled by Technology ” initiative to build services around the needs of citizens while releasing resources for “frontline” services
- Accelerate response times to emergency situations through coordinated, real-time information management and sharing

### Solution

- Implemented Oracle Spatial to provide a scalable, secure foundation for deploying a Web-based mapping solution.
- Commissioned Oracle Partner eSpatial to implement iSMART, a comprehensive solution that complements Oracle Spatial and has a successful track record in local government organizations
- Chose iSMART for its flexible open architecture and the scalability, security, and availability of its Oracle Spatial base
- Migrated data from multiple legacy systems and GIS tools and created a single interactive mapping solution for seamless sharing of spatially enabled data by all council departments
- Chose iSMART for its ability to identify key areas of interest such as fly-tipping, graffiti, or crime hot spots, and share information online with the police and other partners
- Saved US\$59,000 annually in licensing and training costs by decommissioning legacy tools while boosting staff productivity
- Made selected information, search, and reporting capabilities available to the public online, cutting average query cost from US\$7 to US\$0.30 while moving more enquiries to the website
- Extended iSMART within 48 hours by integrating with an Oracle CRM solution to create an emergency management system following heavy flooding
- Plotted blocked roads, stranded citizens, and at-risk areas during the flood after receiving telephone and Web contacts, and automatically updated the information every 15 minutes
- Won the prestigious Exemplar Award for the most creative use of an emergency management system