



**DATA  
Play™**

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#DATAPlay

# CHALLENGES

## Monitoring and visualising data for Plymouth Plan

The Plymouth Plan is the long term plan for the city.

How can we use data and visualise it in ways that help people see what is being delivered, how and where?

What are the opportunities to use [www.plymswdevonplan.co.uk](http://www.plymswdevonplan.co.uk) or add information to [www.dataplymouth.co.uk](http://www.dataplymouth.co.uk) ?

## Visualising data to support corporate activity

Plymouth City Council have significant cost savings to make over the coming years. How can we use data to help explore how we make efficiencies, improve our relationship with our communities or generate income?

This is the corporate plan:

<https://www.plymouth.gov.uk/aboutcouncil/corporateplan>

What are the opportunities to use the new Council website [www.plymouth.gov.uk](http://www.plymouth.gov.uk) and add information to [www.dataplymouth.co.uk](http://www.dataplymouth.co.uk)

## Visualising data for fun

How can we use data in fun and interesting ways that engages local people or helps to understand the city in different, alternative or surprising ways?

## Visualising data for good

How can we present data to put across environmental and impassioned messages in such a way that people gain an understanding and appreciation of the issues.

**DATA Play 7  
DATA Visualisation**