Driving change for better cities

Data and Love

Webinar 1
15/01/2026

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URBACT is an EU-funded programme supporting sustainable urban development in Europe through:

Networks of European cities

Capacity building activities & tools

Knowledge uptake and sharing

Currently 525 cities involved in 65 networks

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URBACT Knowledge hub on social data

Webinar 1 15/01/2026	Webinar 2 22/01/2026	Webinar 3 29/01/2026	Webinar 4 19/02/2026
What do EU cities really know? Social data needs, challenges and turning it into policy Expert: Mar Santamaria	**How to collect and manage data for social policies?** Expert: Sofia Aivalioti	**How to interact and draft social policies with data?** Expert: Zsolt Séra	**How to measure the impact of social policies with data?** Expert: Liat Rogel
inspiration from: **Bologna (IT)** **Granada (ES)** **Sligo (IR)**	inspiration from: **Kuopio (FI)** **Pentágono Urbano (PT)** **Lyon (FR)**	inspiration from: **Oulu (FI)** **Heerlen (NL)**	Inspiration from: **Cinisello Balsamo (IT)** **Glasgow (UK)**

URBACT CITY FESTIVAL
31 March - 01 April 2026 - Nicosia, Cyprus

Guidebook

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This webinar

- Webinar as **a workshop**
- Will last until **11.30 h**
- **Recording and slides** available after the webinar
- Hold your questions for the dedicated **Q&A moments**
- Connect to **WooClap** (www.wooclap.com) for interactive exercises with the code **CRXITX**
- Stay until the end to give us your **thoughts about this webinar**

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Objective

A focused session to promote the use of social data for people-centered, evidence-based and participatory urban policies

Gather more best practices from the assistant (you)

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Structure

- **Social data overview**
- **Guest Speakers Q&A**
    - Mar Santamaria, consultant team to the city of Bologna (IT)
    - Ángel Luís Benito (City Council of Granada) (ES)
    - Brían Flynn (Sligo County Council), Gail McGibbon and Edel Doran (Sligo BID) (IR)
- **Summary**

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The networks

One Health 4 Cities

U.R.IMPACT
Prioritising Social Impact in Urban Regeneration

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CITIES@HEART
TOWARDS A BALANCED CITY CENTRE

NextGen YouthWork

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Why do we talk about data?

Efficiency

It helps us make processes more efficient. Less cost and resources.

Facility

Easy, fast, clear

Citizen-centered data

It connects us with citizens, letting them share insights and ensuring data truly reflects their reality. It helps ensure transparency through accurate, reliable data.

No data system is meaningful unless it ultimately serves and reflects the citizen.

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Why do we talk about social data?

Social data are data generated by or about people and communities that describe social conditions, behaviors, interactions, and lived experiences, and that can be used to inform and evaluate public policies.

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Why do we talk about social data?

Data about citizens

Describes living conditions, needs, behaviours, and inequalities

Contextual and place-based: linked to the local context and lived experience

Dynamic: captures social change over time

Data for citizens

Used to improve policies, services, and quality of life

People-centred: focused on real needs, not just averages

Data with citizens

Co-produced through participation, consultation, and engagement

Builds trust, ownership, and legitimacy. Ethical: requires fairness, transparency, and privacy protection

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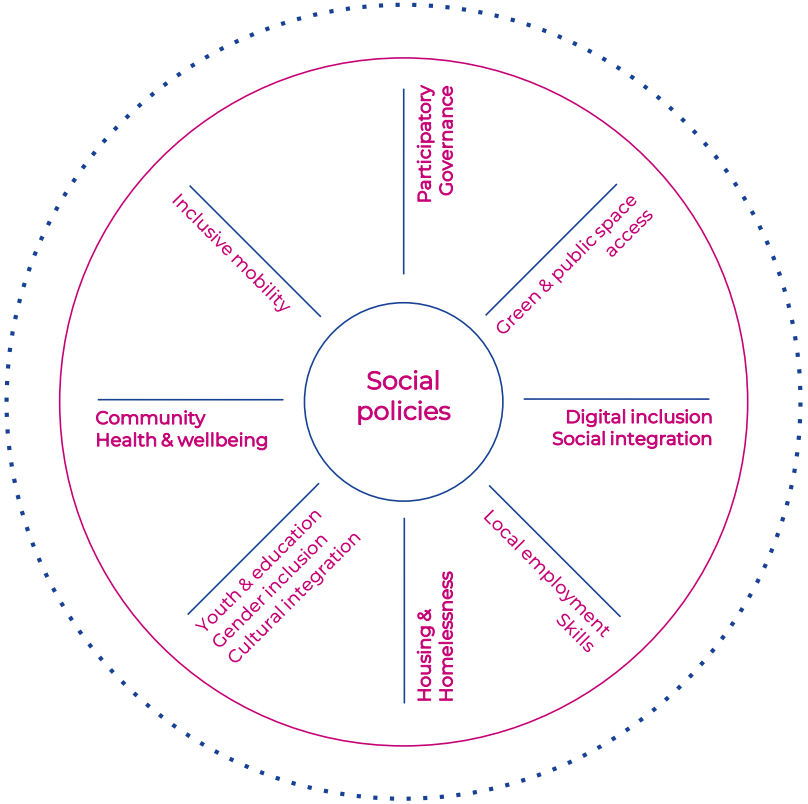
Social data for social policies



Social data
Person + Environment

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In one word, describe your city's biggest social data challenge

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What happened with data in the last 15 years?

Higher spatial resolution
Higher temporal resolution
More data sources

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The data acquisition

What data is available and how to produce it?

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What data sources do we have nowadays?

by nature (some examples):

Census

- **Population** (size and density, migration background, education level)
- **Housing conditions**
- **Cadastre**

Statistics

- **Poverty and income indicators**
- **Employment and unemployment rates**
- **Health and wellbeing indicators**
- **Quality-of-life indices**

Administrative records

- **Citizen feedback**
- **Public service use**

Social benefits and assistance records
Social housing applications

- **Building permits & licenses**

Sensor data

- **Waste**
- **Air quality**
- **Mobility patterns affecting access to services**

Satellite data

- **European Space Agency**
- **Climate vulnerability**
- **Green space availability**
- **Land use and urban density**
- **Informal/deteriorating housing areas**

Participatory Data

- **Citizen priorities and concerns**
- **Perceived service quality**
- **Community needs**
- **Feedback from vulnerable or underrepresented groups**

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What data sources do we have nowadays?

by topics (some examples):

Demography

- Population count
- Age distribution
- Household size
- Vulnerable population
- Homelessness

Housing

- Housing stock
- Rental prices
- Building permits

Services / Facilities

- Public services (education, health, culture…)
- Public transport
- Parks and recreational areas
- Waste collection points

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How to produce data?

Surveys	Fieldwork	Collaborative tools
Citizen satisfaction survey	On-site license inspections	Open street maps Collaborative fieldwork
Citizen provided	**Admin to admin**	**Casual data**
Citizen reporting	EU-level/National statistics Open data portals Academic or research projects	Mobile phone-based mobility matrix

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How to produce data?

Ready-made	Custom-made
Open and accessible/for a fee	**It requires preparation**
Casual Admin to admin Collaborative tools	Surveys Fieldwork Citizen-provided Collaborative tools

Tools

Web, app, chat, bot…

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RECAP

Very new things, but very old problems…

Municipalities used to manage demography and land register/cadastre
but now they face many more data sources

Yet basic challenges remain

we still don't know people or households well enough which is a challenge to youth policies, students, and systematic resource allocation.

We have more data than ever

and that means new challenges

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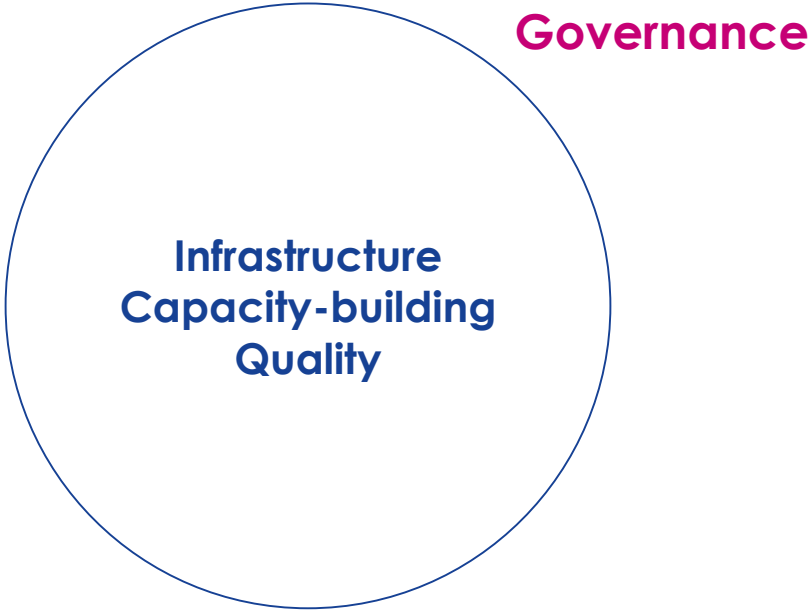
The challenges



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The challenge of the data infrastructure

How to manage it?
How to store it?

Where are the servers located?
Who supervises them?
Are they encrypted?
Open software or proprietary?
How to integrate different type of data?

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The challenge of capacity building

Human resources challenge
Training new profiles
(skills in encryption, data analysis and visualisation)

Breaking silos
Knowledge within administration or outside

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The challenge of quality

Data quality

Accuracy, Completeness, Consistency, Clear ownership, Bias

Data continuity

Long term availability, Interoperability, Resilience to system or staff changes

Protecting personal data

Existing policies, Internal processes, Data handling, Roles and responsibilities

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The data analysis and decision-making process

How to use, analyse, evaluate and publish the data?

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What are the uses we make of these data?

Literal

Exact counts

Example:
Number of people

Approximate

Estimates

Example:
Citizen satisfaction or NDVI

Casual data

Indirect or proxy data

Example:
Unemployment inferred from Social Media

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How do we analyse/evaluate?

From data to indicator
As a single data or a dataset (mixing)
Assessing what works well and what doesn't
(threshold and ranges)

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How to publish the data?

To citizens

Internally

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How to publish the data?

To citizens

Output type	Description	Examples
Open Data Portals / Observatories	Public platforms providing downloadable, machine-readable datasets about city life and policies	City open data portals
Visual Storytelling / Infographics	Data translated into accessible charts, maps, dashboards for easy understanding	Interactive dashboards showing social inclusion indicators
Reports & Policy Briefs	Narrative reports summarizing key insights, trends, and policy implications	Annual social monitoring reports, thematic reports
Survey Results & Citizen Feedback	Results from polls, participatory assessments, or satisfaction surveys	Citizen satisfaction surveys, community consultations
Interactive Maps / GIS Applications	Spatial visualization of social, economic, or environmental indicators	Neighborhood-level access to public services or green spaces

Internally

Output Type	Description	Examples
Dashboards & KPI Panels	Centralized visual interfaces summarizing key indicators and trends	Health, mobility, housing dashboards for internal monitoring
Data Catalogue / Repositories Observatories	Structured storage of datasets for analysis and sharing across departments	Urban social data platforms integrating multiple city services
Analytical Reports & Modeling	Internal reports with deep analytics, scenario modeling, predictive insights	Social inclusion trend analysis, impact forecasts
Alerts & Early Warning Systems	Automated notifications based on real-time data	Alerts on overcrowded schools, mobility disruptions, or environmental risks
Collaborative Tools & APIs	Tools enabling different teams to access, integrate, and analyse data	Internal APIs, collaboration platforms between social services and other department

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How to apply data in social policies?

And now, some examples

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Which social policies are you implementing in your local contexts?

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Inspiration from Bologna (Italy)

- Medium city, 390.000 inhabitants
- Gender/digitisation/sustainability as a transversal
- Variety of data sources and collection methodology

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Gender maps of the municipality of Bologna

European Commission
European Investment Bank
EIF
INVEST EU ADVISORY HUB
Comune di Bologna
OCA GLOBAL
IRS
FGB Fondazione Giacomo Brodolini

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From Data Mapping to Gender Data Infrastructure

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From Data Mapping to Gender Data Infrastructure

Connection between existing **databases** and indicators (infrastructure, **climate**, vulnerability, etc.) from a gender perspective.

To integrate the gender dimension into **urban policies**, it is essential first to understand the GAPS we need to bridge.

The intersectoral working group: a tool for **engaging internal stakeholders** as a space for developing and further implementing gender data.

Development of an atlas with **Gender Maps** that allows for the territorial reading of data for better **urban planning**.

The atlas with **gender maps** is in the process of implementation and dynamic updating in steps; **a tool to visually guide policies in the proximity of city areas.**

Development of gender indicators to improve the **monitoring of urban projects**.

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Data and data sources

Existing Datasets
(Open data https://www.comune.bologna.it/servizi-informazioni/opendata, Statistical Portal https://inumeridibolognametropolitana.it/)

Newly Identified and Collected Datasets
(Existing but outside of the INPS Organization, MEF, Land Registry, etc.)

Analyzed Datasets
(Mobility Management System, IQV, etc.)

Created Datasets
(New information from data processing to create indicators of individual fragility, gender gap, welfare demand, etc.)

- ***Statistical Data: Population, age, IQV...***
- ***Urban Data: Bins, sidewalks...***
- ***Management Data: Welfare...***
- ***Experimental Data: MMS...***

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Structure of the Gender Maps Atlas

6 chapters		2 key perspectives
1. The people	4. The City in motion	
2. The structures	5. The Transformations	
3. The Open Spaces	6. Epilogue	

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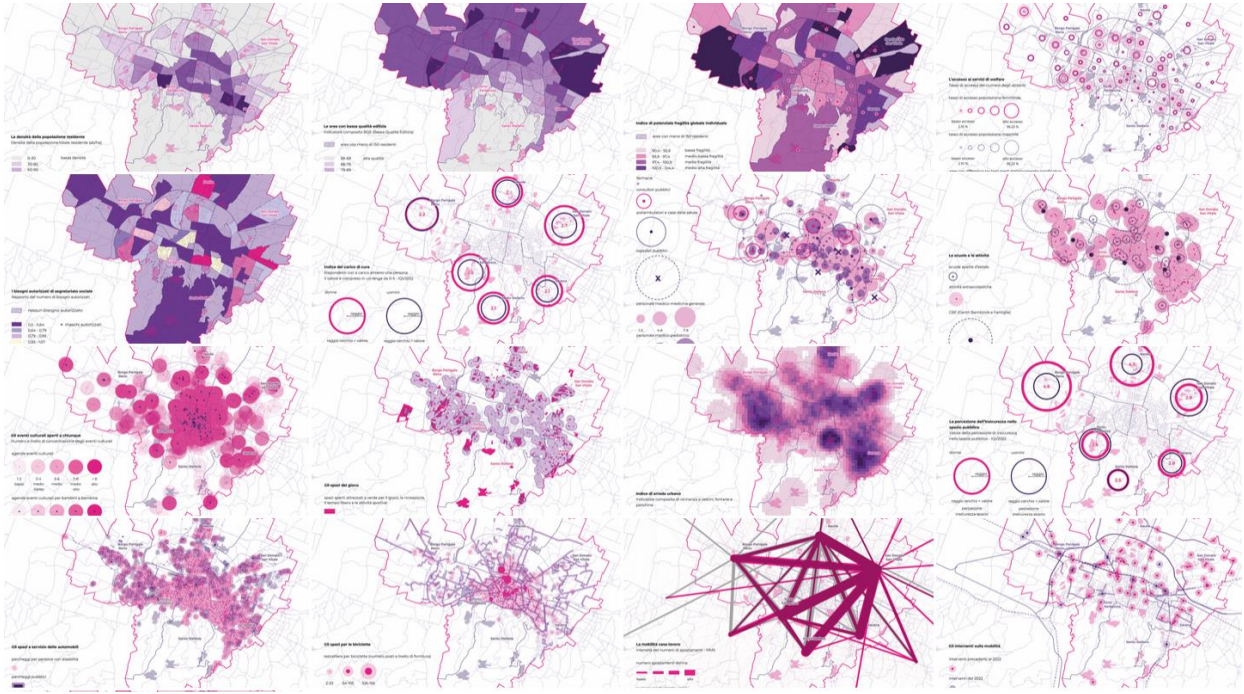
The Atlas



Total Maps in the First Edition 2023: 65

Total Maps in the New Edition 2024: 69

Unchanged: 9

Updated: 54

Removed: 2

New Maps Introduced:

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Other Examples of maps in the atlas

The people

1. Le persone
1.5 Cure e autonomia

C R

1.5.1 Indice del carico di cura

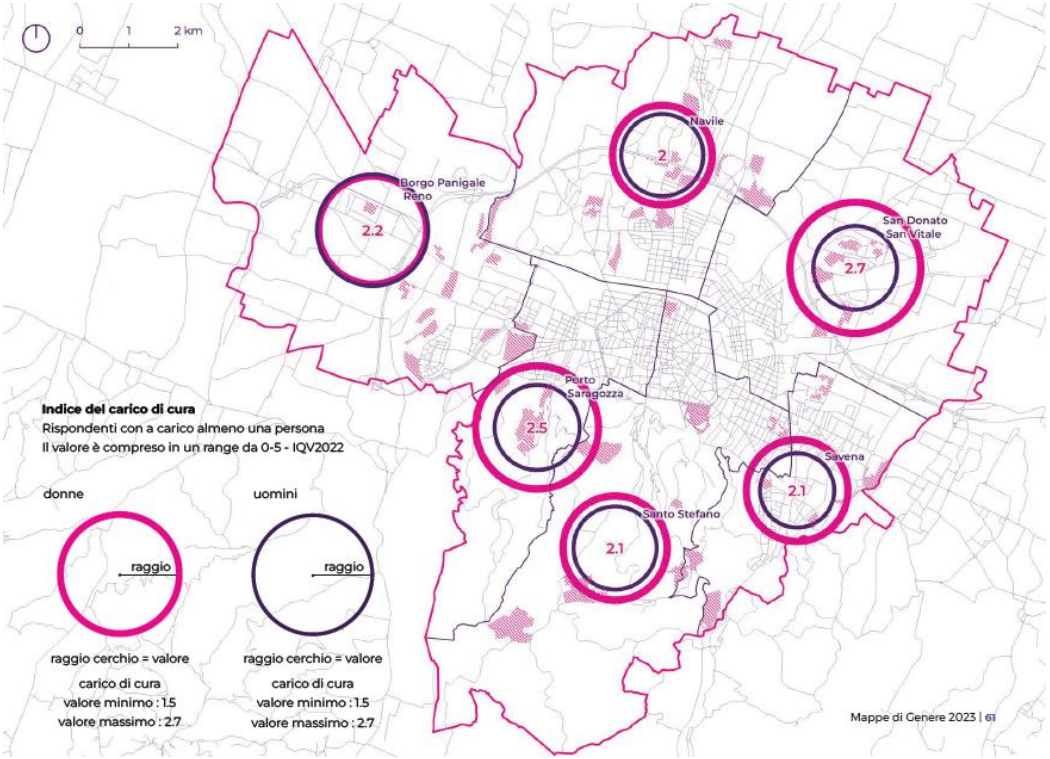
Grazie all'indagine sulla qualità della vita realizzata nel 2022[17] è stato possibile elaborare un indice che esprime il carico totale dei rispondenti in termini di cura nei confronti di familiari e altre persone a carico. Considerando i rispondenti che hanno responsabilità di cura verso almeno una persona a carico, i valori medi di questo indice nei diversi quartieri mostrano un carico di cura più consistente per le donne che per gli uomini, con alcune differenze territoriali.

Indice del carico di cura

fonte: Indagine Qualità di Vita 2022 - I numeri di Bologna

http://inumeridibolognametropolitana.it/analisi-sul-benessere-e-sulla-qualita-della-vita

[17] http://inumeridibolognametropolitana.it/analisi-sul-benessere-e-sulla-qualita-della-vita



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Other Examples of maps in the atlas

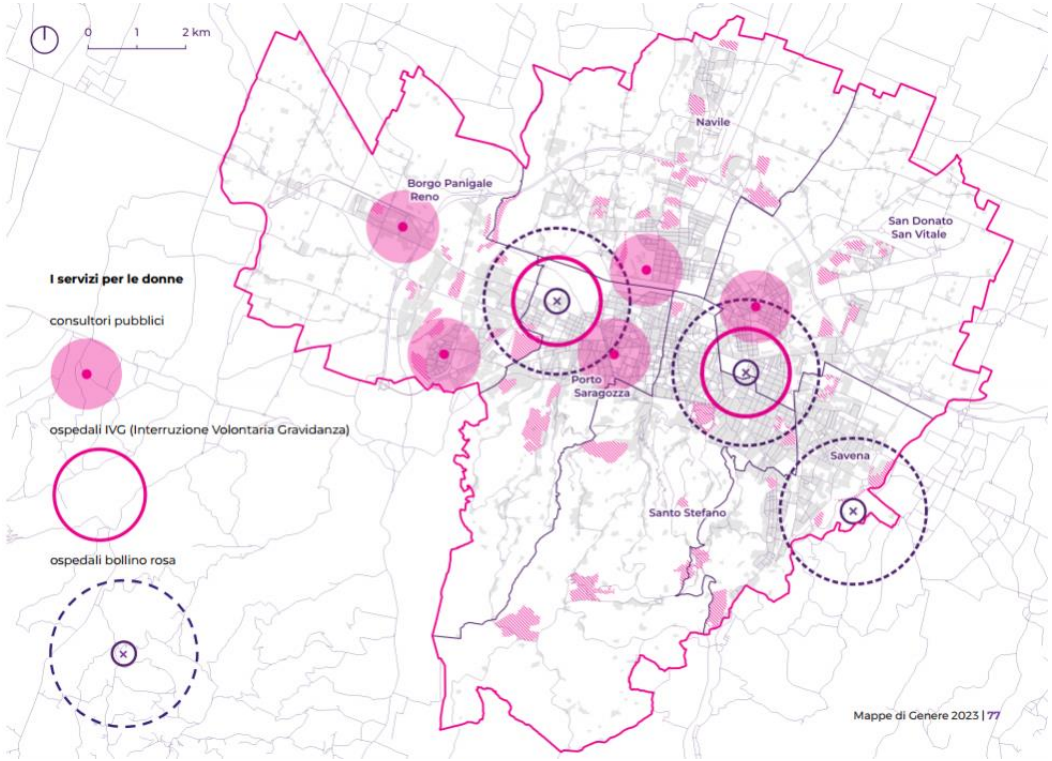
The structure

2. Le strutture
2.1 Strutture per l'assistenza sociale

C R

2.1.2 I servizi per le donne

La seguente mappa mostra i servizi specializzati per le donne, siano essi gli ospedali riconosciuti come Bollino Rosa, gli ospedali IVG (Interruzione Volontaria Gravidanza) ed i consultori, in cui è possibile ottenere la pillola anticoncezionale.



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Other Examples of maps in the atlas

The Open Spaces

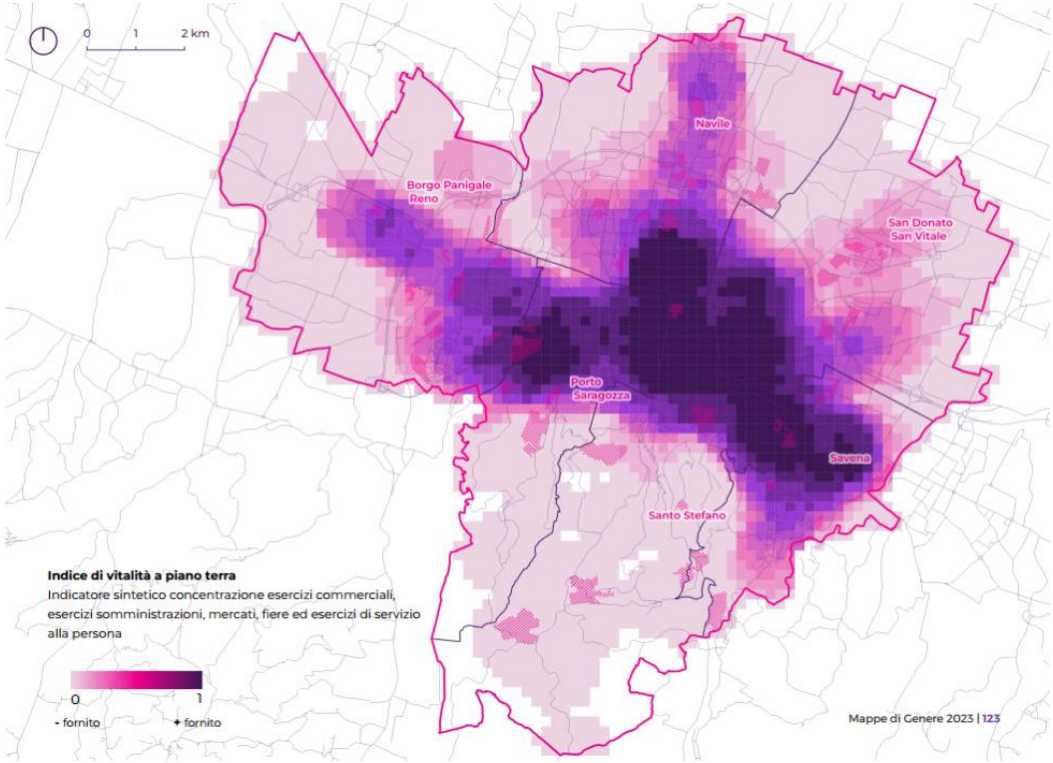
3. Gli spazi aperti
3.1 Spazi aperti ed attrezzati

C R

3.1.5 Indice di vitalità a piano terra

La seguente mappa mostra un indicatore sintetico realizzato a partire dalle informazioni per le diverse attività al piano terra. L'indice mostra la concentrazione di esercizi commerciali, somministrazioni, mercati, fiere ed esercizi di servizio alla persona, misurando (approssimativamente) la vitalità del piano terra, promuovendo la camminabilità ed il controllo sociale dello spazio pubblico, che si traduce in autonomia e sicurezza nell'uso dello spazio pubblico oltre a rendere più facile la gestione della vita quotidiana.

L'indice misura per ogni centro di una griglia di 200 metri il numero di strutture menzionate a una distanza di 400 metri.



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Other Examples of maps in the atlas

The City in motion

4. La città in movimento
4.2 Mobilità del lavoro, delle cure e dello svago

C R

4.2.4 La mobilità casa-lavoro

Grazie alla piattaforma di Mobility Management System[28] del Comune ogni azienda della città può raccogliere direttamente dai suoi lavoratori e dalle lavoratrici informazioni legate alla mobilità che permettono di fare una descrizione molto precisa degli spostamenti relativi all'origine e destinazione degli spostamenti da casa al luogo di lavoro.

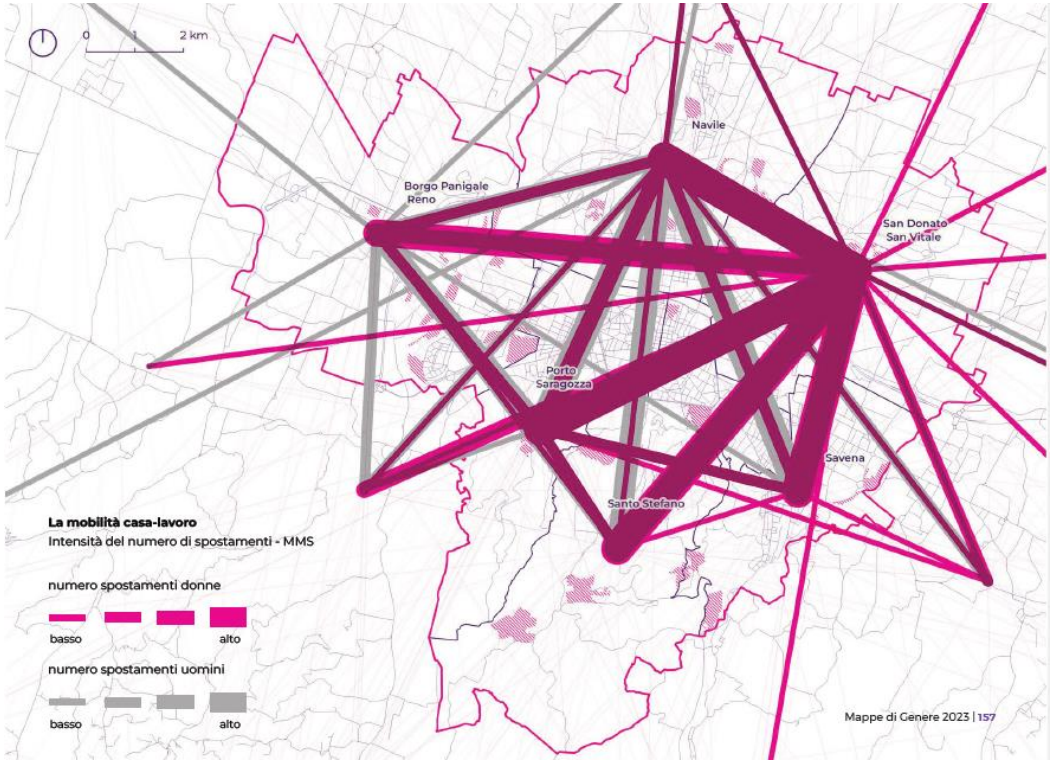
In seguito, mostriamo una rappresentazione della matrice di mobilità generata grazie a queste informazioni che nelle mappe successive raggiungeranno un dettaglio maggiore.

Matrice mobilità casa-lavoro

fonte : MMS - Comune di Bologna

https://www.comune.bologna.it/servizi-informazioni/mobility-management

[28] https://www.comune.bologna.it/servizi-informazioni/mobility-management



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Other Examples of maps in the atlas

The transformation

5. Le trasformazioni
5.1 Interventi sulle strutture

C R

5.1.4 Gli interventi nei servizi sanitari e sociali

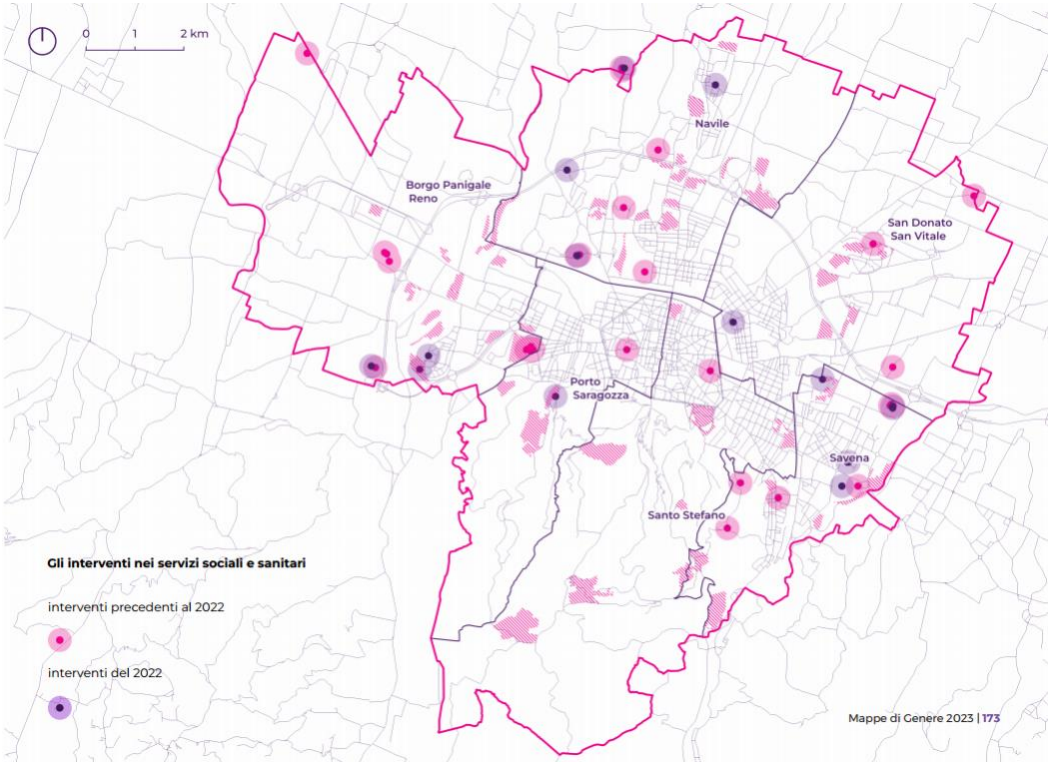
La seguente mappa mostra gli interventi rilevanti realizzati dal Comune per il miglioramento dei servizi sociali e sanitari.

Il database utilizzato "Atlante delle Trasformazioni Territoriali" ha permesso di mostrare i principali interventi inerenti alla categoria dei servizi sociali e sanitari (ovvero le trasformazioni che riguardano il miglioramento, l'ampliamento, la messa in sicurezza e nuove costruzioni di tali strutture e servizi) attuati, promossi, coordinati o autorizzati dall'amministrazione comunale.
I dati vengono raccolti, organizzati e georeferenziati dall'Ufficio di Statistica del Comune di Bologna e aggiornati con cadenza annuale al 31 dicembre. Inoltre le informazioni sono state rappresentate differenziate secondo due fasce temporali di riferimento, considerando gli interventi appartenenti al 2022 e gli interventi precedenti al 2022.

Interventi servizi sanitari e sociali

fonte : Atlante trasformazioni territoriali - I numeri di Bologna

http://inumeridibolognametropolitana.it/notizie/atlante-delle-trasformazioni-territoriali-4



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Other Examples of maps in the atlas

Climate Risk and Gender Fragility

6. Epilogo
6.1 Il rischio climatico in chiave di genere

C R

6.1.2. La fragilità microclimatica e lafragilità globale individuale significativa con divario di genere

Nella seguente mappa si sovrappone la fragilità microclimatica, mostrata precedentemente e la fragilità globale individuale nelle aree statistiche in cui il valore della fragilità è superiore alla media e dove il divario di genere rispetto a tale fragilità è sfavorevole per le donne.
In questo modo la mappa esemplifica l'intersezione di due informazioni fondamentali per il processo decisionale in città, ovvero i rischi climatici e il divario di genere

Fragilità microclimatica

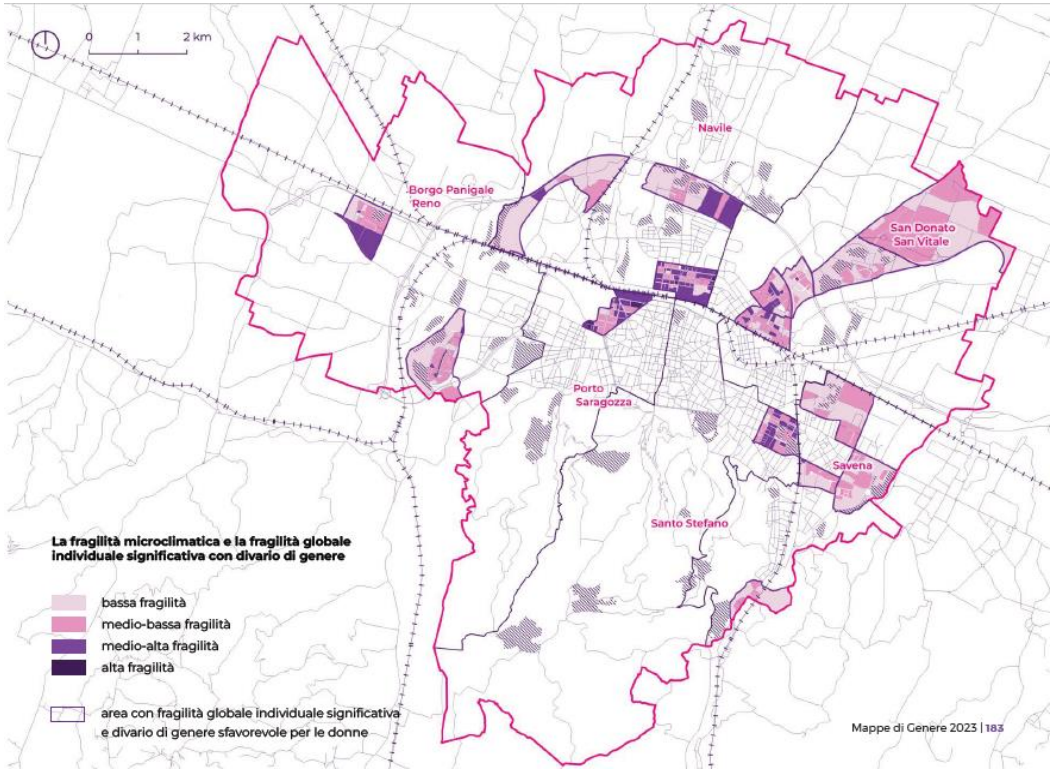
fonte: Resilienza e Ambiente PUG - SIT Comune di Bologna

http://sitmappe.comune.bologna.it/pugviewer/#/app/map/default

Fragilità globale individuale e divario di genere

fonte: La fragilità individuale e la disparità di genere - 2023

http://inumeridibolognametropolitana.it/studi-e-ricerche/la-fragilita-individuale-e-la-disparita-di-genere



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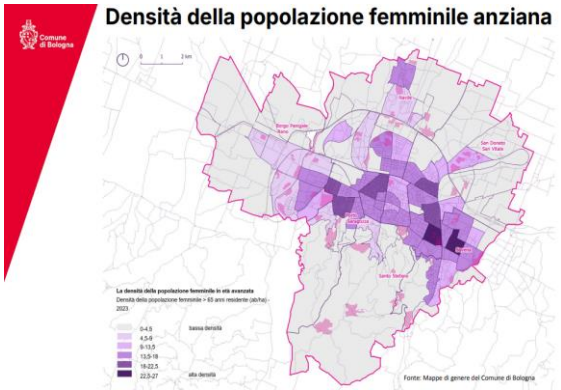
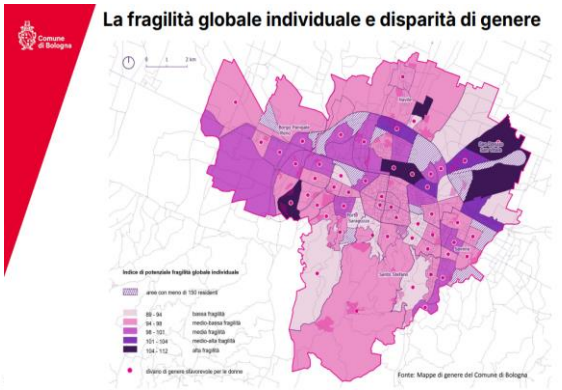
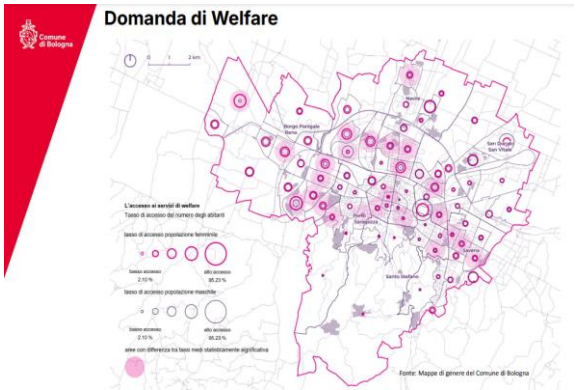
Example of Using Maps in Documents Supporting the Planning and Programming of the Entity

Data Analysis Report on the Needs of the Elderly and Disabled Population
(September 2024)

https://inumeridibolognametropolitana.it/notizie/report-di-analisi-dati-fabbisogno-popolazione-anziana-e-con-disabilita







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Outputs and impact

Outputs

Atlas
New datasets in the open data portal
New datasets for internal use
Public servants engagement
Tableau dashboards

Impacts

Economic performance of BEI investment
Support public space guidelines
Reports within the administration

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Inspiration from Granada (Spain)

- Medium city in Spain, 235.000 inhabitants
- Long tradition in participatory processes
- Strong collaboration between departments

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City of GRANADA

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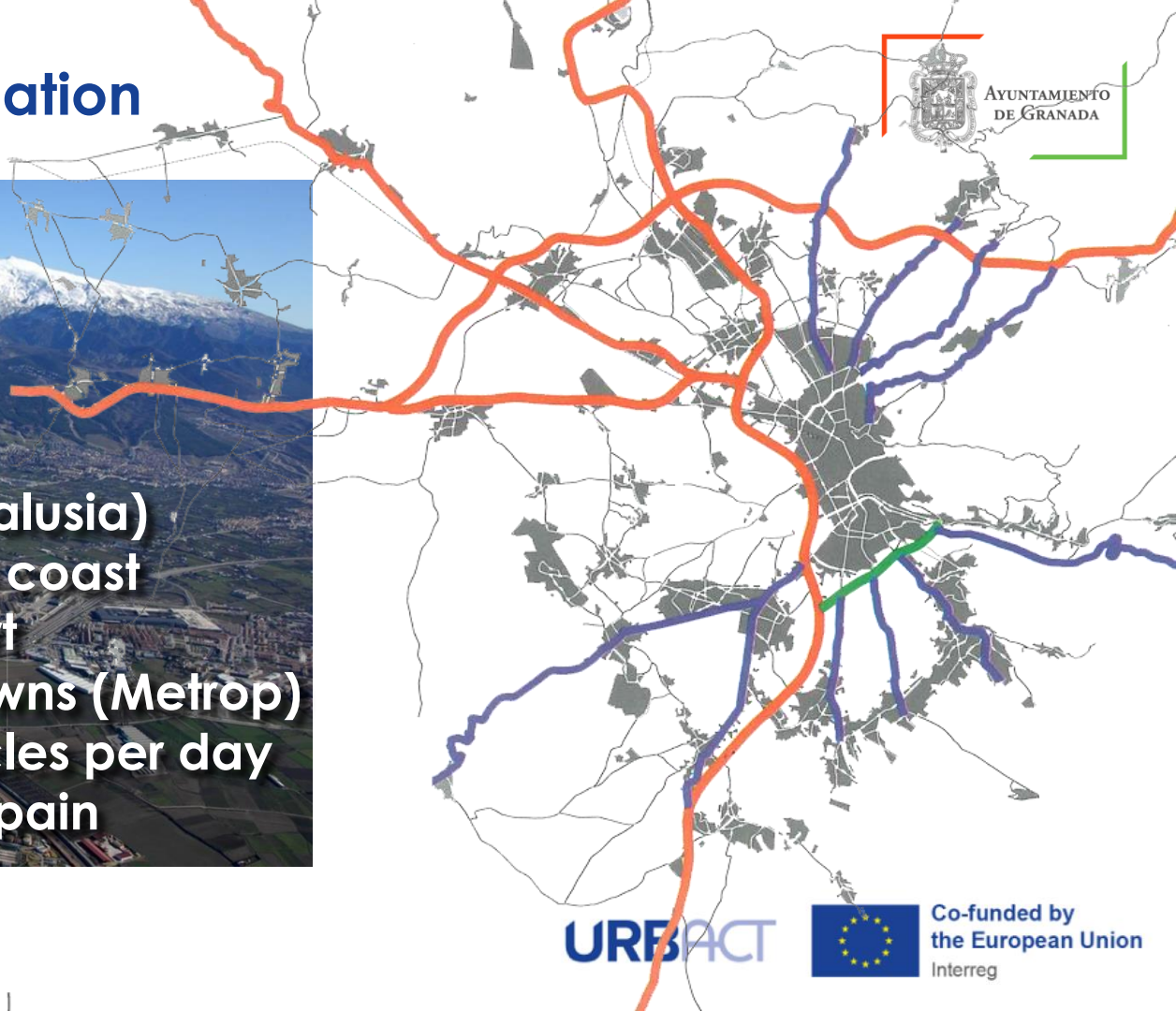
Granada intro: Location

Southeast of Spain (Andalusia)
½ Hour from the tropical coast
½ Hour from the ski resort
½ Million people + 34 towns (Metrop)
>270K Commuting vehicles per day
2nd Worse air quality in Spain



AYUNTAMIENTO DE GRANADA

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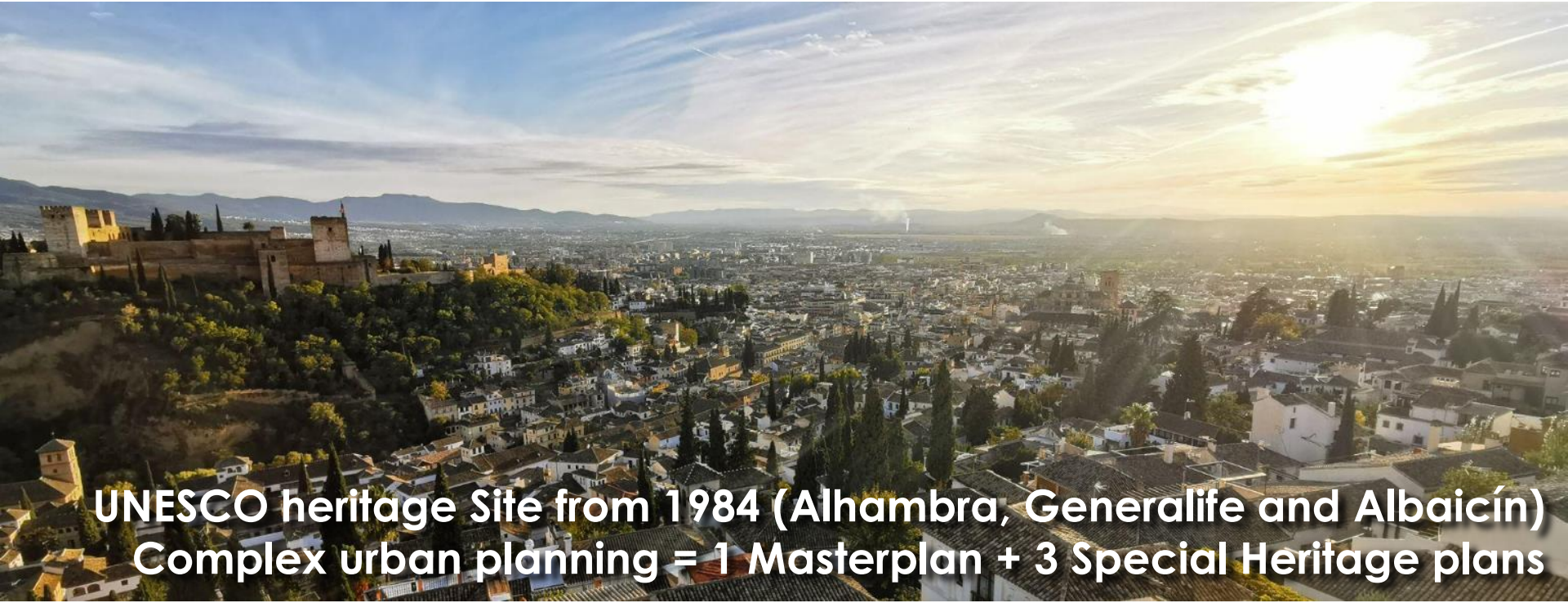
Granada intro: Heritage



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Granada in rough numbers

Ayuntamiento de Granada

AREA:

88 km²

25 km² urban

8 districts

RESIDENTS:

232.717

registered inhabitants

30% 0-30

45% 30-65

25% >65

FLOATING POPULATION:

>60K University Students

+ 5M tourists

ECONOMY:

>80% Service

8% Agriculture

7% Industry

3% Ltssustry

5% Construction

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Data collection: Available datasets

Avontamiento de Granada

National and Regional Government

- Census
- Cadastre
- Socioeconomic (INE)
- Air quality (Junta de Andalucía)
- Climate (AEMET)
- Risks & Emergency

Municipality

- Mobility (LEZ)
- Noise control (ZAS)
- Waste collection (PAYT)
- Land use
- Building activity
- Citizen participation

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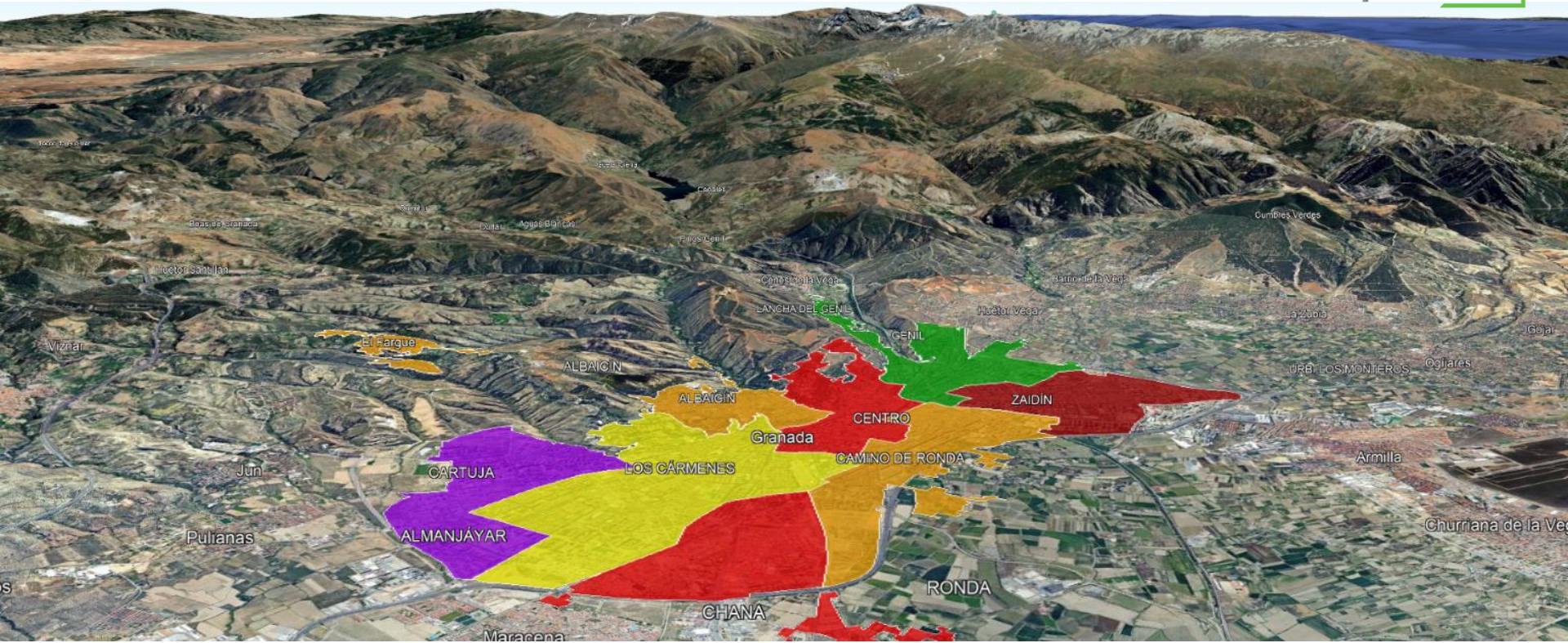
Data collection: Territorial approach (Districts)



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Citizen participation: Municipality structure

Ayuntamiento de Granada

Official organization for participation and data collection:

Structure

- 1 Deputy Mayor
- 8 District Mayors
- 8 Civic centers
- 45 employees

Tasks

- Public consultations
- Participatory budget
- Civic centers
- Decentralized registry
- Neighborhood festivals

Tools

- District Monthly Boards
- Citizens Plenary
- Social Council
- Sectorial Councils
- GranadaDecide website

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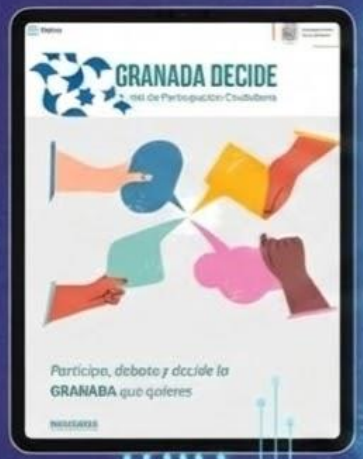
Citizen participation: Digital tools

AYUNTAMIENTO DE GRANADA



Granada Decide (Granada Decides)

- Participatory portal
- Participatory budgeting
- Public consultations
- Citizen initiatives
- ERDF Funded (EDUSI)

Granada Mejora (Granada Improves)

- Mobile app for reporting
- Urban incidents (3 clicks)
- Municipal services
- >20.000 incidents/year
- Improved by AI

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Chasing data: Challenges

Ayuntamiento de Granada

Official channels are mandatory and effective for official and regulatory purposes, but…
…a tailored strategy is needed to achieve greater scope.

Challenges	Tasks	Tools
Young people	Tailor made strategy	Events & meetings
Non-politics meetings	Appropriate format	Simple collecting
Fluent data processing		

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Chasing data: Sustainable Urban Development

Ayuntamiento de Granada

OBJECTIVE

Action Plan for SUD Strategy and cohesion urban local policy

STRATEGY

On-site district meetings, Citizens plenary, Instagram dissemination and on-line survey (>1000 inputs)

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Chasing data: Greening

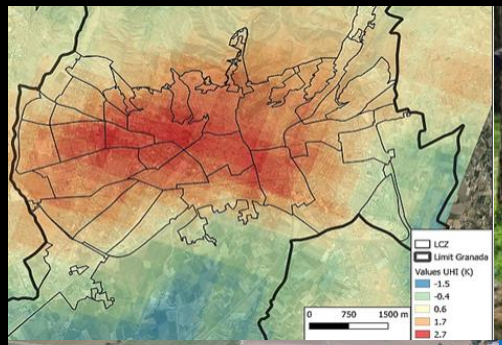
Ayuntamiento de Granada

OBJECTIVE

Gathering data for regreening strategy in Granada (Green Ring) and urban interventions

STRATEGY

Popular plantations and on-site survey with participants (>300 per year)



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Chasing data: City Center management

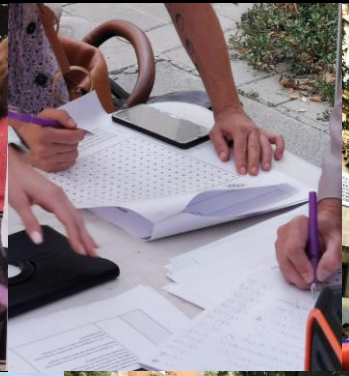
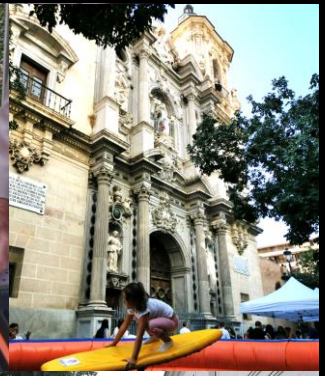
Ayuntamiento de Granada

OBJECTIVE

Collecting inputs for strategic planning (URBACT IAP Cities@Heart)

STRATEGY

First ever neighbourhood festival (Verbena) and on-site photobooth (200 interviews)

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Chasing data: Mobility

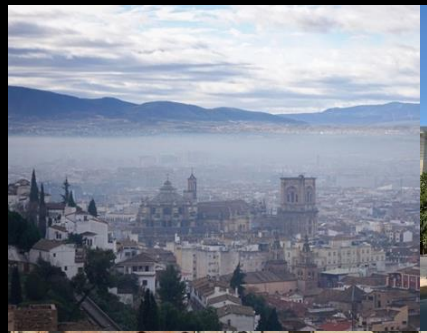
Ayuntamiento de Granada

OBJECTIVE

Shaping Low Emissions Zone policy for traffic restrictions and air quality improvement

STRATEGY

AI-assisted cameras and awareness campaigns



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Chasing data: Waste management

Ayuntamiento de Granada

OBJECTIVE

Implementation of PAYT waste management tax in Granada (first in Andalusia)

STRATEGY

Public QR codes on bins, tracked itineraries and waste analysis

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Interreg

Chasing data: Youth

Ayuntamiento de Granada

OBJECTIVE

Check feedback about urban needs and sustainability from young people

STRATEGY

Dance & Sport event with on-site QR survey, and photography workshops

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Chasing data: Awareness

Ayuntamiento de Granada

OBJECTIVE

Improving sustainability dissemination and engagement strategy

STRATEGY

Sustainable festival and city gymkhana with on-site feedback surveys (>500 participants)

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Processing data

Ayuntamiento de Granada

PRESENT

Cloud data storage and spreadsheets self-processing

FUTURE

iQuantum: Demonstrator center for AI applied to urban management (End of 2026)

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Learnings

PERFECTION is the ENEMY of GOOD

Accept 'good enough' to keep moving forward.

You're always missing someone

Continuously seek to include new voices.

Everybody has something interesting to say

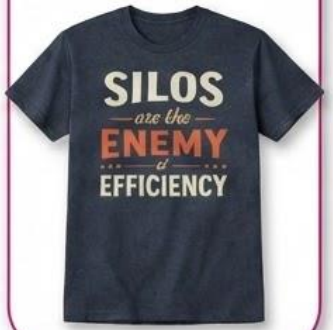
(Find the right question).

All queries must be previously informed

Provide context for better feedback.

SILOS are the ENEMY of EFFICIENCY

Break down barriers for better collaboration.



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See you in Granada!!

Ángel Luis Benito Pérez

Department for Sustainability, Urban Agenda and European Funds

albenito@granada.org

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Inspiration from Sligo (Ireland)

- Small city, 20,000 inhabitants
- Public and private collaboration
- Addressing from data collection to evaluation

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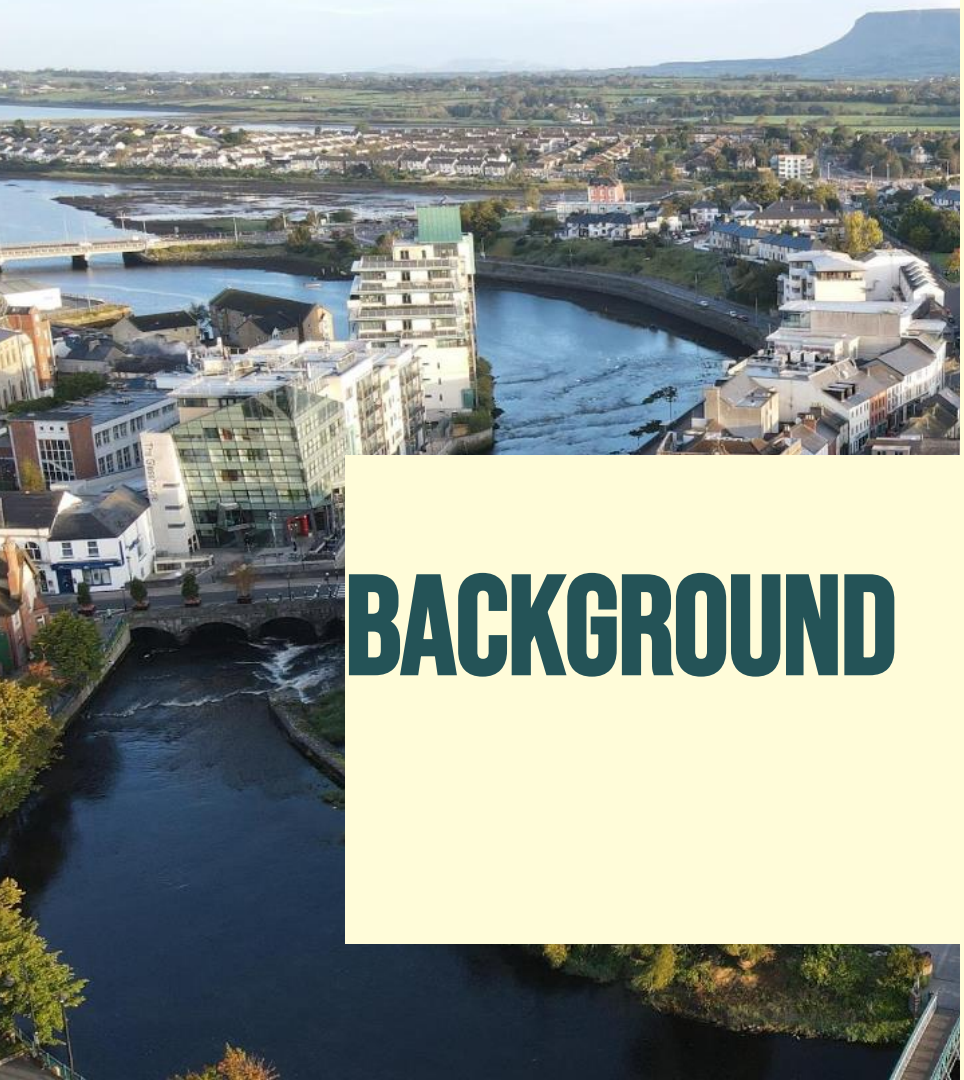
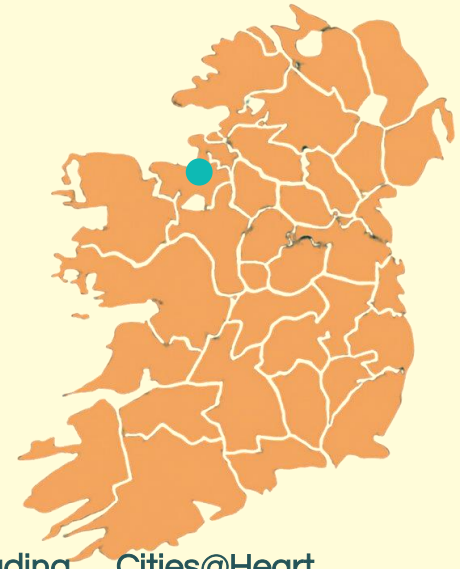


BACKGROUND

Population 20,000

North West of Ireland



Home of Sligo Business Improvement District (BID)

700+ Business Members

Partnership Projects including Cities@Heart between private and public sector with Sligo County Council & Sligo BID

Small core team usually 3-4 people working on projects to benefit the Citizens of Sligo

How can we improve the Five Levers for the Citizens of Sligo?

- Eat
- Drink
- Shop
- Be Entertained
- Socialise

THE CORE MANTRA

THE DATA CHALLENGE

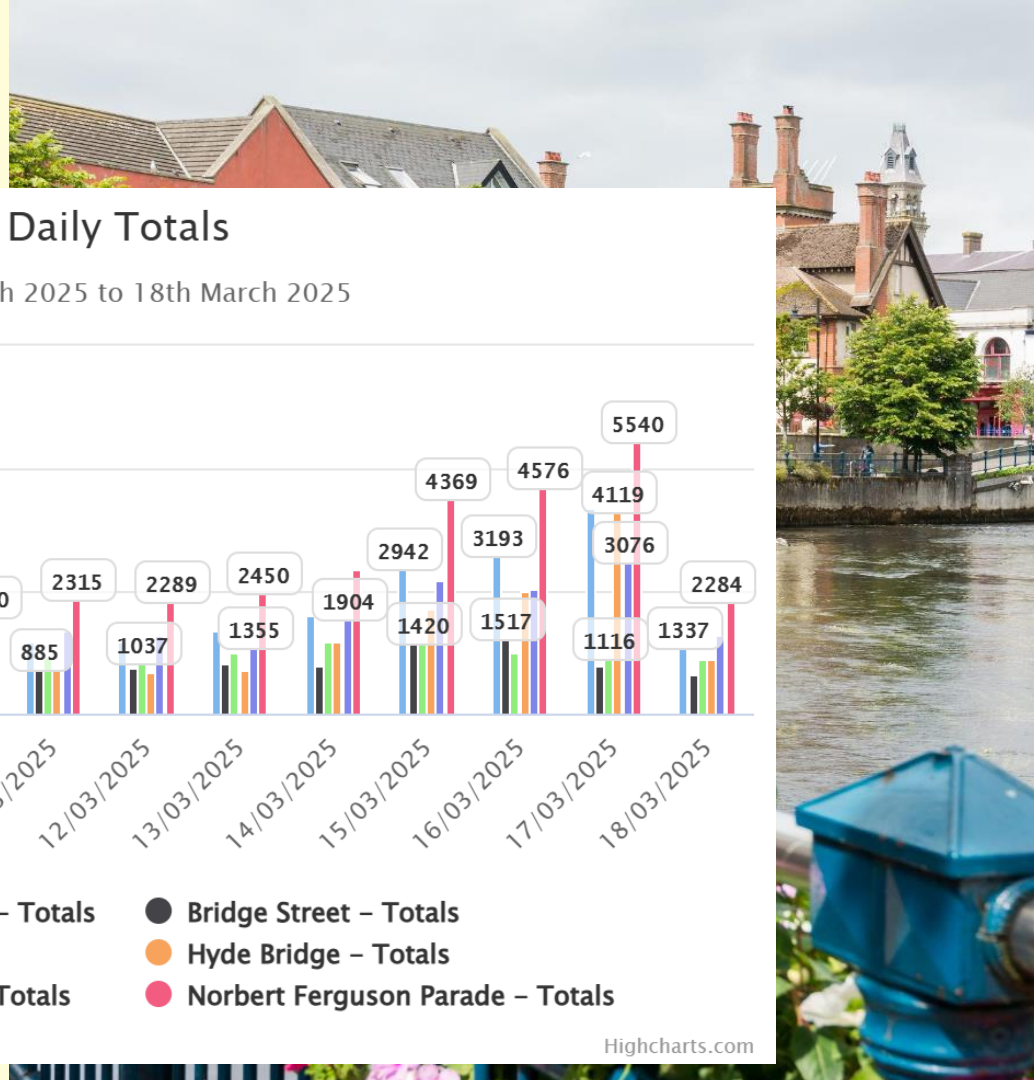
What do you need to know?

Where is the data in your place that is going to help you answer that question?

"What gets measured, gets managed"

Peter Drucker

FOOTFALL



Daily Totals
7th March 2025 to 18th March 2025
Traffic
7.5k
5k
2.5k
0
1271
2567
1289
2781
1482
2370
977
1980
885
2315
1037
2289
1355
2450
1904
2942
1420
4369
1517
3193
1116
4576
4119
5540
3076
1337
2284
07/03/2025
08/03/2025
09/03/2025
10/03/2025
11/03/2025
12/03/2025
13/03/2025
14/03/2025
15/03/2025
16/03/2025
17/03/2025
18/03/2025
Rockwood Parade Kennedys - Totals
Bridge Street - Totals
Stephens Street - Totals
Hyde Bridge - Totals
Rockwood Parade Hooked - Totals
Norbert Ferguson Parade - Totals
Highcharts.com

CITIZEN SENTIMENT AND SPEND

NTE BUSINESS AUDIT

SOCIAL MEDIA METRICS & MEDIA COVERAGE

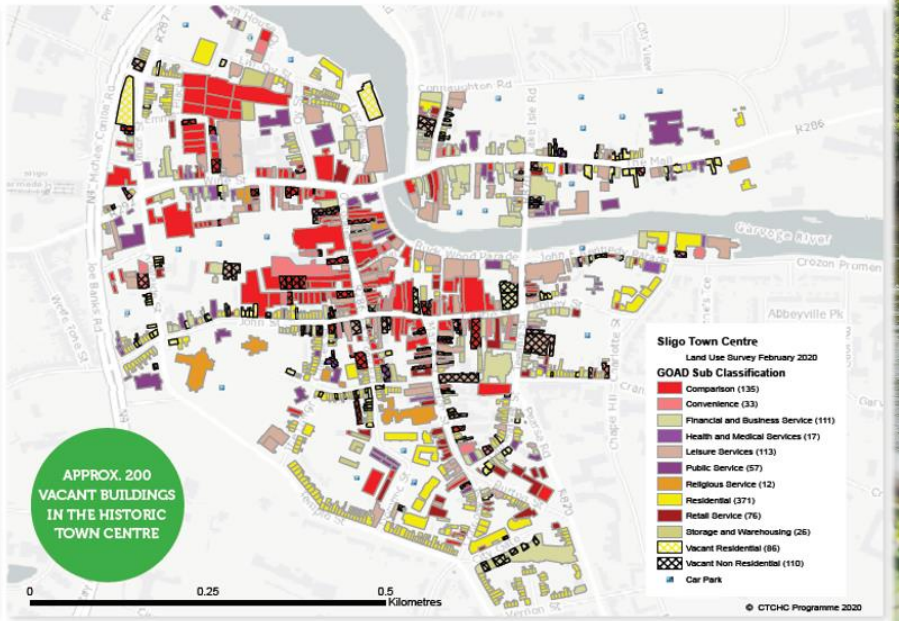
BUILDING OCCUPANCY RATES

Sligo Land Use Survey

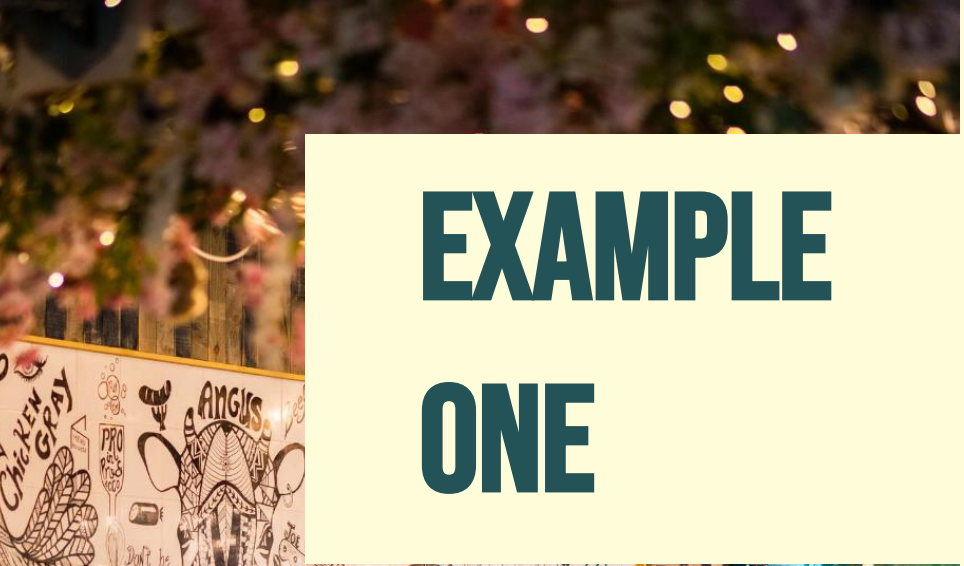
17%
TOTAL VACANCY RATE

83%
OCCUPANCY RATE

18.4%
RETAIL VACANCY RATE

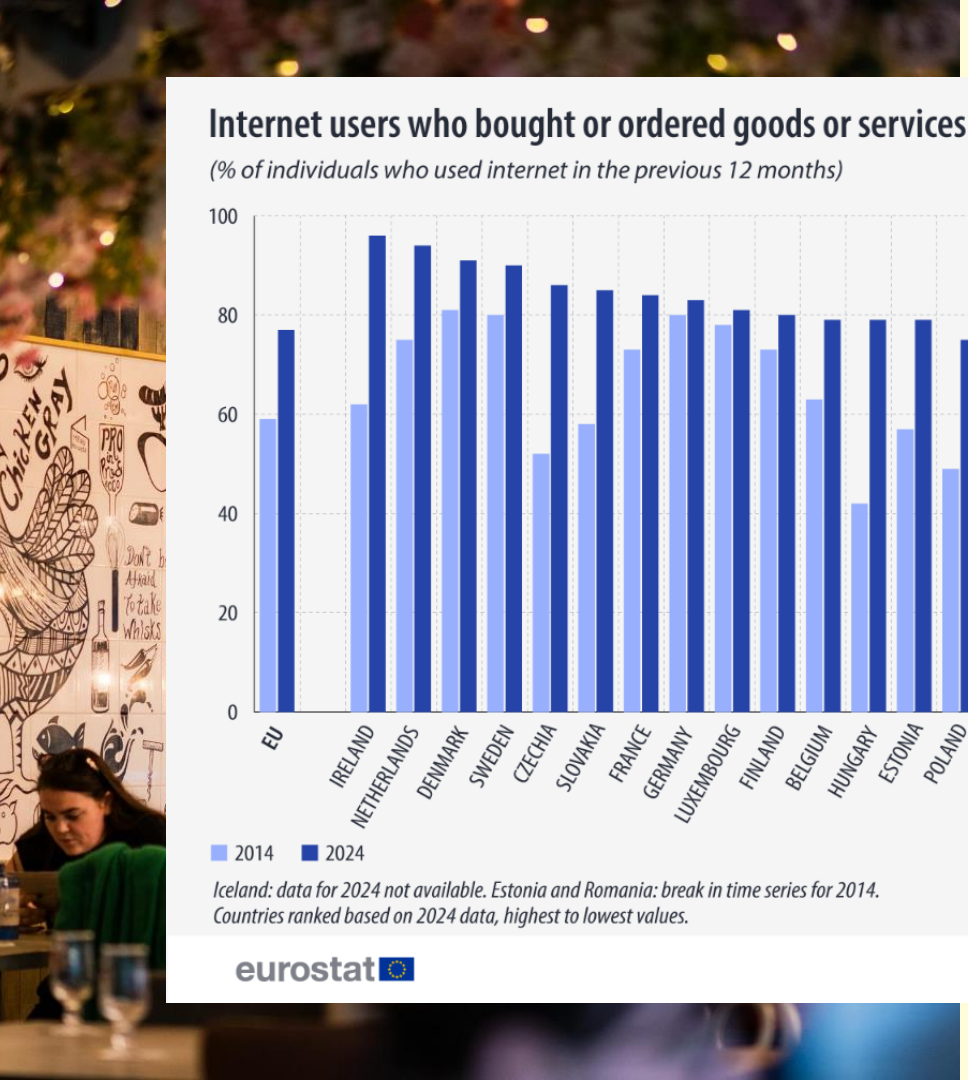


Residential	32%	Vacancy (total landuse)	17%	Leisure services	10%	Health and medical	2%	Religious service	1%
Retail	21%	Financial and business	10%	Public service	5%	Storage	2%		



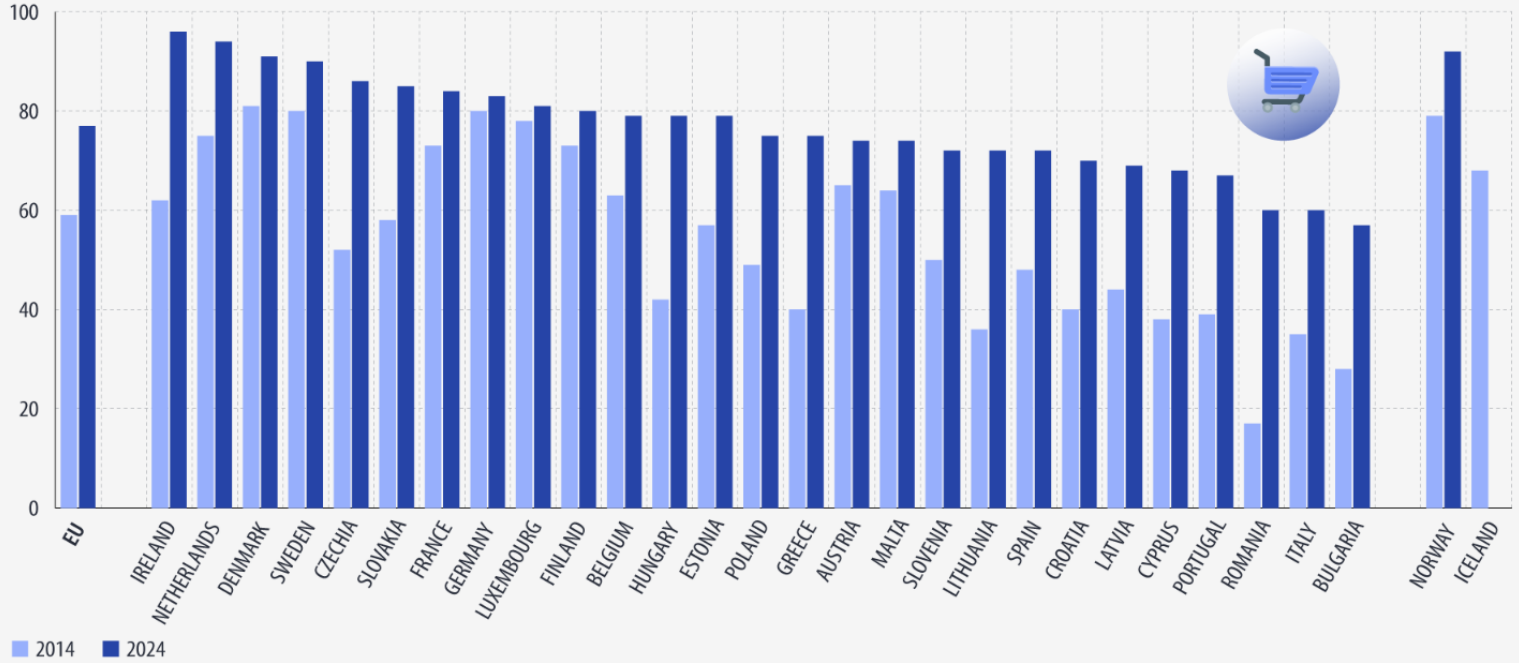
EXAMPLE ONE

ONLINE RETAIL & IMPACT ON IRISH TOWN & CITY CENTRES



Internet users who bought or ordered goods or services for private use, 2014 and 2024

(% of individuals who used internet in the previous 12 months)



Iceland: data for 2024 not available. Estonia and Romania: break in time series for 2014.
Countries ranked based on 2024 data, highest to lowest values.

eurostat

September 25, 2025

Ireland on course for 100% of population to shop online by end of 2025

Ireland is on track to become a fully digital shopping nation by the end of this year, according to new findings published today. Forecasts show that 100% of the population aged 16–74 will be e-shoppers before the close of 2025, marking a historic milestone in consumer behaviour.

The report highlights that 85% of Irish internet users made online purchases in 2024, a sharp increase from 78% in 2023. Growth is being driven by younger generations, rising adoption among older demographics, and greater digital integration by Irish retailers. Total online spend is also forecast to exceed €16.5 billion in 2025, with further growth expected in 2026 as e-commerce cements its role as the default shopping channel for Irish consumers.

responsibilities, pc

Archives

January 2026
December 2025
November 2025
October 2025
September 2025
July 2025
June 2025
May 2025
April 2025
March 2025
January 2025

EXAMPLE ONE

LOVE SLIGO GIFT CARD

- Data driven response to global online spending trend to increase footfall into town and multi store use card in Sligo
- 266 Businesses
- Zero cost to Businesses
- €2.3 Million in Sales in 22 months

www.lovesligocard.com

EXAMPLE ONE

- 70,000+ In Store Transactions
- City Pride Built
- Our solution now provides an additional Data Point
- Our solution helps us provide a new incentive for data gathering
- Sligo BID investment of €70,000

EXAMPLE ONE

Irish Independent News Opinion Business Sport Life Style Enter

Sligo

News Sport Business Lifestyle Local Notes

Sligo's gift card tops €2m in sales giving a real boost to the local economy

COMMERCIAL & RESIDENTIAL CITY CENTRE VACANCIES

EXAMPLE TWO

Sligo is reported to have the highest nationally commercial vacancy rate of 20.5%, coupled with a lack of central accommodation.

Irish Independent

News Opinion Business Sport Life Style Ente

County Sligo in top five nationally for commercial vacancy rates

Vacant premises at High Street, Sligo.

Sligo Champion
Thu 20 Mar 2025 at 12:32

County Sligo continues to have highest commercial vacancy rate

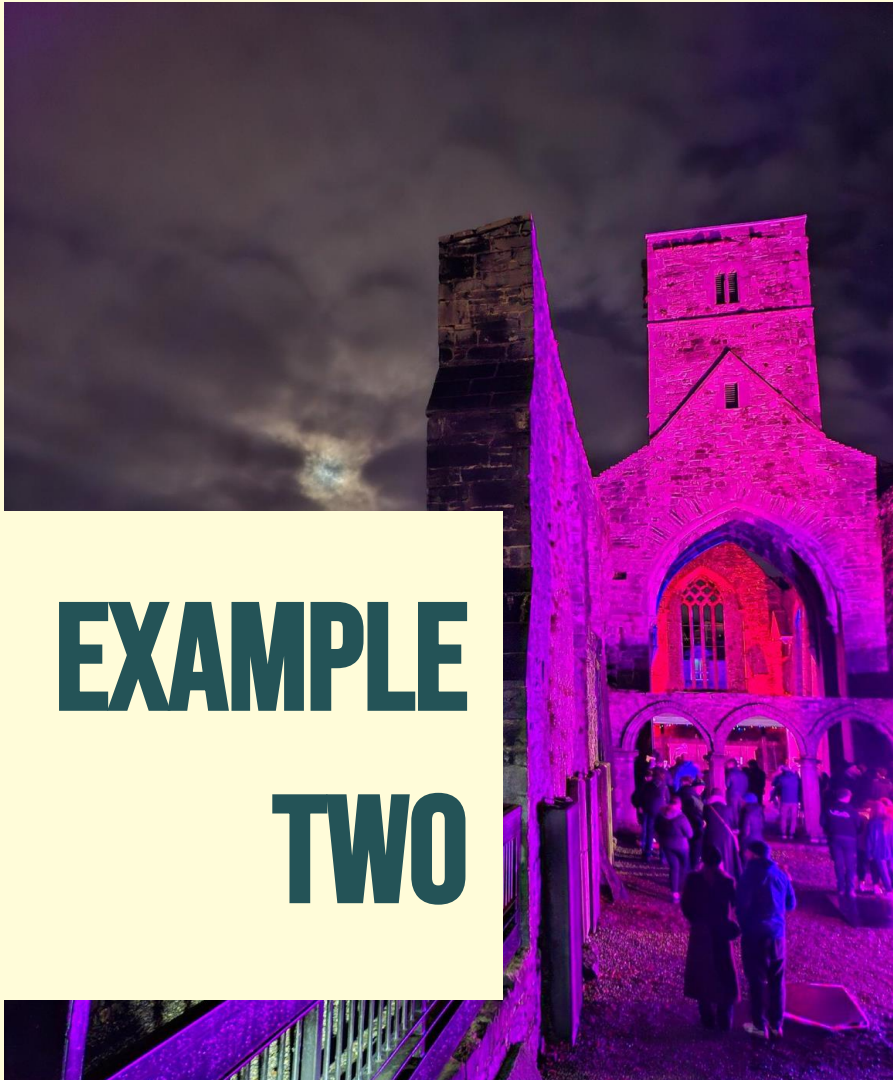
September 25, 2025, 07:21

PERCEPTION

=

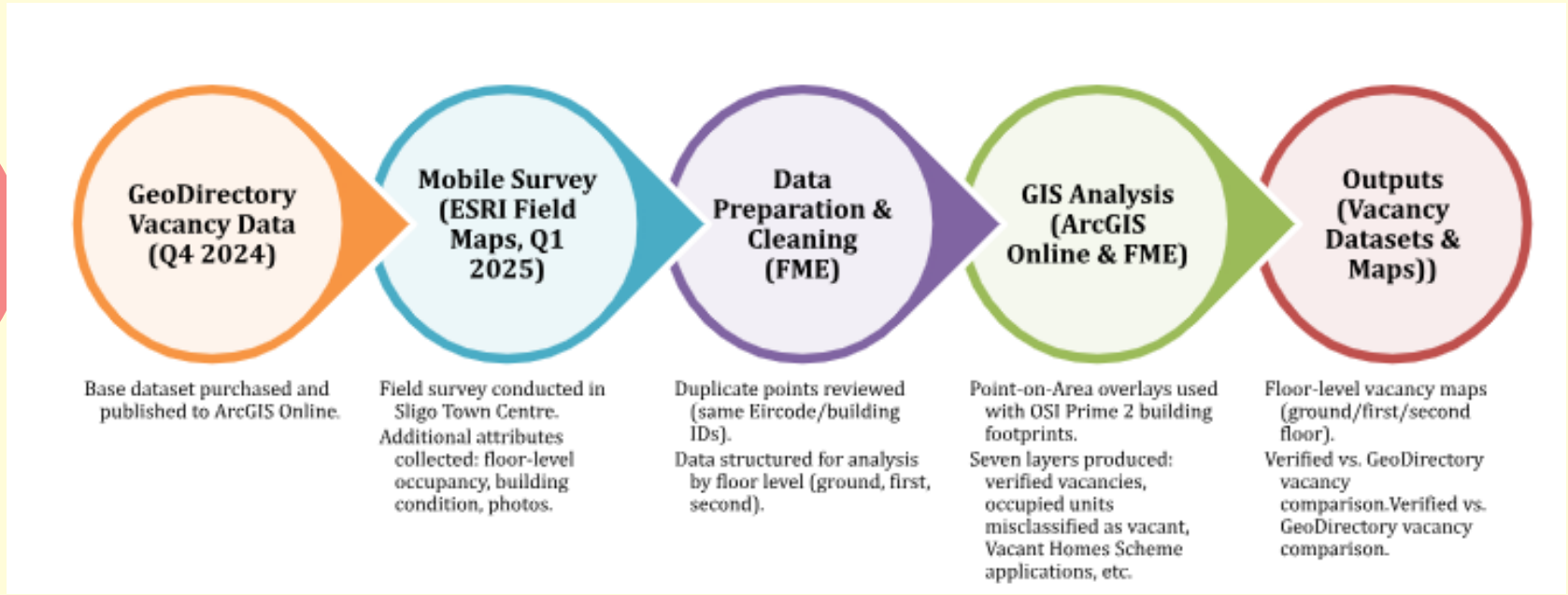
REALITY

€490 COST TO CHALLENGE THIS PERCEPTION



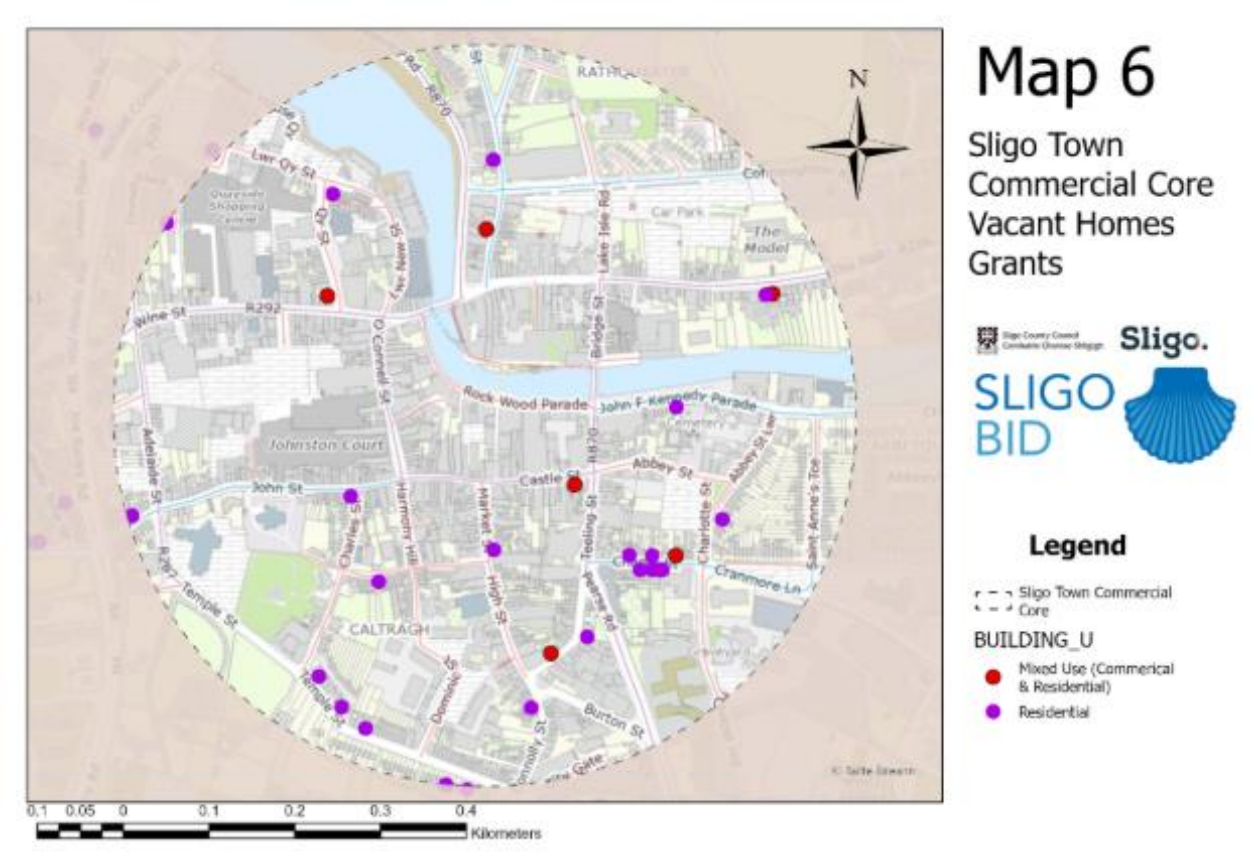
EXAMPLE TWO

DATA INTERROGATION



EXAMPLE DERELICT SITE

EXAMPLE MAPPING



EXAMPLE TWO

Sligo

News Sport Business Lifestyle Local Notes

Figures portraying Sligo as having worst rate of vacant commercial premises described as ‘outrageous’

gov.ie News Departments

Press release

Minister Browne announces continuation of Vacant Property Refurbishment Grant targeting ‘above shop’ vacancy

From: Department of Housing, Local Government and Heritage

Published on: 16 December 2025

Last updated on: 16 December 2025

Improvements to scheme including introduction of a ‘Vacant Above the Shop’ Grant

QUEEN MAEVE SQUARE SLIGO'S NEW PUBLIC REALM & EVENT SPACE

Assessing the social and economic impact of Queen Maeve Square

EXAMPLE THREE

Irish Independent News Opinion Business Sport Life Style Ente

Sligo

News Sport Business Lifestyle Local Notes

Work begins on transforming a Sligo car park into Queen Maeve Square

EXAMPLE THREE

€4.5 Million Investment

Event Capacity of 5000

SAMPLE- SLIGO ON ICE 2024 & 2025

CITIZEN SENTIMENT AND SPEND VIA POST EVENT SURVEYS

25,000 Attendees for 2024

Example Public Survey

69.8% arrived at the event by car. 25.6% arrived by walking.

83.7% ate, drank or shopped while in town for the event.

58.1% spent 2-4 hours in town while attending the event.

96.5% felt safe at all times during the event.

29.1% spent less than €50 while in town, 36% spent €50-100 while in town and 34.9% spent more than €100 while in town.

BUSINESS SENTIMENT POST EVENT SURVEYS

Example Business Survey

52.9% are Food/Beverage Providers.

81.3% reported that the event increased footfall to their business.

On average, customers typically spent less than €50 in the business during the event (70.6% of respondents)

6 businesses shared a percentage increase to their business during the event. The average increase was 14%.

93.8% felt the event was well run, safe and family friendly.

SLIGO

bourbon bar
The Gourmet B.B.Q
The Crepe House
SLIGO

THANKS FOR YOUR ATTENTION!

Gail McGibbon

gail@sligobid.ie

Brían Flynn

brflynn@sligococo.ie

Edel Doran

edel@sligobid.ie

Q&A

Do you have other examples to share with us?

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Time to connect on wooclap.com

1 Go to wooclap.com

2 Enter the event code in the top banner

Event code
CRXITX

Enable answers by SMS

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Externalities

Positive

Integration
Data enables collaboration across departments and policy areas.

Making social realities visible
Data helps reveal inequalities, needs, and emerging trends

More targeted and territorialised policies
Evidence supports place-based, adaptive, and effective interventions.

Transparency and sovereignty
Shared data strengthens accountability and citizen engagement.

Negative

What isn't measured is invisible
Non-quantifiable aspects may be overlooked.

The citizen becomes virtualized
People risk being reduced to data points, losing context.

Bias and exclusion risks
Data can reproduce or amplify existing inequalities and blind spots.

Privacy and trust concerns
Poor data governance can undermine citizens' trust.

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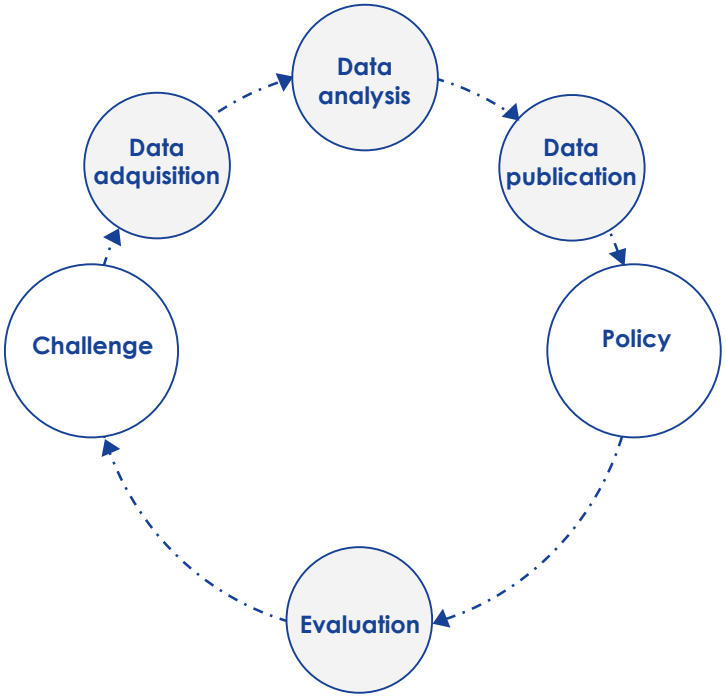
Data cycle in policy-making

From diagnosis to evaluation



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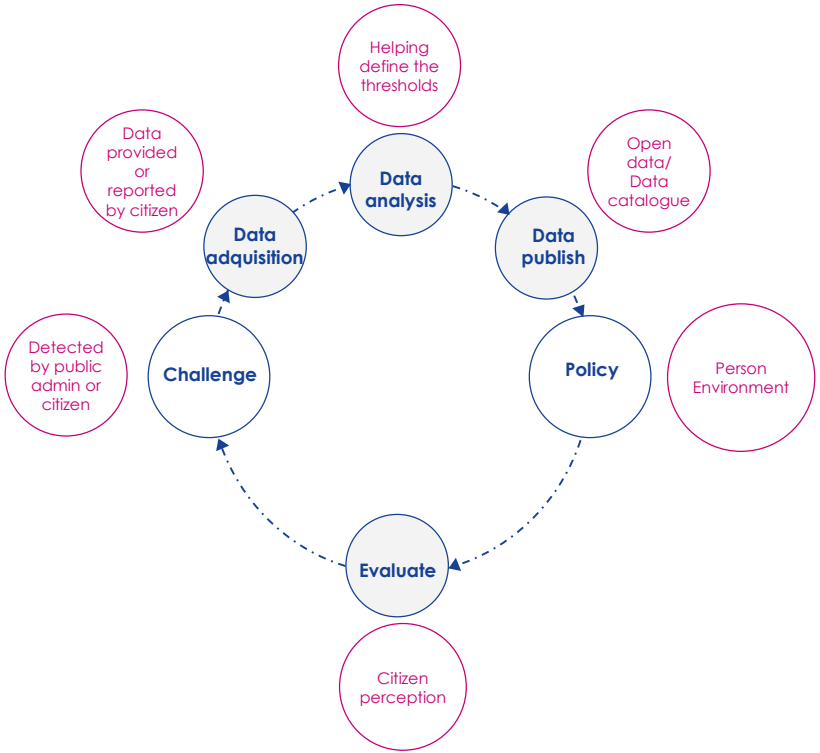
Data cycle in policy-making



From diagnosis to evaluation

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URBACT Knowledge hub on social data

Webinar 1 15/01/2026	Webinar 2 22/01/2026	Webinar 3 29/01/2026	Webinar 4 19/02/2026
What do EU cities really know? Social data needs, challenges and turning it into policy Expert: Mar Santamaria	**How to collect and manage data for social policies?** Expert: Sofia Aivalioti	**How to interact and draft social policies with data?** Expert: Zsolt Séra	**How to measure the impact of social policies with data?** Expert: Liat Rogel
inspiration from: **Bologna (IT)** **Granada (ES)** **Sligo (IR)**	inspiration from: **Kuopio (FI)** **Pentágono Urbano (PT)** **Lyon (FR)**	inspiration from: **Oulu (FI)** **Heerlen (NL)**	Inspiration from: **Cinisello Balsamo (IT)** **Glasgow (UK)**

URBACT CITY FESTIVAL
31 March - 01 April 2026 - Nicosia, Cyprus

Guidebook

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Before you go,
has this webinar increased your knowledge?

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