

# STRUTT & PARKER SUPPORTS GROWTH IN THE UK'S WINE INDUSTRY

*The land and real-estate agency Strutt & Parker is helping to expand the production of sparkling wine in the South East of England using an ArcGIS solution developed by Mapman.*

Recent changes in Britain's climate have created ideal conditions for the production of sparkling wine and led to increased demand for land in South East England suitable for establishing new vineyards. Taking advantage of this opportunity, [Strutt & Parker](#) is now using a pioneering new geospatial analysis tool to provide some of the world's leading wine producers with rapid, statistical evidence of the most suitable sites for their new vineyard developments.

Called FarmView, this innovative solution was developed using [ArcGIS Online](#) by [Mapman](#), one of Esri UK's Start-Up Partners. It gives land agents instant, 24/7 access to data, showing them which parcels of land have the best conditions for grape production, taking into account dozens of factors including soil type, weather conditions and terrain.

Since subscribing to this ArcGIS-based solution, Strutt & Parker has been highly successful in winning new clients and orchestrating land sales for vineyards, particularly in Kent where the organisation calculates that it has made a return of 1,571% on its investment in FarmView. Furthermore, the firm's land agents now work more productively as they have instant access to all the information they need to assess the

suitability of land parcels in a quarter of the time previously required, when they had to manually collate data from multiple sources.

Using FarmView, Strutt & Parker has been able to build up a bank of several thousand acres of land suitable for vineyards, which gives it a clear competitive advantage over other agents who have to search for land parcels on a case by case basis. Critically, Strutt & Parker can now provide a superior level of service for its clients, by quickly guiding them to the optimal land suited for the production of healthy grape crops, and helping them to maximise the success of their investments in the English sparkling wine industry.

*“Over the next few years, many new vineyards will appear throughout the Kent countryside and you can be sure that the majority of them will have been identified, in the first instance, using the ArcGIS capabilities in FarmView. This innovative solution has made us far more profitable and given us a strong competitive edge over other land agencies.”*

*Edward Mansel Lewis, Senior Associate Director, Strutt & Parker*



*“The ArcGIS platform provides all of the capability required to deliver a data-driven approach to site selection and determine the ‘highest and best use’ of land. It is easy to deploy new applications and share data, plus it is scalable, resilient and has security built in. I wouldn’t have considered building FarmView with any other GIS system.”*

*Pete Wain, Managing Director, Mapman*

*FarmView uses the ArcGIS platform to measure and score land suitable for vineyards*

