

Case Study



Brown Bear Tree Care



Client:

Brown Bear Tree Care offers professional arboricultural consulting services to both domestic and commercial clients within Lincolnshire and the surrounding counties. Run by Adam Scott, Brown Bear Tree Care offers tree inspections, arboricultural surveys, tree surgery, subsidence and mortgage reports, arboricultural impact assessments and more.



Industry:

Arboricultural Consultants

Product:

National Tree Map™
& GeoStream

“Prior to using National Tree Map™ (NTM™) and Geostream I was driving all over the county to visit sites and count trees to allow me to quote for jobs.

It was taking up a lot of my time and I was at risk of not having enough time to balance winning new clients and having the time to deliver new and existing projects.

Being able to quote jobs without leaving the office has had a massive impact. I estimate I'm spending 80% less time quoting than I was, which means I have more time to be on site surveying. ”

Adam Scott, Brown Bear Tree Care

Summary:

Brown Bear has been applying data from Bluesky's National Tree Map™ (NTM™) as part of his preparation for site visits and to aid with quotes for incoming work.

Needing regular access to the data, Brown Bear subscribed to Bluesky's GeoStream service - a data-as-a-service model enabling him to access as much NTM™ data as he requires, whenever he needs it without the need for multiple orders and payments, streamlining his processes.

NTM™ captures height, location and canopy cover/extent of trees in Great Britain and the Republic of Ireland for trees 3 metres and taller. It is updated inline with Bluesky's 2-year cyclic aerial imagery capture programme, meaning Adam can confidently rely on accurate data to support with his projects.

Challenge:

With multiple clients across Lincolnshire, all with varying requirements, the time taken to quote for jobs was eating into survey and consultancy time. Visiting sites to count trees and gain an understanding of projects meant spending hours in the car and only minutes on site. NTM™ has changed how Brown Bear operates. Prior to signing up for GeoStream, Adam had been purchasing NTM™ data from Bluesky's online Mapshop to access data for each individual quote.

Solution:

NTM™ captures height, location and canopy cover/extent of trees in Great Britain and the Republic of Ireland for trees 3 metres and taller. It is updated in line with Bluesky's 2-year cyclic aerial imagery capture programme, meaning Brown Bear can confidently rely on accurate data to support with projects.

Accessing NTM™ via GeoStream means Brown Bear can survey sites accurately and quickly via desktop, enabling quote production in a fraction of the time. Using GeoStream offers immediate access to NTM™ data for specific sites for the calculation of the number of trees and analysis of the area which means quotes can be accurately generated and survey preparation work can be undertaken.

Bluesky has customised and geofenced relevant areas for Brown Bear, tailoring their GeoStream licence to meet their specific location needs. The flexibility of the programme also means that if Brown Bear's work expands across county boundaries, the NTM™ data access can too.

Results:

Brown Bear has seen an 80% reduction in the time taken to quote for new work. Access to NTM™ via GeoStream means the company is now more

responsive and can turn client quote requests around in just hours.

GeoStream has two options available.

Geostream Viewer (for everyone)	GeoStream Direct (for users requiring data served into their own application)
From just £100 per month / £150 with NTM included	Tailored package for GIS professionals
Unlimited national data access hosted by Bluesky	Streamed direct into your GIS software
One user licence AP £100/month - AP & NTM £150/month Corporate licence AP £200/month or AP & NTM £300/month	Unlimited data access (subject to a fair use policy)
Web Based service with no specialist GIS software required	Price on application (a range of commercial models available)

Get in touch today at info@woolpert.com