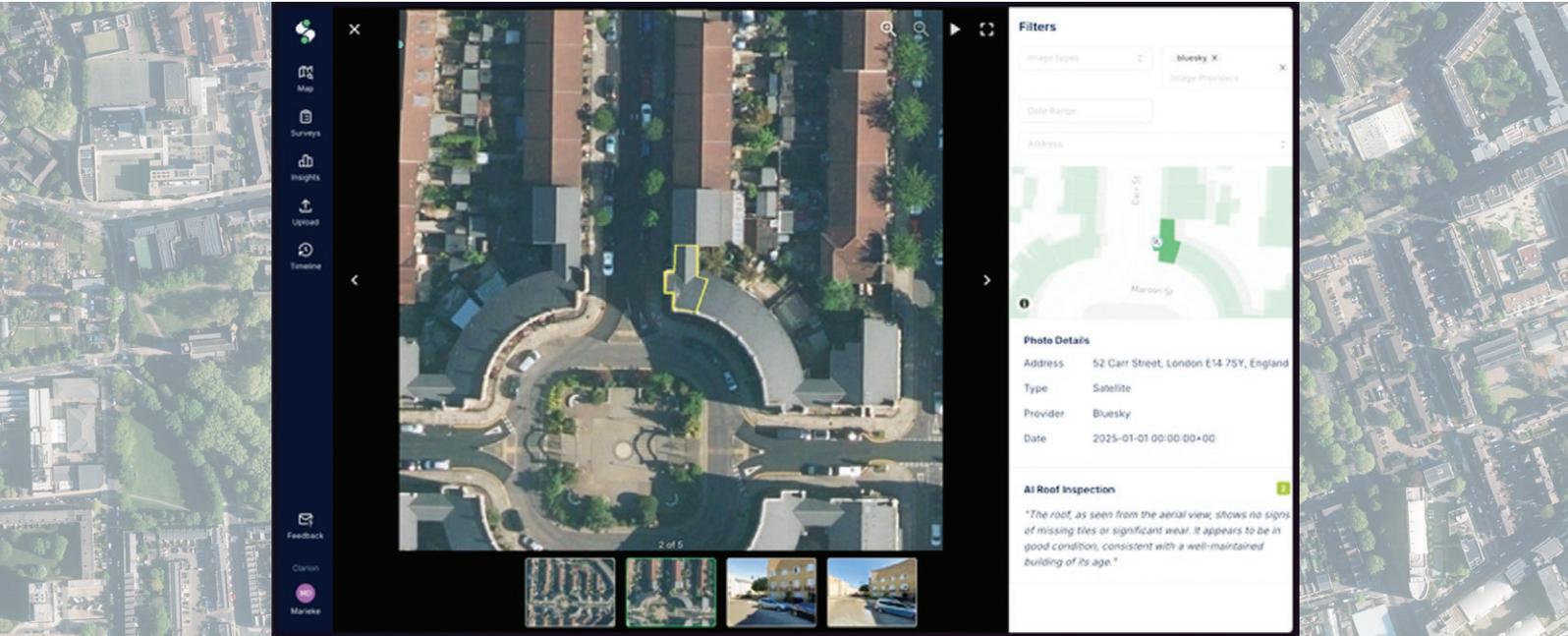


# Case Study



## Spotr



### Client:

Spotr

### Industry:

AI

### Product:

Aerial Photography



*“Accessing roofs is one of the biggest logistical challenges for housing associations. Bluesky’s high-resolution aerial photography means we can identify roof conditions and maintenance needs remotely — safely and efficiently. For landlords, that means a complete, compliant view of their portfolio and a clear action plan built on objective, up-to-date data.”*

Dirk Huibers, co-founder and CEO

### Summary:

Spotr is a Dutch-founded company dedicated to delivering innovative location-based solutions across Europe. With its roots in the Netherlands, they have brought their AI and machine learning technologies and expertise to the UK to help social landlords manage their stock.

The team at Spotr are on a mission to revolutionise social housing property management providing a clear action plan to social landlords ensuring maintenance schedules can be prioritised and resourced accurately.

## Challenge:

Inspecting housing stock at scale is a major logistical challenge. Social landlords often manage tens of thousands of homes, and many elements, especially roofs, are simply difficult or unsafe to access. Traditional surveys require climbing up ladders, specialist contractors, and significant coordination. As a result, roof inspections are often incomplete or missed altogether, leaving a blind spot in asset data. At the same time, increased regulation and the Government's focus on the 'silent majority' of residents mean landlords need better visibility across their portfolios - quickly, accurately, and cost-effectively.

## Solution:

Spotr has applied Bluesky's aerial photography and obliques into its machine learning-led platform which can assess properties quickly, identifying roof conditions, roof materials used, solar panels, chimney structures, and issues with moss. The high resolution aerial photography also means the area around a property can be put in context and assessed for surface area materials and water flow issues.

## Results:

Using Bluesky's aerial photography as one of the data sources for its assessment platform, Spotr can offer analysis based on both current and historical information from Bluesky's national photography archive. With regulation in the UK driving landlords to turn to efficiency tools like Spotr's, access to a

national database of Great Britain's most current aerial photography is invaluable enabling landlords to operate maintenance schedules proactively. Spotr are currently supporting Clarion Housing, SNG and Stonewater whom collectively own and manage more than 200,000 homes across the UK.

Specification		
Resolution	12.5cm Imagery	25cm Imagery
Coverage	England & extensive areas across Scotland & Wales	England, Wales, Scotland and the Republic of Ireland
Accuracy XY	± 30cm rmse	± 60cm rmse
Formats	Include: JPG, TIFF, ECW, SID, KMZ	Include: JPG, TIFF, ECW, SID, KMZ
Bands	RGB / RGBI	RGB / RGBI
Standard Projection	British National Grid	British National Grid / Irish Transverse Mercator (ITM95)
Tile Size	1km x 1km (8,000 x 8,000 pixels)	1km x 1km (4,000 x 4,000 pixels) / 2km x 2km (8,000 x 8,000 pixels)
Metadata	Gemini 2.3	Gemini 2.3 / OGC compliant XML

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