MoSeS (Modelling and Simulation for e-Social Science) is a research node of the UK National Centre for e-Social Science (NCeSS). MoSeS aims to use e-Science techniques to develop a national demographic model and simulation of the UK population specified at the level of individuals and households. There are an abundance of simulation games relating to people, cities and societies (past, present and future). We pose the question of what would be the impact of transferring these simulations into a real world environment. Our specific interest is in simulation models of interactions between individuals, groups or neighbourhoods within large metropolitan areas. Such simulations can form the basis of a wide range of applications in both e-Research and public policy analysis. In this paper, we will describe our experience in the design and implementation of an architecture to support Moses, and discuss the ways in which the project benefits planners and policy-makers.