

UK Location User Group - Report to UK Location Council 2 September meeting

Document Control**Change Summary**

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2	05/08/11	M Cory	update
3	13/08/11	M Cory	Includes DUG / Andy Coote Comments
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5	20/08/11	M Cory	Includes 3rd Sector paper
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1. INTRODUCTION

- 1.1. There has been no meeting of the full user group since the last UK Location Council (UKLC) on 3 June 2011. The next User Group meeting will be held on 8 September 2011. However, User Group involvement continued in a number of areas.

2. BENEFITS MAPPING

- 2.1. The UK Location Programme (UKLP) team is developing a benefits realisation plan. Workshops were held on 22 June and 19 July with representation from the user group to assist in the development of a benefits map. This will be presented to the full user group at its 8 September meeting, as it is important that users contribute to and agree the wider benefits expected from the programme. A separate paper on the benefits plan is to be presented to the UKLC by UKLP Team. User group members are also helping the UKLP team develop user case studies, such as the British Trust for Conservation Volunteers.

UK LC is asked to:

- Support continued user engagement in the benefits realisation plan

3. USER EVALUATION SUB GROUP

- 3.1. The user evaluation sub-group was established to assess and evaluate the emerging UK location information services, developed to comply with EU Inspire Directive requirements, through the UK government's data.gov.uk information portal, in terms of their usability and usefulness to location information users. This evaluation will consider the usability of the web site, the applicability of the data to user needs, and assist in identifying new data requirements, and any improvements or enhancements required to assist the user community maximising benefits and value from the emerging services.
- 3.2. At the last UK Location User Group meeting (12 May) there was a short discussion about the work undertaken by the user evaluation sub-group. Two key issues were discussed.

Types of User

- 3.3. The user group consider it important to be really clear who the end user for the programme actually is, but were not clear which users the UK Location Programme are actually targeting. Three types were proposed at the meeting (the casual user, the advanced user and the GI specialist). It was suggested that the focus should be on the specialist and advanced user first. The 10th meeting of UKLC Council (3 June) asked for a paper on the need to structure the activities of

the user group around the different user types identified and to monitor progress within each group to support work on benefits including the plan of work. Defence users had carried out some research into this area and offered to share this with the user group. Once provided, the user group will consider this research further, with recommendations made to the UKLP, and where appropriate UKLC.

User survey

- 3.4. The evaluation sub-group has developed a survey to capture user experience and perception of the location services emerging from the UKLP. Clearance from the Cabinet Office for use of this survey on data.gov.uk has been received, and it is expected that the survey will be rolled out to the user group in September.
- 3.5. The User evaluation sub-group is also working with data.gov.uk and the UKLP web site developers to help with user testing.
- 3.6. It is unclear at present how usage of location information on data.gov.uk will be measured and monitored. Measuring the impact and benefits for end users of location data is important (and an objective of the benefits realisation plan) however the measurement of location related traffic at data.gov.uk would enable the programme understand the level of interest in location data on this portal.
- 3.7. Concerns have been expressed about user friendliness of data.gov.uk, compared to more mature GI portals (e.g. MAGIC), that UK location information is not easily distinguishable from other data sets on data.gov.uk, and that there is a lack of visibility of the UKLP on data.gov.uk. The user survey will capture more formally initial perceptions, and help structure feedback to the programme and data.gov.uk.

UKLC is asked to:

- Note progress underway in understanding user types and the user survey

4. USER ENGAGEMENT

- 4.1. User engagement continued with the commercial, retail, transport and 3rd Sectors

Commercial, Retail, Transport

- 4.2. A workshop was held on 6 July, facilitated by AGI, the Demographic User Group (DUG) and the UKLP team, to discuss how the UKLP can help grow location based applications in the commercial, retail and transport sectors. Attendees included representatives from major retail, banking and transport organisations. A number of issues were identified, with agreed recommendations and actions for taking forward this useful engagement.

Data requirements

- 4.3. Being able to discover whether data exists is a key benefit from the UKLP infrastructure. However, it is not always possible to predict whether a data set will be useful, or how it might be useful, as not all businesses necessarily know what

they will use data for until they have evaluated the data itself. The requirement for the UKLP to understand the value of making data available before justifying the case for making it available (and the conditions under which it is released) is therefore potentially a 'Catch 22' paradox. However, the more established businesses represented by this gathering did feel that they could identify more obvious and immediate uses to help build the business case.

Additional data sets

4.4. At the workshop it was agreed to provide the UKLP with a list of data sets that their sectors would like to see made available. These included information about building outlines of major retail developments, and major transport infrastructure developments, such as railway line extensions. As a follow up to this meeting (on 7 July 2011) UKLP met with key transport representatives and it was agreed to publish INSPIRE compliant discovery and view services for key transport network data.

Pricing and licensing

4.5. The group stated that it had real issues with pricing and licensing regimes, which were identified as obstacles to development of benefits and applications. The current licensing regime creates both direct and indirect financial burdens on companies, requiring them to spend time resolving complex licensing issues and providing information about anticipated usage, which is not always easy to predict (see data requirements above). Users have difficulties understanding licenses and derived data issues, creating uncertainty around these matters, which in turn inhibits innovation. These views reflect concerns expressed at user group discussions, particularly in the 3rd sector.

4.6. At its September 2010 meeting UKLC received an update on The National Archives' (TNA) work on licensing and welcomed the developments, commending progress made. It agreed that data provider organisations should re-visit their charging policy and encouraged TNA to deliver guidance on what other charging and licensing regimes are appropriate given the Transparency agenda and INSPIRE. Since then, TNA have given a presentation to the User Group at its 12 May 2011 meeting, and subsequently (1 August) provided the user group with details of the recently launched version 2 of the UK Government Licensing Framework (UKGLF) enabling easy re-use of a wider range of public sector information. It is hoped that these developments will ease the licensing burden on users of government data. However, it is important that the UKLC continues to keep this matter under review, given the level of continued user concern, and seeks more information from data providers on steps being taken to make licensing and charging simpler.

Skills: Capacity building, training and education

4.7. The group identified a need for the skills agenda to be driven forward. The focus on ensuring INSPIRE compliance is important, but the UKLC should not lose sight of the need to ensure that the skills exist to use the data published. Furthermore, in retail and transport sectors the lack of location information analysis skills was proving an obstacle to exploiting data already available. The dilution of GIS

courses content to cover a wider curriculum but in less depth was identified as the cause.

- 4.8. The UK Location Strategy states that in order to exploit the value of location information there is a need “to ensure we have the appropriate skills, both among geographic professionals and among other professional groups who use location information or support its use”.
- 4.9. At its 7th meeting (September 2010) the UK LC considered a paper on skills and capabilities, but concluded that no major action was needed at that point. However, at its 10th meeting ((3 June) it was recommended (in paper UKLC10_4.1 – UK Location Strategy Review) that the UKLP should “develop a UK GI skills framework and monitor its progress to ensure that the UK has the appropriate skills to realise the benefits of location data and support new applications”. It is important that this recommendation is followed through.

UKLC is asked to note:

- Engagement with the commercial / retail and transport sectors.
- Open data priorities for these sectors were identified and follow-up work will attempt to outline some of the more known uses, accepting that many will remain unknown until release is secured.
- That licensing and pricing continues to be a key concern of users, both as a burden to effective use, and the danger that its complexity inhibits innovation.
- The importance of skills in GI / GIS to these sectors.

It is recommended that:

- UKLC continues to keep pricing and licensing under review and consider whether such developments can be enhanced, or expanded to other sectors.
- UKLC asks data providers to report on what steps are being taken to re-visit their licensing and charging policy in light of recently issued TNA guidance, consistent with the UKLC’s recommendation at its 7th Meeting.
- UKLC revisits the issue of skills development, and raising awareness, consistent with the UK Location Strategy objectives, and recommendations in the UK Location Strategy Review at its 10th meeting.

3rd Sector engagement

- 4.10. Action 6 (from UKLC meeting on 3 June) requests the UK location user group:
“To consider how LUG can engage with the voluntary sector and produce a paper for discussion at the September Council meeting”
- 4.11. The 3rd sector representation on the user group has provided a short paper (Appendix 1) on “3rd Sector Engagement with the UK Location Programme – Opportunities and Aspirations”. This paper provides a clear rationale for the UKLP engagement with the 3rd sector. It identifies commonality between 3rd sector goals and those of the UKLP, outlines where important benefits may be realised for both the Programme and the sector, and identifies how the third sector

- 4.12. The 3rd sector has an important role to play in delivering on government's location objectives. As a large user of government location data there are real benefits for the sector in the use and dissemination of location data through the data.gov.uk website. It will contribute to government's transparency agenda by improving knowledge and accessibility to individuals and communities. The better use of location information will enhance the efficiency and effectiveness of the 3rd sector thereby assisting in delivering government's vision for a 'Big Society'. Promoting and encouraging the use of data.gov.uk will improve the knowledge of what data is there, and help avoid duplication; it will also encourage the use of standards, so common locations are identified and it will enhance sharing within the 3rd sector and with others. The 3rd sector also produces location data: it will be helpful that data is produced to common standards, and potentially shared through data.gov.uk.
- 4.13. A clear caveat exists in terms of limited capacity and resources within the 3rd sector to realise the opportunities and achieve these aspirations. There are obstacles to achieving aspirations, including licensing, charging, encouraging innovation and skills. However, there is a real willingness by the 3rd sector to engage further to overcome these challenges, and help deliver benefits from the UKLP.
- 4.14. The paper identifies a number of things that can be done to enhance engagement, and deliver UK Location Strategy goals. The following identifies actions for taking this forward:

By the 3rd sector itself

- Raise the profile of UKLP and DGU through conferences, events programmes, networks of contacts, supporters and communication channels.
- Encourage the sector to develop and share skills and facilities
- Continue to engage with UK Location through the User Group to develop aspirations and deliver benefits to the 3rd Sector.

By the UK Location User Group

- Establish round table discussion group to take forward proposals and dialogue on 3rd sector issues to agree a common vision, identify key benefits to support UKLP, identify how 3rd sector can achieve these benefits, including outreach, innovation, knowledge sharing, improved accessibility and case studies. Identify key obstacles to achieving benefits, and identify mechanisms to address these further.
- Test the usability of data.gov.uk for the 3rd Sector (through the user evaluation sub-group)
- Encourage other user group sectors to include 3rd sector usage in case studies, and to help demonstrate how they enable 3rd sector and non-commercial use of data.

By the UK Location Programme

- To continue to support the 3rd sector in realising UK location benefits
- Provide material and information on UKLP, and develop clear plain English case studies and guidance on maximising data.gov.uk, UKLP and INSPIRE initiatives
- Facilitate the UK location user group in establishing a round table workshop to develop engagement plans with the 3rd sector, through provision of facilities, and where appropriate, resources.

By the UK Location Council

- Re-express UK Location Strategy to ensure it is of relevance to 3rd Sector, and identifies current government policy initiatives of relevance to the 3rd Sector.
- Identify how UKLC member organisations can encourage innovation, support and usage in the 3rd sector, and engage proactively with the sector in addressing the challenges faced by the sector in take-up of location information.

The UK Location Council is asked to:

- Note the paper provided by 3rd Sector on engagement with the UKLP.

It is recommended that the UKLC:

- Re-express UK Location Strategy to ensure it is of relevance to 3rd Sector, and identifies current government policy initiatives of relevance to the 3rd Sector.
- Identify how UKLC member organisations can encourage innovation, support and usage in the 3rd sector, and engage proactively with the sector in addressing the challenges faced by the sector in take-up of location information.
- Task UKLP to:
 - Continue to support the 3rd sector in realising UK location benefits.
 - Provide material and information on UKLP, and develop clear plain English case studies and guidance on maximising data.gov.uk, UKLP and INSPIRE initiatives.
 - Facilitate the UK location user group in establishing a round table workshop to develop engagement plans with the 3rd sector, through provision of facilities, and where appropriate, resources.

5. CONCLUSION AND RECOMMENDATIONS

UK Location Council is asked to:

Support continued user engagement in the benefits realisation plan.

And note:

- a. Note the paper provided by 3rd Sector on engagement with the UKLP (Appendix 1).
- b. Progress underway in understanding user types and the user survey.
- c. Engagement with the commercial, retail and transport sectors.
- d. That licensing and pricing continues to be a key concern of users, both as a burden to effective use, and the danger that its complexity inhibits innovation.
- e. The importance of skills in GI / GIS to these sectors.

It is recommended that UK Location Council:

1. Continues to keep pricing and licensing under review and consider whether such developments can be enhanced, or expanded to other sectors.
2. Asks data providers to report on what steps are being taken to re-visit their licensing and charging policy in light of recently issued TNA guidance, consistent with the UKLC's recommendation at its 7th Meeting.
3. Revisits the issue of skills development, and raising awareness, consistent with the UK Location Strategy objective.
4. Re-express UK Location Strategy to ensure it is of relevance to 3rd Sector, and identifies current government policy initiatives of relevance to the 3rd Sector.
5. Identify how UKLC member organisations can encourage innovation, support and usage in the 3rd sector, and engage proactively with the sector in addressing the challenges faced by the sector in take-up of location information.
6. Task UK Location Programme to
 - a. Continue to support the 3rd sector in realising UK location benefits.
 - b. Provide material and information on UKLP, and develop clear plain English case studies and guidance on maximising data.gov.uk, UKLP and INSPIRE initiatives.
 - c. Facilitate the UK location user group in establishing a round table workshop to develop engagement plans with the 3rd sector, through provision of facilities, and where appropriate, resources.

M J Cory
Chair
UK Location User Group

3rd Sector Engagement with the UK Location Programme Opportunities and Aspirations

Why engage with UKLP? 3rd Sector Goals...

From informing the management of land and our engagement with volunteers and supporters, to identifying the right places and people to work with effectively, to supplying services, scrutiny and insights for, or with, partners, Government and the public in response to the needs of Society and the environment - location information is key for the 3rd sector to operate effectively for public benefit.

Though the Inspire Directive does not require the 3rd Sector to comply or participate, there are many benefits from adopting good practice and having the right capabilities and access to data through common standards, knowledge sharing and technical infrastructures for location information. It is important to engage with the UK Location Programme to ensure that the needs of the 3rd sector are recognised and underpinned. A successful 3rd sector will result in better achievement of the wider objectives of the UKLP.

By engaging with UKLP, the 3rd Sector will better understand the Inspire Directive, UKLP initiatives, standards and infrastructure related to Inspire, and the location information industry as a whole. The 3rd Sector is both a supplier of data and an end user of data. 3rd Sector organisations range from those already experienced with Inspire and location information, to those with no knowledge of these at all. If the UKLP can successfully engage across the 3rd Sector, it is in effect engaging with the typical man in the street. But it will be challenging because for many new to UKLP and Inspire, particularly non-professional users of location information, the subject can be uninviting and organisations and individuals alike may lack the interest or capacity to get involved. A very good reason to engage will be to ensure that the UK Location Infrastructure is accessible and intuitive for 3rd Sector use.

The goals of the 3rd sector in engaging with UKLP are thus to:

- Enable the 3rd Sector to have the access it needs to all location information
- Enhance the capabilities of the 3rd Sector to supply and use location information
- Enable the 3rd Sector to communicate clearly and invitingly about the UKLP
- Shape the UKLP to be 3rd Sector-friendly, helping us to exploit location data for our own ends via intuitive processes and interfaces
- Enable the 3rd Sector to deliver greater public good efficiently and effectively

Why engage with the 3rd Sector? UKLP Goals...

The UKLP aims to comply with the Inspire Directive by,

- knowing the data available in the UK and avoid duplication,
- having common standards so we are talking about the same places,
- share location information, to have the skills to support the use of location information
- promoting good leadership and governance to achieve this.

These aims enable the end goals of better public services, business and commerce, with many ultimate benefits of improved public health, richer biodiversity, a robust economy, more people in work, etc. The 3rd Sector is key across this in aiding Government to achieve these outcomes, to provide public services (often in ways that Government alone cannot), and to reach out to all.

Through cascading knowledge of, and access to, location information through the 3rd sector, it may be possible to reach the public more directly than through other channels. The direct benefits of engaging the 3rd sector will come from greater opportunities for individuals and communities to get involved as volunteers (because 3rd sector organisations can target their efforts to gain support), better focused delivery of public services (because the 3rd sector can more easily plan where and how to deliver services), greater transparency and scrutiny of Government activities, and greater opportunities for better and easier partnership working. Acknowledgement of the role of the UKLP by the 3rd Sector will provide good profile and contact with the programme for many people who otherwise may never come across it.

An active and effective 3rd Sector is a huge asset to the UK, and a very cost effective way of achieving public good. The Third Sector is also a creator and supplier of location information, and enabling it to properly engage with the UKLP will ensure that common standards for information are also maintained across the sector to allow its data to also be high in quality and easily available for wide use.

Where important benefits may be realised

- Improving 3rd sector capabilities to better create and share their own data as well as accessing others' data
- Improving 3rd Sector access to location data, by removing licence complexity and expense so that internal business use may be made of any public location data by any 3rd Sector organisation
- Improving the knowledge of location information of the public and so increasing the knowledge of 3rd Sector volunteers
- Improving the effectiveness of the 3rd Sector in delivering public services both themselves and in partnership
- Improving the outreach of the UKLP (through better use of the 3rd Sector)
- Improving the outreach of the 3rd Sector (through better use of location information)
- Supporting 'Big Society' and 'Transparency' Agendas

How important benefits may be realised

- By opening up all location data for non-commercial/charity use
- By ensuring that the UKLP covers Northern Ireland, and the UKOTs, as well as Great Britain
- By supporting the 3rd Sector to be as active and vocal a user of location data as possible
- By assessing 3rd Sector capabilities and putting in place a supported programme to improve capabilities
- By offering incentives to encourage 3rd Sector organisations to contribute their location data to www.data.gov.uk
- By offering an Open Government Licence for non-commercial use of all public datasets (not just OS Open Data)
- By engaging with the Charities Commission IT Directors' Group, NCVO, AGI 3rd Sector SIG, Open Civil Society, Wildlife Link Groups and others to communicate UKLP aims and opportunities

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- By supporting the AGI 3rd Sector SIG with a budget for 3rd Sector organisations to start using location information if they have not yet begun to do so at all, or to start to use it in new ways (eg development of Apps, production of community maps etc)
- By supporting the 3rd Sector via a grant scheme for the costs of properly managing and mobilising their location data (at least for organisations contributing key datasets within Annexes I-III)
- By joining up existing initiatives such as the National Biodiversity Network so that NBN data are listed on data.gov.
- By 3rd Sector organisations promoting the UKLP as useful to them and supportive of them
- By the data.gov website not looking exclusive, ie only for Public data but also for 3rd Sector data.
- By the UKLP focusing on the ends not just the means: the ends are 3rd Sector organisations actually making real-time use of public datasets for real public good

Increasing 3rd Sector participation: things the 3rd Sector can do

- Use our network of professional contacts to mobilise interest across the sector
- Use our supporter base to communicate the facts and activities of the UKLP to the public
- Use our social networking to promote UKLP and datasets of value to the 3rd Sector
- Use our events programmes to promote location data, UKLP and the AGI 3rd Sector SIG
- Provide our datasets for listing on data.gov
- Increase our datasets compliance with Inspire standards
- Participate in the AGI 3rd Sector SIG and encourage interest from across the sector
- Share skills and facilities so that larger charities support smaller charities with similar causes
- Share how we use (or want to use) location information innovatively in support of our charitable purposes
- Raise the profile of UKLP at forthcoming conferences (eg Nottingham conference this year)

Increasing 3rd Sector participation: things UKLP can do

- Test the real accessibility of data.gov listed datasets for the 3rd sector: an assessment should highlight which datasets remain beyond our reach and flag these as issues for attention
- Re-express the UK Location Strategy in the light of new policy initiatives that relate directly to the 3rd Sector (eg Big Society, the Transparency Agenda, Open Government Licensing etc)
- Include the 3rd Sector in every sector – we are involved in health, emergency services, environment, welfare, marine, meteorology, transport etc et etc, and not just in our own sector; UKLP could encourage each Sector in the User Group to demonstrate how they were enabling 3rd Sector and non-commercial use of data
- Invest in developing plain English case studies using the 3rd Sector in particular to showcase what can be achieved through partnership working and Government initiatives such as UKLP and Big Society
- Champion and challenge not just developers but also the 3rd sector to innovate and inspire
- Host events to bring 3rd sector participants together to discuss and develop its engagement with UKLP (individual 3rd Sector organisations may lack the resources to run events)

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- Task each sector with developing a substantial case study based on new uses of location information in partnership with the 3rd Sector
- Hold discussions on how we achieve the ends of UKLP and not just the means, and track our progress towards achieving these end objectives. The User Group seems to be supplier-dominated, with few real end users, which makes it difficult for non-specialist location information users to participate as we discuss means a lot of the time.

Increasing 3rd Sector participation: things the 3rd Sector and UKLP can do together

- Develop a shared vision for 3rd Sector use of location information – what are we aiming for? What is realistic? What are the benefits to the sector?
- Facilitate a round table session with a wider participant list to address specific issues: eg
 - o outreach across the sector and to the public
 - o innovation using location information
 - o knowledge sharing,
 - o data accessibility
 - o inspiring others via case studies and pilots
- Seek a 3rd Sector mapping agreement that enables use of OS data on an organisation by organisation basis, rather than project by project basis.
- Identify areas where the 3rd Sector is slow to develop its use of location information and to address the factors holding the sector back
- Encourage Ordnance Survey's Partner Programme, and similar initiatives, to embrace the Third Sector
- Develop communications with resonance for the 3rd Sector – eg about the benefits of using and sharing location information and the merits of data standards for good practice reasons rather than for compliance with Inspire
- Give it time – it will take the 3rd Sector some time to adopt Inspire standards and to implement location information so that it is part of business as usual throughout the sector

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