



UK Location User Group
Report to UK Location Council
2 December 2011

Document Control**Change Summary**

Version	Date	Author/Editor	Change Summary
0.1	20/11/11	M Cory	Draft
0.2	21/11/11	R Waters	Comment on Commercial Survey included
0.3	22/11/11	S Carlyle	User Survey amendment included
		M Cory	Environmental Engagement included
0.4	25/11/11	M Cory	FINAL

1. INTRODUCTION

- 1.1. Since the last report to UK Location Council (2 September) there has been one meeting of the full user group (on 8 September), and progress in the following areas:
- User group response to the PDC Consultation
 - Pilot survey of Location users' experience with data.gov.uk
 - Development of proposed survey of commercial suppliers
 - Preliminary engagement with environmental research sector
 - Ongoing work on finalisation of the benefits realisation plan
- 1.2. The next User Group meeting is planned for 12 January 2012.

2. USER GROUP MEETING

Overview

- 2.1. The 5th User Group meeting was held on the 8 September at the School of Economic Science. Attendance was down on previous meetings, with only 8 attendees; however, these were a good representation of a range of public, private, academic and 3rd sector users. Users were provided with updates from the Programme Director, on benefits realisation work, Evaluation Sub Group work and user engagement activity.

Issues to note

- 2.2. Annex III implications for the University and Research sectors was raised, and the UK Location Programme agreed to meet with Academic sector representatives to discuss University publishing activity.
- 2.3. A discussion took place on how the User Group could more formally place demands on the UK location programme – this will include identifying what data users want that isn't being published through INSPIRE. The User Group Chair represented users' strategic needs at Council, but representation at Programme Board was needed to ensure the Programme better reflected user needs and demands, and responded to these more formally. Users agreed this was important, suggesting that the lack of formal feedback may be a cause for a drop in attendance at recent meetings, but expressed concern at their time availability to attend Programme Board meetings as well as User Group meetings. It was agreed that Gareth Jones would attend Programme Board meetings to express User requirements there. The UK Location Programme is considering ways in which more formal engagement will take place.

3. PDC CONSULTATION

- 3.1. The Chair of the User Group submitted a response on behalf of the User Group to the consultation on a Data Policy for a PDC. The UK Location Programme considered when compiling the UK Location Council response. However, a separate response was considered appropriate to ensure specific UK Location users' views were provided.

4. SURVEYS

User Evaluation Survey

- 4.1. Members of the UK Location User Group have submitted responses to the data.gov.uk user survey. The survey was of location data in data.gov.uk as it currently stands; it did not give consideration to the search and preview functionality still to be introduced. The survey will be repeated again when search and preview are live. These results should be treated as a part of a pilot survey, providing a rough baseline to compare with future iterations of the survey.
- 4.2. Preliminary findings:
- Limited survey of mainly business users (18 responses from the User Group);
 - Regular users, but mostly use data.gov.uk less than once a month;
 - 50% took 10 minutes or more to find the data they wanted;
 - 27% dissatisfied, no one very satisfied;
 - 50% said it made little or no difference to their work;
 - Useful pointers on future development needs e.g.
 - More web mapping services, more integrated data products;
 - Clear labeling of open data or "closed data"; More specific geo-data search terms; data viewing services;
 - More geological and topographical information as it becomes available;
 - Contact details, names and the roles of government officials working in various departments so that direct contact can be made with them;
- 4.3. The Programme Board will be alerted to the general concerns and their views on the approach users which to see.

Recommendation

- 4.4. UK Location Council is asked to:
- Note preliminary survey findings
 - Note that the UK Location Programme Board will be asked to consider these findings, and develop an action plan for addressing them.

Commercial awareness survey

- 4.5. Robin Waters, chair of the AGI Inspire Action Working Group, presented work undertaken by himself and Professor Ian Masser on what UK based commercial 'Spatial Data Interest Communities' (SDICs) consider their involvement with INSPIRE, and its effect on their business. See <http://www.agi.org.uk/past-events/2011/9/22/agi-geocommunity-11-presentations.html> for a copy of the slides. This was a small survey of only 21 companies, of which 15 responded; out of (for example) the 89 commercial members of AGI, therefore findings must be considered tentative. There appeared to be some positive correlation between active participation in INSPIRE implementation and enhanced business opportunities in both the UK and the rest of Europe. However, the results also indicated some lack of knowledge and confusion about the effects of INSPIRE on UK business. Further work is being undertaken by the AGI System & Supplier SIG to develop awareness.
- 4.6. Whereas findings from such a small sample must be treated with caution, there are some issues of concern arising which may need to be considered carefully by the UK Location Council if benefits are to be realised for the commercial sector from INSPIRE, and more broadly the UK Location Programme. It is essential that this survey is repeated to include more companies (at least the full AGI Commercial membership) in order to more fully understand the impact and benefits for UK companies from INSPIRE and UK Location work.

Recommendation

- 4.7. UK Location Council is asked to:
- Note preliminary commercial awareness survey findings
 - Agree to the UK Location Programme supporting an extension of the survey to AGI Commercial membership.

5. USER ENGAGEMENT

- 5.1. Following presentations and reports on user engagement with the third sector, transport and retail sectors (reported at the last UK Location Council meeting), it was proposed at the last Location User Group (8 September) that users develop their engagement plan with their sectors to ensure their diverse needs and aspirations can be articulated to the Location Council and Programme. User Group members were asked to present these to the next User Group meeting.
- 5.2. Preliminary engagement with the Environmental Research Sector has begun. The Environmental Research 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, commerce and communities. The better use of location information will enhance the efficiency and effectiveness of the Environmental Research sector thereby assisting in delivering government's vision for 'localism' and 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 Environmental Research sector and with others. The Environmental Research sector also produces location data: it will be helpful that data is produced to common standards, and potentially shared through data.gov.uk.

- 5.3. As with other user sectors, a clear caveat exists in terms of limited capacity and resources within the Environmental Research 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 Environmental Research sector to engage further to overcome these challenges, and help deliver benefits from the UKLP. A preliminary meeting was held in November, with enthusiasm for positive engagement with the Location Programme, data.gov.uk and the INSPIRE initiatives. A second meeting is planned to progress this engagement.

6. BENEFITS MAPPING

- 6.1. Members of the Location User Group have been playing an active role in the development of the UK Location Programme Benefits Strategy document, providing inputs at workshops, written responses to homework following the User Group meeting on 8 September and through a number of one to one meetings. The revised strategy is due to be presented to Council at the next meeting on 2 December.

7. OTHER MATTERS

- 7.1. Concern regarding the further delays on developing search and preview functionality in the programme, with the Programme reporting that preview is not now being planned until early 2012 at the earliest. The ability to preview data is considered a basic requirement of location (spatial) data. Not being able to preview the data will impact upon the ability to evaluate whether the data is of use

8. CONCLUSION AND RECOMMENDATIONS

UK Location Council is asked to:

- a. Note Annex III implications for the University and Research sectors, which will be subject to further discussion between the UK Location Programme and Academic sector representatives;
- b. Note work underway to formalise engagement with the User Group (by UK Location Programme);
- c. Note preliminary user survey findings, and that the UK Location Programme Board will be asked to consider these findings, and develop an action plan for addressing them;
- d. Note preliminary commercial awareness survey findings;
- e. Agree to the UK Location Programme supporting an extension of the survey to AGI Commercial membership.
- f. Note preliminary engagement with the environmental research sector, and to note the enthusiasm for positive engagement with the Location Programme, data.gov.uk and the INSPIRE initiatives by the Environmental research sector.

M J Cory
Chair
UK Location User Group
25th November 2011