Location Wales: 
A model for engagement with INSPIRE stakeholders and the GI Community

Rod Kedge
Welsh Assembly Government
This presentation

• Engagement with Stakeholders - The issue
• Top-down vs. bottom-up
• The ‘challenges’ approach - Location Wales
• Welsh Assembly Government - External governance
• Benefits of model
• Findings
• Summary
Engagement with INSPIRE Stakeholders
The issue

- Engagement is essential in order to realise the benefits of INSPIRE and the wider use of GI
- Why should government bother?
  - Help stimulate economic growth – end to end UK GI market worth £900m p.a (LEK - 2009)
  - Align with broader business objectives; solve real business problems: education, health, housing, transport etc
  - Meet legislative obligations: INSPIRE, PSI, UK legislation
- The UK picture - until recently only ‘sub-national’ SDI projects. Now major UK government initiatives to unlock the value of GI …
UK Government GI initiatives

UK Location Strategy (2008) to exploit the value the UK’s Location information


OS consultation (2009)

Digital Britain Report (2009) - the Government’s strategic vision for the UK in the global digital economy

‘Top down’ vs. ‘Bottom up’

• Realising the benefits depends on engagement and cooperation with stakeholders as well as policy and regulation
  – Public sector spend competing with health, education etc.
  – EU Commission is far away, temptation to do the minimum
• ‘Top down’ alone is insufficient unless combined with ‘Bottom up’
• Top down approach:
  – Efficiency; excellent overview; adapt to external influences; BUT ... changes ‘imposed’ from above; less feel; lack of ownership of change
• Bottom up approach:
  – Level of knowledge/expertise; motivation/responsibility; BUT ... lack of coordination
Stakeholders

- Welsh Assembly Government
  - One of 3 Devolved Administrations in the UK
  - Responsible for delivering INSPIRE/UKLS working with Dept. for Environment, Food and Rural Affairs (DEFRA)
  - Major user of GI; Sponsor of AGI Cymru
- AGI Cymru (AGIC) – Welsh regional arm of the Association for Geographic Information (AGI)
  - principal body representing the UK GI community. > 2000 members; Special Interest Groups, Regional Groups; Events; CPD
- Public Authorities in Wales – Government Agencies; Local Authorities; Health Service; Emergency Services; Academia
- DEFRA – Whitehall Dept. with responsibility for INSPIRE
- Private Sector – Technology and Data suppliers, GI Consultancies, Small/medium businesses (SMEs), Training Providers, Utilities
- Voluntary Sector – e.g. Wildlife Trusts, Archaeological Trusts
Stakeholder needs

- **Welsh Assembly Government (WAG)**
  - Meet INSPIRE/UKLS obligations as a Data Provider & Publisher
  - Support Welsh Public Authorities in meeting their obligations
  - Derive wider business benefit: solve business problems; improve public services; create economic wealth and prosperity

- **AGI Cymru (AGIC)**
  - Maximise the use of GI, for Wales, its citizens, and its culture
  - Deliver the vision for GI in Wales reflecting INSPIRE/UKLS and wider government and industry GI initiatives

- **Public Authorities**
  - Meet obligations; exploit opportunities; contain costs

- **DEFRA**
  - Deliver INSPIRE (avoid infraction!); implement UKLP

- **Private Sector**
  - Develop new products and services; create growth; generate revenue

- **Voluntary Sector** – Protect the wildlife, landscape and culture of Wales
The ‘challenges’ approach
Location Wales

  - AGIC need to review existing 2003 GI Strategy Action Plan
  - Not another strategy, but work out a way of delivering the vision
  - Surveys and discussions inside and outside the industry
    > 7 strategic outcomes, framed as
    > 26 challenges across all sectors, with
    > Pointers on how these could be met, and
    > Analysis of risks and barriers (SWOT)
  - Support from WAG and OS (Clare Hadley, OS GB)
  - Document owned by AGIC. Monitor and report progress
Location Wales
Strategic outcomes and challenges

• Strategic outcomes (A-G) cover: access to data; use of common reference data; common standards; skills and training; leadership and governance; communication; service improvement, wealth and education e.g.
  – C: share location-related information easily through a common infrastructure of standards, technology and business relationships
  – D: have the appropriate skills both among geographic professionals and among other professional groups who use location information or support its use

• Challenges apply to: Central and Local government; Other Public Authorities; Private Sector; Industry; Academia; Voluntary Sector
  – >70% relate directly (8) or indirectly (11) to INSPIRE
Location Wales
Strategic outcomes and challenges

Leadership, and governance; communication

access to data; use of common reference data

common standards; skills and training

service improvement, wealth, education

Y Gyfarwyddiaeth Ystadegol Statistical Directorate
Welsh Assembly Government
External Governance

• WAG need for external governance of Corporate GI infrastructure project in response to INSPIRE/UKLS and own business requirements
• Seek collaboration with AGIC sub-group monitoring progress against Location Wales challenges
• Result > Joint WAG/AGIC Location Wales Advisory Panel
  – Shape and endorse WAG’s GI activities and align with INSPIRE/UKLS
  – Ownership of Location Wales document; Promote; Report back to AGIC and GI Community
  – Cross-sector Panel; membership based on profession experience; by invitation
Benefits of this model

1. Challenges approach is more realistic
   - AGIC sector representatives have had to reflect whether they are achievable.

2. Document owned and maintained by AGIC - responsibility for delivering outcomes is shared amongst stakeholders = ‘buy-in’

3. Shaping and endorsing WAG GI programme enables better fit between needs of GI community and needs of WAG

4. Cost efficiencies for WAG in collaborating with AGIC
Partnership

Government
Llywodraeth Cynulliad Cymru
Welsh Assembly Government

Industry

Users

Location Wales Advisory Panel

Y Gyfarwyddiaeth Ystadegol
Statistical Directorate
Findings
Is the model working?

• Location Wales document well received at launch
• Advisory Panel is due to meet shortly
• Already engagement from non-traditional users of GI
• Many challenges are longer term ones – early days yet
  – WAG is actively working towards its challenges
• Challenges approach is transferable; timings for AGIC
  and WAG coincided
• Does require resources to sustain momentum
• Communication effort is essential

… Report back at INSPIRE 2011- Watch this space!
Summary

• Engagement with stakeholders is essential to realise the benefits of INSPIRE and the wider use of Location Information
• ‘Top down’ approach alone is insufficient unless combined with ‘Bottom up’ cooperation
• Challenges approach sets realistic objectives and expectations through shared ownership
• The model as applied in Wales has enabled a better fit between the needs of the stakeholders
Participation + Cooperation = Results!
Resources

Where can I find out more?

- Welsh Assembly Government website
  http://wales.gov.uk/location/strategy/gis/
- AGI website – Location Wales
- DEFRA website http://www.defra.gov.uk/location/

Who to contact?

- Rod Kedge, Welsh Assembly Government - INSPIRE Coordinator Wales
  rod.kedge@wales.gsi.gov.uk
- David Roberts, Chair AGI Cymru
  david.roberts10@wales.gsi.gov.uk
Thank you!
Questions?

rod.kedge@wales.gsi.gov.uk