

# 2017 Gazetteers@GIS Day feedback

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## Which authorities took part:

Adur and Worthing District Council
Ashfield District Council
Basingstoke and Dean Borough Council
Bath and North East Somerset Council
Birmingham City Council
Borough of Poole
Brecon Town Council
Central Bedfordshire Council
Cheltenham Borough Council
Cheltenham Borough Council
Cheshire East Council
Cheshire West and Chester Council
City of Lincoln Council
City of London Corporation
Colchester Borough Council
Cornwall Council
Dartford Borough Council
Department of Communities and Local Government
Derbyshire Dales
Dudley Metropolitan Borough Council
East Devon District Council
East Northamptonshire Council and Borough Council of Wellingborough
East Sussex Highways
Eden District Council
Elmbridge Borough Council
Flintshire County Council

Forest of Dean District Council
Guildford Borough Council
Hambleton District Council
Hertsmere Borough Council
Kirklees Council
Lancaster City Council
Leicester City Council
London Borough of Croydon
London Borough of Hackney
London Borough of Islington
London Borough of Newham
London Borough of Redbridge
Monmouthshire County Council
Neath Port Talbot Council
North East Derbyshire District Council
North East Lincolnshire Council
North Lincolnshire Council
North Somerset Council
Northampton Borough Council
Nottingham City Council
Oldham Metropolitan Borough Council
Pembrokeshire County Council
Plymouth City Council
Reigate and Banstead Borough Council
Rochdale Borough Council
Royal Borough of Kingston upon Thames
South Kesteven Council
South Lakeland District Council
South Norfolk Council
South Staffordshire Council
Sunderland City Council
Surrey Police
Watford Borough Council
Wealden District Council
Wellingborough Council
Welwyn Hatfield Council
West Lindsey District Council
Wirral Borough Council
Woking Borough Council

## What kind of events did authorities run?

A quiz and a display showing all the tools used by Surrey Police for map services, a demo of web mapping. [I am trying to get more budget released for GIS in my organisation, so hopefully a reminder (in the form of a fun interactive day) of the importance of location in Policing will be a good way of highlighting the need]

A showcasing event in the Service Centre to highlight how are data is currently within the many different services and the value it adds
A stand in the communal rest area of the building and notification on the intranet
A stand in the foyer of the council offices. I have contacted our Corp Comms Department and will use the all staff email to advertise
a table display with information and freebies and a few cakes
a table in reception in HQ to promote the service
An afternoon drop in with case studies concentrating this year on Connectivity across the organisation (to demonstrate the people involved in keeping our GIS and Address Systems timely and of high quality)
At both Bolsover District Council and North East Derbyshire District Council we are having displays in the staff areas and running a local place name crossword competition across both authorities
Desk based tasks and discussions on awareness and importance of the uprn and addressing
Display at desk, inviting people along to discuss the Gazetteer
Drop in sessions focussing on the value of the UPRN/USRN and how it can make us more efficient as an organisation
General promotion of the power of address data including a GIS demonstration of data we have mapped for Council staff with the help of UPRNs
I am interested in inviting some of my contacts to the event on the 15 <sup>th</sup> November and would like to receive some of the 'goodies' on offer to give to the attendees
Internal presentations / demonstrations to update colleagues and staff on current and future GIS options, highlighting the importance and value of the LLPG
Just a fairly low-key display on my desk as don't have time to arrange a bigger event
Mapping / Gazetteer demos
Open desk day for questions with freebies and cake. Will distribute items to people who we particularly want to get on board!
Open house event to promote the value of Geography, location and address information to the department
Our offices have been redesigned to accommodate DWP and Police services so we are hoping to have a series of drop-in sessions in the various kitchen/breakout areas throughout the building. In the main council area we are also planning to install some PC with access to our mapping so we can show the UPRN at work!
Presentation on Gazetteer, PSMA and GIS. Demonstrations on GIS, Tenure database, NewhamInfo
Promoting ways our colleagues can help themselves and use the gazetteer data during the course of everyday business
Quizzes with prizes
Some department visits to promote our GIS system and answer any queries, troubleshoot common questions
There are about 100 people on my floorplate (Planning/Environmental Heath) so I was thinking a chocolate and a toy each (extra chocolate would be welcome though)
To highlight and promote the use of GIS and mapping of streets and locations in the local area
We are hoping to have a drop-in session during the morning where we will provide GIS and LLPG demonstrations as well as hand out Gazetteers@GISDAY resources (and hopefully some tasty treats!)
We are planning activities across the week of 13 <sup>th</sup> – 17 <sup>th</sup> this year and will be doing events/ having stands in three of our main office locations and also sending some

information out to our service directors and any higher managers that have joined Wirral in the last year
We are planning an 'at desk' showcase of our work. Demonstrations of the LLPG and how it can benefit the wider council. Perhaps cakes will be involved!
We are planning to have a GIS Day Stand/Board within the County Hall of Monmouthshire to do Q&A from members of staff and to also promote the wider use of GIS within the Authority and how it can help benefit customers
We are really looking forward to taking part this year for the first time!
We had a successful GIS Day last year and plan to run another event this year
We have booked the council Chamber for displays and demos of various GIS / LLPG / Street Naming and Numbering bits. Last year we had between 50 and 60 people visit and are hoping for more this year
We have had quite a few new starters so I want to target these individuals as well as remind existing staff the importance of the gazetteer so would appreciate as much in the toolkit as you can supply, I always feel that if you are giving out freebies people are more open to listening and taking notice of what we are promoting especially a free pen or two with the logo
We have planned a GIS /Gazetteer / Data highlighting event to encourage people around the council to understand and make use of the data analysis and visualisation resources available to them. The Gazetteer LLPG will be part of the programme where it will be highlighted as an integral part of data management at the council
We send the postcards etc to Members and Parish Councils to remind them of the importance of the importance of the gazetteer
We'd like to put an order in for some GIS Day items - they're always a popular way of attracting people over to the display (in addition to the cake, obviously)

## “What impact or useful outcomes do you think your event has had?”

Developed team spirit between GIS users. Promoted and raised awareness of GIS with other council staff, management and councillors. Created some good links with other council staff
Improved awareness of the availability of our mapping and data
Spreads the word that the LLPG exists and its importance as a business tool
We gained a few new contacts in the organisation who will benefit from the work we do
We have learnt a lot about general problems of GIS users and we will try to improve our service so it will match people expectations
Made contact with a number of departments and teams, some of whom we have worked with previously, and others who were new to us
raising the profile and helped us launch our GIS upgraded software
We were able to get people thinking about the value of the LLPG to the Council
I connected to people who didn't know about our team. Especially useful for some the GIS data people hold elsewhere. For example contaminated land. One of my colleagues is going to give a talk on addresses to the housing team. So those and others were good outcomes
Over 60 people attended our GIS and Gazetteers day - raised awareness
Helped to highlight what we do as a team in managing the LLPG and SNN. Also helped to brighten the day for colleagues by providing them with fun gifts
Colleagues now have a better idea of what we do and what we can do for them

It allows us to showcase the value of our team / address and street data / GIS - and tell people about what we do and why we do it. We can access staff at all levels from front line workers to directors

Raising awareness within the Authority

drawn attention to the importance of accurate data and how it is used across council teams to ensure an excellent level of customer service

Not everyone who use the Gazetteer data uses the mapping system or realise how interlinked the two are in their everyday work so it gave them the opportunity to see how they worked together

We successfully promoted the addressing work we do to staff at the council. Those who knew nothing, now know something. Those who knew something, now know more and those that knew more, could now do my job!

Good general reminder of the important role the LLPG/LSG play and the services we can provide

It got people talking, and some teams more aware of how I can help them

## Comments and photographs shared over the Khub:

[https://www.khub.net/group/geoplace/group-forum/-/message\\_boards/message/71741093](https://www.khub.net/group/geoplace/group-forum/-/message_boards/message/71741093)

## Comments and photographs shared over Twitter:

<https://twitter.com/i/moments/edit/948491857285271553>

## Other comments made via email:

- The day was a great success with many people popping in with their questions and generally to find out exactly what we do, there is a definitely a better understanding now
- “We had a great GIS Day thanks. Lots of Interest in what we do and it kept us busy for 3 days with people dropping by
- Thanks so much for all the goodies, especially popular were the pens, lightbulbs and chocs
- Thanks for all the goodies ... the lightbulbs went in a flash!!
- We had a really good day yesterday. Gillian baked a chocolate cake and ordered an icing map topper from ebay! It looked very effective and people were choosing what countries (or part of) they wanted to eat!
- Alongside that we had commandeered a seating area on our balcony (along with comfy sofas) and set up 2 laptops. Using these we showcased our mapping system and how we use the UPRN to connect datasets and make them available spatially
- We also had all the freebies to give away and the chocs, stress balls and pens were real draws!
- Each year we do this event, more and more people are asking about the mapping and what it can do for them
- We try and emphasise how the UPRN is key to us being able to link various datasets and this encourages them to include it in their data
- We enjoy hosting this at Ashfield and look forward with anticipation to next year’s offerings!
- Thank you for all the lovely goodies, we had a very successful day – so successful that I ran out of pens and chocolate!!!
- The simplicity of everyone arriving at work with a pen and chocolate on their desk; really got them talking and interested in how maps and addressing could be useful to them

- I even found out about addresses which needed allocating after a member of staff said they had moved in to a new property and couldn't get any services!
- Sadly it was a bit disappointing here. Our GIS officer and I worked together and set up a good display in our rest area, always the best place to catch most staff at some time during the day! We advertised on our intranet but only a few interested parties came to speak with us. A lot of the freebies did disappear but not during the hours we manned the stand and we have the quiz running until Friday and getting new entries, so that part was more successful. Not giving up too easily we are going to do an article in the staff magazine next month and next year we will attack it again, no doubt stealing yet more ideas from the more successful authorities. It was our first attempt so live and learn as they say
- Thanks for all the guidance and materials to promote
- The day went well in that I provided information to colleagues – decorated the office with balloons and the various award certificates and the pens etc were an incentive to encourage attendance
- Our GIS day event went well [...] Thank you for your help with the goodies, they went down really well (as always!) and now our new department knows what we do

### “How can GeoPlace improve the resources provided for next year?”

A few people took some postcards and information we had downloaded from your website away with them. The stress-bulbs (which we used as prizes for quizzes), pens and the chocolate went down really well. However the puzzles weren't as popular this year compared to those provided last year, so perhaps these could be improved for next year
All resources were great and people really enjoyed them, especially the stress bulb desk toys would be good
Freebies are fantastic, more puzzle examples would help
Have more information on the actual give-aways. The main things to be picked were the light bulbs, pens and chocolates. If there were things like coasters these could have the link diagrams that the jigsaw had....could we have jigsaw coasters (hard plastic/rubber)?
I don't think there is anything to improve. All good
I liked the puzzle image and having that larger would be great. The Welcome pack poster sent out was good. One of those without the GeoPlace helpdesk contact details would be good. It would be useful to know how people make cakes with the Gazetteer@GIS Day logo printed on them
I think the stuff sent out was very welcomed, possibly a Tee shirt for the organisers?
I'm not sure anything needs improving. You had everything that I needed (freebies, info on promotion etc)
KEEP the pens
Less paper/flyers etc. as unfortunately not many people are interested in this. More exciting to have sweets and pens etc. Gets people talking
Pens and lightbulbs went down really well
Provide template "frames" so we can add our own text to flyers
Resources were great. Loved the pens with the highlighters
Resources were very useful. Possibly introduce keyrings?
The freebies are very helpful - things like stress toys are a useful way to get people's interest and attention, although the jigsaw was less popular and people rarely take the time to read resources like postcards
We found the resources this year were excellent (as usual) they help encourage people along and provide talking points. The postcards are also good to send via internal post to

those who we may not see, and the leaflets are good to leave with senior managers to read over

## “How do you think you would improve the event next time? (Or what advice would you give to others)”

We themed to GIS, with addressing being the starting point, so had a wider event than just addresses
If we had more available staff time/resources we could improve however without this can't really think of any improvements
Could there be a national competition/quiz that we can promote to get a bigger prize? This could give information/key messages to the entrants as they progress through it
We do not have enough time to create a big event so each year we book a meeting room for 3 hours and communicate via our internal newsletters emails etc. We put case studies around the room and have all our laptops to demonstrate. We have the GeoPlace goodies, cakes and biscuits. Each year we get a few more contacts. At this level it feels manageable and we recycle and add to material each year. This year we held a photo quiz of features around our district which was well received. I think it is worth doing something as raises the profile of the work we do
We would try to spend more time for preparation to it, as in this year we had very limited time and resources
Success seems to be based on setting up stall somewhere with a lot of passing traffic (we were in the canteen), and by having lots of very visual and interactive elements. We produced posters that highlighted use of our data in accessible ways (locations of pubs, the fact there are 44 branches of pret in a square mile), and had a quick and easy to complete competition (entry in exchange for cake). we also attached chocolates to contact cards, so people had to take our details
Earlier publicity around the office. Although I'd handed all material to our Comms team a couple of months before, it got missed and was last minute in the publicity
Next year we would look into doing a quiz using our LLPG search function on our new mapping system
The puzzle wasn't popular. I printed A4 versions of the graphic though so still got the message out. Everything else was popular though
Possibly change venue as we outgrew our office
Having more time and resources to promote Gaz Day better across the council
I think we will do it again in our Council Chambers but not sure what to do as present, our GIS officer had new software & ideas this year, will know nearer the time
We would like to do a demo next time
Keep it light hearted, having the "Fun" element in this worked really well ... and everyone loves a Quiz!
Place the stand if it is a stand near the coffee machine it brings in a steady flow of traffic
Utilise internal communications to promote your event several days/weeks beforehand to rustle up interest. On the day, perform a floor walk to further promote the event and entice more people with the temptation of chocolates. The most popular goodies were pens and chocolates...order many of these
Take every opportunity to advertise the key role the gazetteers and GIS play in supporting LA services
I would do a more formal drop in and have LOTS OF CAKE