



2018 Gazetteers@GIS Day feedback

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Feedback from authorities who participated in Gazetteers@GIS Day 2018

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Which authorities took part:

124 organisations participated in Gazetteers@GIS Day on 14th November 2018:

Ashfield District Council
Avon & Somerset Constabulary
Bolsover District Council
Bath and North East Somerset Council
Barrow-In-Furness Borough Council
Basildon Council
Basingstoke & Deane Borough Council
Birmingham City Council
Borough Council of Wellingborough
British Transport Police
Bromsgrove and Redditch Councils
Buckinghamshire County Council
Buckinghamshire Fire & Rescue Service
Cambridge City Council
Central Bedfordshire Council
Chelmsford City Council
Cheltenham Borough Council
Cheshire East Council
Cheshire West and Chester Council
Chorley Council
City of Bradford Council
City of Lincoln Council

City of London Council
City of Wolverhampton Council
Cotswold District Council
Craven District Council
Dartford Borough Council
Derby City Council
Derbyshire Dales District Council
Doncaster Council
Dover District Council
Dudley Metropolitan City Council
Durham County Council
East Northamptonshire Council
East Sussex Highways
Eden District Council
Elmbridge Borough Council
Epping Forest District Council
Fenland District Council
Forest of Dean District Council
Fylde Borough Council
Great Yarmouth Borough Council
Hackney Council
Hambleton District Council
Harrow Council
Herefordshire Council
Hull City Council
Islington Council
Kirklees Council
Knowsley Council
Lancaster City Council
Leeds City Council
Leicestershire Fire and Rescue Service
London Borough of Croydon
London Borough of Hounslow
London Borough of Lewisham
London Borough of Newham
Mansfield District Council
Medway Council
Melton Borough Council
Ministry of Housing, Communities and Local Government
Middlesbrough Council
Monmouthshire & Gwent Police
Neath Port Talbot Council
Newcastle City Council
Newport City Council
North East Derbyshire District Council

North East Lincolnshire Council
North Somerset Council
North Warwickshire Borough Council
Northampton Borough Council
Nottingham City Council
Nottinghamshire Police
Oadby and Wigston Borough Council
Oldham Council
Oxford City Council
Pembrokeshire County Council
Plymouth City Council
Poole Borough Council
Purbeck District Council
Reading Borough Council
Reigate & Banstead Borough Council
Rochdale Borough Council
Rotherham Metropolitan Borough Council
Royal Borough of Greenwich
Royal Borough of Windsor and Maidenhead
Rushmoor Borough Council
Solihull Metropolitan Borough Council
South Derbyshire District Council
South Kesteven District Council
South Lakeland District Council
South Norfolk Council
South Northamptonshire Council
South Staffordshire District Council
South Tyneside Council
Spelthorne Borough Council
Stafford Borough Council
Sunderland City Council
Surrey Police
Sutton Council
Swindon Borough Council
Tewkesbury Borough Council
Thanet District council
The Royal Borough of Kingston Upon Thames
Tower Hamlets Council
Wakefield Council
Walsall Council
Waltham Forest Council
Warwick District Council
Watford Borough Council
Wealdon District Council
Welwyn Hatfield Borough Council

West Lindsey District Council
West Oxfordshire District Council
West Yorkshire Combined Authority
Wigan Council
Wirral Council
Woking Borough Council
Wyre Council

What kind of events did authorities run?

Drop-in session
What I'm planning: A drop in session for all services throughout the council. With a series of staff information bulletins and requests to share information within SMTs and GMTs, including councillor sessions
Drop in Day to showcase how we are using addresses for a development project and showcasing our new GIS system. Demonstrating what developments we have made since the last GIS Day. Mapping projects requested after seeing the power of GIS/Address data. Stalls from GIS users on how mapping/addressing is used in their work. We are using it not just for addresses but GIS in general. So far, demonstrating a mapping project which will be used to demonstrate the changes during regeneration (so fits perfectly with theme, linking data, gaining insights), which came about from last year's project. Perhaps some census data. Advising on our address search function. A power point presentation on John Snow 1854 – using mapped data for cholera outbreak , and then the modern digitised maps – and opportunity for people to open layers, and style.
A day of celebrating the Gazetteer and the work we do. Setting up a stand with goodies , providing information and fun facts
Involving members of the council in the world of Gazetteer and GIS
Email publicity and a 'Drop in' event
What I'm planning: a presentation table with information and cupcakes and also separate information written by me.
To educate senior management of the role of the gazetteer and address custodian
Gazetteer@GIS Day with LLPG custodian
We are launching our upgraded software on this day and incorporating drop in – " How to Sessions ", there will also be a quiz etc. and now baking cakes – if we get the cake toppers.
Will have a stand in 1 or more of the CWAC buildings (may have to do it over 2 days) and give out leaflets etc to promote the service. We will be having a guess how many sweets are in the jar, cupcakes, sweets, raffle and maybe a quiz if we have time.
Decorate the office to raise awareness, place a number of items in the tea room at the Council, create an ESRI Story Map to share digitally amongst Council Staff
3 staff manning an exhibition stand in Reception with loads of information on display, including a demo by StatMap Earthlight system.
A presentation on why GIS and Geography is important to Surrey Police, a Geography Quiz based on the County of Surrey; with a prize for the winner, a cupcake each for all in ICT, an email inviting all to join in the merriment of GIS day

We are having a week of workshops promoting our new mapping system which includes several searches using LPG data – we have also created an editable layer on our maps where people can register their ‘places of interest’ across our district – these will be linked to an address/place using the UPRN
Open office for officers to visit and find out about the LLPG
Quiz based on internal GIS page to encourage further use and promote GIS and Gazetteer.
Two display stands in two separate office buildings. Internal mail shot to senior managers. Intranet article.
Presentation, possible quizzes etc. in our Council Chambers
Demonstration of our new GIS system and how the LLPG is used in ways they wouldn’t think.
Demonstration to senior managers
Promotion of Gazetteer & GIS Day including freebies and quiz to both officers and members – trying to push it a bit further out there as well as publicity in the local press and our web site. Sending the RSG brochure to each council member
Continue to promote the use of UPRNs across the Council and make all Members and Staff aware of the importance. Goodie packs including tray bakes
Gazetteer stand/exhibition in Reception and also one outside the Planning Committee meeting
GIS Open Day to show off what data is available and how it can benefit services as well as promotion of the LLPG
Displays in break-out areas, posters around the buildings, Cupcakes for those who want to chat about the LLPG and possibly a quiz on the Intranet again.
Display table with info and a gift and chocolate. Materials to be targeted to section managers where there has already been increased use of the Gazetteer e.g. new applications development
Drop in session within the main council office. Showing uses of GIS, LLPG and LSG throughout the council
Quiz probably, cakes, various - undecided
Presentation for 40 people plus a drop-in session afterwards
For the first time we are planning a drop-in session to demonstrate more about the work we do and the services that we offer
Open office, with cakes, encouraging staff to visit and pick up a cake of chocolate stick and hopefully raise the profile of the LLPG especially with its role with the Census. Our combined GIS Day and Gazetteers@GIS Day 2018 event will include sessions for both staff and elected members. We will have use of the reception area, the Atrium and the IT Training Room at Wigan Town Hall on 14th November. Ideas for the day include Open Data, Health Data Profile and Historic Maps themed presentations together with demonstrations and hands on training in the use of the internal web applications and all the available tools, downloading the air quality open dataset onto a map, mapping the spread of elm tree disease incorporating Tree Preservation Order data and information from Natural England and the Forestry Commission, favourite new cycle way and horse riding routes and the value of address data and the story of a particular building. There will be a GIS gallery to include a display board showing what gazetteers are and what they do and explaining the address life cycle. We are planning a “Where is Uncle Jo?” prize competition asking for the co-ordinates of the exact location of the Wigan Council mascot in a photograph, the closest (in the judge’s opinion) being the winner. Clues will be provided so that participants can use the corporate

GIS to discover the general vicinity and learn more about UPRN's along the way. Last, but not least, cakes, chocolates and sweets!
Drop in event for staff showcasing current and previous GIS projects plus our plans for the future. We will probably have some quizzes and competitions for users too
GIS Day event for colleagues promoting our services/products across different service areas
Drop in sessions, posters, training sessions for web-based GIS system
I usually do a quiz but this year I am going for a twist on the party classic 'pin the tail on the donkey'!
We plan to hold our gazetteer day within the Town Hall which will include a stand (decorated with merchandise) and the aim will be to involve other members of staff from other departments within the building to come along and find out about the role of a Custodian and why address and street data is very important. We also intend to have some cupcakes to entice staff to join in. As this is a public building, we may spread this out to the general public
To have a drop-in centre, based within one of our Depots
We are moving into new offices in the week of the event and I think this will be a brilliant opportunity to promote the gazetteers and GIS in general to a new audience of council staff who might not be as aware of what GIS is. I'm planning to commandeer an area and use the promotional resources to attract people in, so we can demonstrate the power of GIS and show how it can benefit them. There will also be cakes!
Display/drop-in
We are having a stand in our headquarters with demos of GIS and to raise awareness about the importance of location / location information within the police service. We are planning to also include to have some drop-in session about Gazetteer issues / make an awareness "video" about the use of addresses within the Police service
A stall/display in the reception area of LFRS HQ. Publicise the event and get people along to educate them about Corporate Gazetteer and the role of LLPG / NLPG and ABP
Email Circulation of GIS Day information including quiz and information request form for further information to key stakeholders : Councillors, Directors of Departments and Heads of Service; Leaders of Council a week before the date. Hand out of resources and information to as many of the stakeholders as possible on the date and further members of staff who use streets data .
I am planning to hold the GIS Day in our Civic suite along with my GIS officer. Will be sending out communication to all colleagues soon once the venue and time are confirmed. This is the first time we are planning this so really excited and looking forward to the event
Annual reminder to management and colleagues of the work undertaken by the GIS Unit and specifically the Gazetteer staff. Will organise suitable intranet news bulletin / display / drop-in sessions
We are trying to encourage users to make use of the Gazetteers over two sites (Stafford and Cannock Chase Councils). We are trying to identify where they currently use gazetteers and where they could be used. The pens will hopefully keep it fresh in their minds whenever they use them. If the resources requested are too many, please let me know
Open morning, with quizzes, cake, gis training and more

GIS is going through a big change in the authority. We are moving from a few desktop users to a web-based GIS open to all. As part of this change, we are holding training events where we can showcase what GIS is all about and what it can do for each team. The gazetteers are the foundation of this work and we want to communicate to the teams the importance of the UPRN and the USRN in creating data, so it can do more for them. The resources provided will help us get people's attention and get this information across
We are going to have a display in reception highlighting what we do
Distribution of resources to managers and drop in sessions for anyone who wants to use the data.
Show and tell. Word searches, crossword, explaining systems that use LLPG
The Planning, Building control & Digital departments are going to decorate their respective parts of the office and generally spread the word
Holding in the main reception area a stand displaying our GIS, Gazetteer and Data Insight tools to staff members and potentially the public as well
Information tables, quiz & cakes
A GIS stand in the entrance to our headquarters with some displays, interactive games and information/case study/examples
GAZ & GIS DAY
We're planning a table GIS Day event, if not in the reception area of the main offices
Presentation to Cabinet and Members on the benefits of the Gazetteer and GIS. Various PC presentations on Maps, Addresses, and Demography and what our supplied GIS can do to improve service efficiency
I am planning to put the items into packs and give them out to colleagues in order to create engagement in the Address and Street Gazetteer Custodian roles
Information point in the office and gifts placed on individuals' desks along with UPRNs and USRNs – linking data, gaining insights brochures
Joint stall with GIS colleagues in the Town Hall reception
To promote our UPRN to all within local authority but too really push for the accuracy in line with 2021 Census
"Open Office" possibly with adjacent Teams who work in GIS. Like the quiz offered, demos of how LLPG can help other services
Just something low key at my desk
GIS quiz. Treasure hunt using our GIS software
Display in Council reception area
A promotional day within the office for all staff to see the process of SNN from the start of a new property being built, through to how it is registered and how that address links with other datasets within the Authority by different departments. Participation encouraged with cake and your free gifts
We are going to run a quiz using your template. And offer a drop-in across the council.
Small GIS day – In house to let people know who we are and get the word out within the council.
Quiz, fun afternoon raising awareness
Question and answer session and quizzes about the Council's LLPG, a demonstration of GIS system and of course plenty of cake!
GIS event and cake!

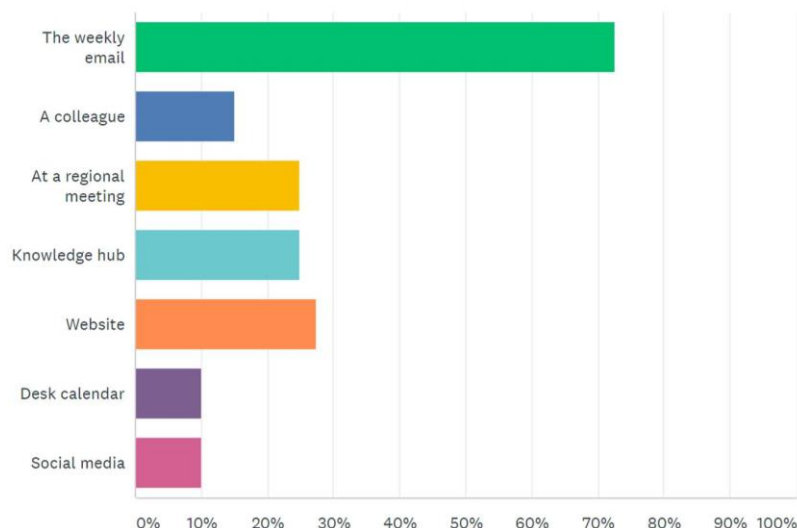
Decorate a desk in the corridor and promote the gazetteer to staff
A quiz with prizes and baking some cakes and maybe a leaflet
Competitions and quizzes and getting people to share case studies on our internal Facebook Workplace GIS Group
Morning presentation to service managers and teams about data matching & linking, good addressing and being prepared for the 2021 census. Afternoon drop in sessions with quiz, Q&A, demonstration. Gazetteer training . I understand that the chocolates and keyboard cleaners are a higher number. We would appreciate as close as possible but understand a review of what other councils require is needed. We have recently undertaken a project which has seen the introduction of smart/agile working and it has brought teams together in an open space. I am within this new team and hope to place enough chocolates and cleaners around the desks to raise awareness and bring the team together. We now hot desk so the keyboard cleaners are likely to be a nice touch
Open day in the history centre to launch our now on-line web mapping service and highlight the gazetteer
Promotion of the Gazetteer and GIS in general, has been very successful in previous years. I run a quiz and lots of activities aimed at all levels across the Council
To help promote the use of GIS within the Development Team within Newcastle. Current we do not have a dedicated GIS team however I undertake a lot of the GIS work and I need to help show how important GIS can be for projects.
An online questionnaire with info at end of base location on 14 th Nov where they can receive prizes and find out more information. Room set up with leaflets, balloons, cake and prizes
We are planning to hold a GIS Day event to promote the services GIS provide to its stakeholders
City Council Promotional event at which we will sell the goodies for vast amounts of money (only joking!!). Joint event with streets
Joint day with Cheltenham Borough Council
Informal get together with colleagues
Had I have been in a large open plan area with high footfall I would have done something more and my desk location is a little remote. I don't therefore want to take lots of freebies which someone else may well have used. I will make a point on the day of saying to my immediate room occupants about the day and will display the balloon I have over my desk! And give out some chocolates and pens.
Everything! We do the lot here at BDBC
Drop by session to explain how addresses are formed
GIS Lunch drop in - Promote the completion of project work to capture BLPU extents and planning history. Promote our internal online GIS service and raise profile and awareness of data available. Competition quiz & treasure hunt
Am in process of talking with the Assistant Custodian – nothing too dramatic as neither of us have done this before
A modest reminder to my team of the importance of the gazetteer
Stall, interactive demos and a competition
Combined event with the Corporate GIS Team. Stall set up in the staff canteen with poster displays, laptops with interactive maps , quiz and competition
Round table discussion and quiz for prizes

Address/street quizzes ,LLPG demo, Intranet article, Freebies and prizes
We are setting up new directorates with new directors coming in from outside the council. I intend to promote the LLPG with them as an aid to future planning . Plus, generally promoting it through the council and maybe use your quiz as a basis for a competition.
A drop-in day for staff to learn more about the LLPG and also GIS within the authority.
We will be leaving flyers on desk and hosting a drop-in session for the whole day. We will use provided resources such as host quizzes, running activities and demonstrations
Stall and events at our desks
Open session for members of staff to come and understand more about geography and how location is imperative to policy decisions
An awareness day in our corporate staff relaxation area. Along with using the day to promote the use of GIS amongst staff
We will be running GIS Workshops with presentations for the whole of “Geography Week” – Monday – Friday (hence the numbers below
Showcasing the value of geospatial data – how it is created, maintained and shared across the authority and wider organisations
Display & Quiz
We are planning to have a stand in the main reception of the civic centre, we will be having cupcakes made and a projector to show many features within GIS and projects that we have completed over the years regarding integration and the importance of the UPRN and USRN link to people and place.
We have a room booked for the day and are planning on highlighting the Address and Street gazetteers and their importance, we are also highlighting the major systems using within the council. We would also like to target our Heads of Service
Distribute information via FB, Twitter, Intranet pages. Send cakes and a newsletter to the Chief Officer Team
Promotional stand and Intranet
Event to make the organisation aware of the importance of address management
Promotion through our Intranet and open day meet and greet
A stand/table to let people know what we do
The Research and Intelligence Team, (which includes GIS) at the West Yorkshire Combined Authority, understands the value of a well-used gazetteer. On GIS Day we will be holding a drop-in session, open to the whole organisation (450+ employees), to celebrate how spatial data is currently used and to emphasise its potential. We will be showcasing case studies and will have a rolling slideshow of projects where spatial data was at the heart of solving problems. Staff from the Research and Intelligence Team will be fielding questions and aim to highlight the importance spatial data, including the value of using the UPRN. There will be plenty of cake too! As a Combined Authority, rather than a Local Authority, I’m not sure we qualify for the promotional items, but I thought I’d ask anyway. Please see attached our completed order form Toolkit. I have recently moved jobs from a Local Authority and in my new role I am determined to highlight the value of spatial data, in particular, the benefits of a centralised address list. Furthermore, the Combined Authority works closely with District Partners and I think it’s important that we recognise the contribution address custodians make to create the National Gazetteer.
Display, questionnaires and general advice

Highlighting GIS Day, by placing items on the desks of users and emailing them to remind them how great the LLPG is and how it helps them in their day-to-day work
Open Day Walk-in presentation within foyer of Town hall for officers and Councillors for both Councils to be promoted internally by our Comms team
A small display to show how the Gazetteer works in Sutton & Kingston
A small display to promote our work on mapping and address [GIS/LSG/LLPG/SNN] at Kingston. Also planning a few half hour lunch time guided walks of Kingston Town Centre using the Aligned Assets Augmented Reality app
A managed drop-in session for Q&As on all things Gazetteer and GIS
Organise a stall in the Town Hall to raise awareness of Address Data and to highlight the importance of collaborative working
Quiz re street names and numbers and visit to county hall with a display to attract attention of pro and transport development control team
Informative event in Poole and Bournemouth to encourage more people to use GIS
I will be setting up a small store in our building's atrium for the morning. Our offices are the ideal location, as the majority of the departments who benefit from gazetteer will have easy access. This will be a joint effort with our SNN department who have made their own preparations. There will be a display of the key points of the gazetteer and facts about our county's data. I hope that this will be a good opportunity to promote the LLPG/LSG and allow professionals to ask any questions
We're having a stand in bridge area of the service centre for staff to come to - with demos

“How did you hear about this year’s Gazetteers @GIS Day?”

Answered: 40 Skipped: 6



ANSWER CHOICES	RESPONSES
▼ The weekly email	72.50% 29
▼ A colleague	15.00% 6
▼ At a regional meeting	25.00% 10

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

Raised the profile throughout the authority. Was a very successful day.
Promotion of GIS in general. Importance of UPRN in georeferencing data. Raised awareness of the street naming and addressing functions
We did get asked some questions that always intrigued staff over addresses and we were able to answer them.
Raised awareness of our gazetteer
More awareness/interest in what we do
I hand delivered the publicity information to the Chief Exec's PA with enough chocolate to pass around their small Team, whilst explaining the importance of the address gazetteer from zooming to locations on maps to working on the census. I think the chocolate really increased the interest level.
a few more people are aware of our internal web mapping interface, and what it can do for them - layers available, outside of their immediate team, which would be very useful for their job.
Colleagues did not realise the importance of data which formed part of the NSG
Raised awareness of our intranet-based GIS solution.
SNN and I (LLPG/LSG) had a positive experience with the event. Our promotion of the day was kept modest since this was our first attempt, but there was good interest from departments we work with, as well as other people just passing by.
As quite a large organisation, the GIS day event really helped us spread the word about the tools and services that we have to offer other internal departments. A lot of interest was shown, and whilst we came across many familiar faces, we also encountered quite a few people who we haven't had engagement with in the past.
Raising the profile of the Gazetteer and GIS in general
Awareness amongst colleagues about what we do.
It has had a lot of positive outcomes as people are now aware of some of the great things we can do and the importance of the UPRN.
Raised the profile of the LLPG in the authority as it drops over the year. Just reminds people we are here
Showcasing GIS to the wider Council. Connecting colleagues regarding their data and our GIS specialist officers.

Made a few more individuals and departments aware of GIS LLPG and what impact it could have in future with the use in the census etc.
Gazetteers@GISDay has served as another great opportunity to promote the use of the Council's LLPG within the Council.
It is definitely raising awareness of the LLPG throughout the council and more people are showing an interest year on year.
More awareness of GIS in the authority, chance to chat and engage with current users, new users and people who know nothing about GIS
Raised awareness of the Gazetteer and it's uses around the Council.
Useful to be able to highlight the day and in particular for me SNN
raised awareness of the possibilities of GIS and gazetteers
Made contacts with several policy teams, raised profile of location to wider audience within department
Raised awareness of the Gazetteer in other parts of the Council and helped to kickstart a wider GIS strategy.
Got people discussing the LLPG and GIS in general
Raised awareness of the Gazetteer and the street numbering process
Identified what I do every day to people across the authority even if they do not know or are not sure how it affects them
Members of staff know that we manage addresses in house and a bit more about the update process. That other information can be stored against addresses using the UPRN to improve prevention, protection and targeting.
Great opportunity to communicate the power of GIS to the rest of the organisation. The main outcome (that I hoped we achieved) was that staff throughout the organisation better understand the use, and importantly, the potential of use of GIS to solve problems, target resources and provide a strong evidence base for decision making.
Mainly for our authority it allowed other departments within the authority to understand how important the gazetteer and its maintenance actually is.
Raising awareness and an excuse to promote GIS within authority
Most of the people I spoke with did not realise how much time and effort and involvement with other entities goes in to creating address and street data that is cohesive and accessible. I think it was a really good way to share what we do!
the event was a great success. We did good advertising and people came to visit our stand. There were loads of enquiries because people were unfamiliar with the terminology. Good response I must say.
Very positive within Senior Management, and raise the profile of the work
not as much as the previous two years
we have had requests to extend it to the councillors!!!
Highlighted the use of the UPRN & the work our address team does throughout the Council.
My colleagues now understand more about what i do and the GIS systems we use at work.
By targeting teams that I knew didn't realise what was available to them, I have had very positive feedback (and probably given myself more work to do !)
It got people who wouldn't usually need to venture into my office in it and then I got to chat a bit about what the LLPG does for them

<p>We seemed to reach more people this year - with the treats on offer and our schedule of sessions which went out to other sites this year we managed to meet with 42 people in total - we had to do 'names in a hat' for the water bottles as we had so many people wanting one :)</p>
<p>Making people aware of what the gazetteer does</p>
<p>Certainly increased profile of GIS team and gazetteer in general</p>
<p>a lot of people were made very happy by the chocolates and freebies</p>
<p>increased awareness of how addresses are used within our organisation and about UPRNs, data quality etc.</p>
<p>It was a good day...we even had one person in the council ask if we were external...just shows how much more work we need to do!</p>
<p>Yes it was a fun day, it was nice to speak to people and alot of people found it interesting, as not everyone knew there was a department that handled this type of work. It also made the managers happy, which is always a plus point.</p>
<p>Considering this was the first time we had taken part in this event, we had a great attendance! It was more likely due to the cake and freebies, but I think we generated some interest as well!</p>
<p>This was the first time we participated in GISDay and it was very helpful. I was unable to host a drop in session but I produced a mini blog series across this week, starting on the 14th explaining the role and purpose of the Gazetteer. Those posts have been picked up by our Management Team and I've been asked to feature them in our staff newsletter to help raise the profile of the LLPG and how it can help service areas. GYBC runs a staff conference in September each year and I've been asked to provide a stall next year focused on the Gazetteer, so from my point of view it has been very successful.</p>
<p>We had to do it over 2 days as the council is spread over a wide area. We had some really good referrals and a lot of data that I need to go through. I know I will be able to save the council time and money with some of the referrals, well worth spending the time doing it</p>
<p>We did have good use for the resources. We decided to use them to target a select group of teams who currently don't use the full potential of the Gazetteers and GIS. Having handfuls of goodies makes you very welcome, and making a 'scene' delivering to the team's staff certainly gets the managers involved and starts a conversation. Even if that start is "What are you doing???". Our new manager was targeting Adult Social Care and Community Carers.</p>
<p>Thank you for sending all the lovely treats for our GazDay table. Many people stopped by and asked about what we were doing (and grabbed a pen J) and I felt it was really successful. I didn't have the chance to take many photos, but I did get a couple of our table set-up and of myself sporting one of the Love Your Gazetteer stickers!</p>
<p>We had a really positive response to the stand we set up over lunchtime in the staff canteen. We had lots of support and interest and made some very useful contacts for future reference. The Elections Service Manager made a beeline for us very early on, acknowledging the power of the UPRN / USRN and endorsing the drive to further 'join-up' services throughout PCC by better use of the LLPG.</p>
<p>Firstly a massive thank you to Geoplace for all the help you gave in getting this event off the ground. It was our first time so we were working from scratch but you made the event so easy with the web page of ideas and so much useful information. I attach a few photos of the day. We had such great positive feedback. Here are a few of the things we did during the day:</p>

- Had a Tombola with interesting questions about the borough – we used all the free giveaways from Geoplace as the prizes
- Small scale map of the borough – users had to find the town hall – this was done in small groups under a timer and the fastest time won a water bottle (this worked really well and was fun)
- Loads of maps and information on display
- Powerpoint presentation on large screen with various maps and GIS information
- Demo from GIS software provider StatMap as we are interested in buying a new web GIS system

Sutton promotional leaflet - In Sutton we produced small A6 leaflets, which were placed on shared tables and the kitchen area. Site plans - Some plans will be displayed on the stand to explain what we do in terms of gazetteer work. At Sutton we only have responsibility for Gazetteer and corporate spatial data but not GIS.

My colleagues Kat and Lyn will be manning the stand in Sutton to showcase our gazetteer work. There maybe someone from the Data & Intelligence team at Sutton to showcase the new ArcGIS platform that is in the process of being rolled out across Sutton.

I've attached copies of the two promotional leaflets we have produced and here is a link to the posters / take away leaflet:

<https://drive.google.com/file/d/1m4ZTjCkJOl9lKdIsXC3OfTSdWuli8qLD/view?usp=sharing>

This year we have taken the date off the poster, so we can consider whether it is reused in future years.

Kingston plasma screen slide - It is amongst 12 other announcements on rotation, so we don't expect so many to view this. Kingston promotional leaflet - We have placed 6 of these in the main lifts in each of the 3 Guildhall buildings. This is near the lift code buttons.

Posters / takeaway leaflet - This is A2x2 posters, which are also to be printed back to back on A4 sheets for people to takeaway. We will printed a limited run of these and then if more are required, print more later. There is a drive here to print in colour as little as possible, so we are trying not to print more than is taken.

Maps - Some maps will also be printed and displayed behind the stand, since we cover both GIS and Gazetteers at Kingston. Google Form - I've created a Google Form so people can sign up to our augmented reality walk following some of the gritting route footpaths.

Comments and photographs shared over Twitter:

<https://twitter.com/i/moments/1063381441273307136>

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

The Resources were a big hit this year. No need to improve.

Have the resources available earlier to allow for planning/preparation

When it gets mentioned as a future event, colleagues remember two things; chocolates and pens! The quiz items went down well especially the Soviet Spy maps.
1) Do not produce any more leaflets referring to the use of Census data to calculate Revenue Support Grant (RSG). RSG is being phased out and, as things stand, will not exist at all by the time of the 2021 Census. Distributing a leaflet to senior council managers citing RSG as being a justification for supporting the work of Authority Address Custodians is more likely to get Custodians made redundant than supported. I am appalled that an organisation 50% owned by the LGA did not know that. 2) Please stop producing plastic tat (keyboard cleaners etc) to promote the event. Planet earth does not need any more plastic.
Less paper resources (think of the environment - maybe send digital copies that can be emailed?) and more 'officey' things (pens, keyboard cleaners, stress balls were all a hit this year - maybe notepads/sticky notes next year?)
I thought this year's resources were excellent. Maybe more puzzles?
More chocolate!
Resources were fine this year.
More chocolate!! (just kidding) The resources provided were excellent and helped peak interest. The pamphlets were very well presented. I cannot think off the top of my head of anything to help improve the experience.
The resources provided were fantastic! The chocolates, GIS branded water bottles and other goodies all helped generate excitement and the event, and made it far more professional and wider reaching. Whilst it isn't a point for improvement, we (the GIS team) were very grateful for these.
Was very good this time, can't think of anything else at the moment
Stress balls would have been good. The other stuff sent was good, except the plastic used in the water bottles makes the water taste of plastic. Not marked as BPA/BPE free.
No all resources were really good. The GIS Cake Toppers went down very well. I would like maybe t shirts as this would make us stand out more.
Make sure that the information given out is accurate!! ie. Linking people and places reference to revenue support grant which is being phased out. Whoever writes this information should get the facts correct or we could all end up with red faces.
In honesty I think the resources provided were brilliant. As a first time of holding this event it was made easier by the comments/ideas from previous years and all the free goodies GeoPlace provided.
As the pens are particular popular with colleagues, a larger number would be appreciated, however overall we are always really impressed by the resources provided and very appreciative.
I'm happy with resources provided
This year the resources were excellent, thank you
Think they were spot on.
resources were good.
What you had this year was very good, although the keyboard cleaners confused people a little bit! OH also, ESRI have announced their GIS day to be 20th November, so you might want to double check the date.
Just anticipate demand a little better.
Stock

Think the resources were fine, people like a pen or some other goody
Perhaps start advertising it a little earlier be a bit like Xmas start sneaking in a bit at the end of the Summer
We were very grateful to receive promotion resources from GeoPlace. I think the range of promotion material was excellent and really provided a more 'official/formal' branding element to our expo/drop-in session.
I liked all of the resources that were available - I just wish there were more of them! Unfortunately I did not have enough for everyone at my event.
Better planning for sure considering the high demand you have received. But I was happy with the goodies provided. It was enough to make a good looking stand and to encourage/inform/educate people about the Gazetteer.
Resources were a great way to encourage people to come down and learn more, so maybe more next year...
I think the free items should have further information on them as a lot of people just came for the freebies like the stress ball of the previous year with the 4:1 on
People love the pens, the stickers went down a treat
Resources was great this year, we try to do GIS day every other year.
Maybe have a good big first prize that you issue to one per authority when doing quizzes
Just keep the chocolate and cake toppers coming
People appreciate food - chocs or biscuits... also pens are very popular... not much else goes but we manage to use them for prizes when we run competitions or quizzes alongside the GIS Day events.
Pens keyboard cleaners and stress objects stay on desks and remind people through the year
Freebies very well received and definitely helped (along with the GIS Day biscuits a colleague baked) to draw in the curious.
People always enjoy the inventive and fun freebies
Maybe have lots of little items like chocolate / pens for freebies at stands but offer some real good prizes for quiz (less but more valuable item). We offered the drinking bottles for prize to our quiz but people seem not bothered about them! :(sorry. However, I have to say we are very grateful for all the resources as for example OS just sent a sticker!!! which we felt was very poor! So well done for the effort - you guys rock! (like the UPRNs!) #UPRNSrock! ;-)

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

I'd book a room earlier to ensure I got a better room. Forward planning is key. Maybe send quizzes and facts out ahead of the day to raise interest rather than just on the day.
Have more people to meet and greet on the day.
The more I can send out electronically the better. The link to quizzes that illustrate the area we work in were particularly helpful. Getting face to face contact in an authority spread over 6 floors with lots of individual offices is difficult.
Advice: Showcase your big developments with interesting names to talk to people about. Have a ballot box so people can suggest street names/themes.
We are considering geo-caching with prizes at office locations

<p>a bit more advanced planning, getting facilities to move tables for us, getting the event into the calendar a month, or at least 2 weeks early - not just the morning of the event. Make some video demos that can be on loop on a spare screen.</p>
<p>I have spoken with the District Council who are responsible for the Address Data with the possibility of doing a joint Gazetteer Day</p>
<p>More advertising.</p>
<p>Having done this once and have an idea of who are likely to be interested in this, we could make some changes to our display to be more beneficial to those departments. Use it as an opportunity to discuss queries and ask whether they are satisfied with our service.</p>
<p>Organisation is key. Whilst we got a good number of attendees to our drop-in session, we can always do more. Next year we'd like to be better at spreading the word so as to further increase turnout.</p>
<p>More resources!</p>
<p>More visual aids, even though we had a lot, we could do with a few more I think next time.</p>
<p>Our event ran extremely well and there is very little I would change. We planned well in advance. I would advise to start planning a few weeks in advance - definitely have some games/quizzes as these made for great interaction and were a lot of fun while also being informative. Use the giveaways as prizes!</p>
<p>We would like to provide the Council with more specific case studies of how we are increasingly using the LLPG in the Council.</p>
<p>Need more technical support. I couldn't answer all the questions by myself, particularly regarding how the LLPG will be integrated into other systems.</p>
<p>More cake! The date on GISday.com says the 20th Nov for 2019?</p>
<p>I would prepare more information as to how we use the gazetteer internally as that was of most interest.</p>
<p>Better promotion internally.</p>
<p>I'm not sure what I would do next time but this year's was improved a lot by having other departments with a stake in GIS systems be involved as part of a bigger event.</p>
<p>Try to download some of the posters and maybe get a display area</p>
<p>Engaging emergency services. Improved basic introduction resources for non-users. Improved communication about the resources available on your website. Visually, Gazetteers @ GIS is always going to struggle when participants have a choice between looking at pretty GIS maps or text about a gazetteer, some suggestions about how to improve this.</p>
<p>More case studies as they really help galvanise peoples understanding of GIS. A mixture of large paper maps and online/interactive content on laptops - More fun interactive elements (next year we are going to have an LSOA puzzle map) - Contact our comms team in July to give them chance to help us get more people to the event! :p</p>
<p>It was our first one, so I would like to look at the way other authorities did theirs and maybe get some ideas for our next one. I think we should make it bigger and more involved.</p>
<p>I would definitely put more planning into it and try to involve as many people as possible. As I took the role only few months ago, I did not have enough time to manage everything, but I am pretty sure next year will be amazing. :-)</p>
<p>This was my first event, next year's will be bigger and I aim to hit more staff.</p>

The free items should have further information on them - what abbreviations stand for :ie UPRN BLPU etc the 4 stress ball in the previous year brought out questions such as what does 4:1 mean. This year either everyone knew more about it or weren't interested.
Bbring back the highlighter topped pens - these were a big hit last year and were among the requested items from staff.
Have some pre-populated email content and tweet content with links to current topics of interest.
Produce a better display and involve more people in the council.
Do some research and know who to target
you need to make it interactive...have a quiz which involves people having to use the system to find UPRNs or give them UPRNs and ask them to find out where these are? We have joined with our maps to create an editable layer where colleagues can enter 'points of interest' in the local area - we will then review these and attach a UPRN to the record if appropriate, etc
Have more departments involved
Advertise event and set aside an area for display
don't know, people always seem to enjoy free stuff
I know this is unlucky this time, but our package was sent to the wrong address and it luckily arrived on the day but that meant I chad to quickly buy other cake toppers and could only use some of the GeoPlace cake toppers. maybe have quiz ideas / offers provided well in advance so people can plan better:-)