Geospatial Commission: Call For Evidence Response Questionnaire

Please submit your completed questionnaire to:

geospatialcommission@cabinetoffice.gov.uk.

Clearly title your email *'Call for evidence response'*.

About you and your organisation

Name	Graham Smith
Organisation	MRS Census and Geodemographics Group
Job title	Member
Address	c/o CACI Limited, House, Kensington Village, Avonmore Road, London, W14 8TS
E-mail	gsmith@caci.co.uk
Telephone	020 7605 6814

Please select which of the following best describes you as a respondent:

Respondent	**Please mark with a X**
Academic	
Business representative / trade body	**X – Market Research Society**
Central government	
Charity or social enterprise	
Individual	
Legal representative	
Local government	
Large business (over 250 staff)	
Medium business (50 to 250)	
Small business (10 to 49)	

Micro business (up to 9)	
Other - please state	

Call for evidence - three key themes

We have identified three high-level themes that could help our approach to setting a strategy which are as follows:

1. **Supporting innovation in the geospatial sector**, exploring how to secure cutting edge skills, the right access to data, and opportunities from emerging technologies for the geospatial sector itself
2. **Enhancing the UK's geospatial assets,** looking at how best to align interests, avoid duplication, and instill best practice across the whole public sector
3. **Driving investment and productivity in geospatial applications**, asking in which wider sectors the most value lies from better exploitation and use of geospatial data, in the UK and internationally

Our questions

Q1. Is our view of the geospatial data types accurate? If not, what should be included or excluded from this?

The items listed make sense, but it is our view that Geospatial is more than landscape and built structures and extends to population, society and the geography of consumer behaviour.

Q2. In addition to current government policy, what are the areas of geospatial skills where the commission could best focus, to help ensure the necessary capability within the UK for the future?

Q3. What are the geospatial skills needs and gaps in your organisations, how can these be most effectively addressed, and how can careers in the sector be best promoted?

Skills training and careers could be promoted via recognised industry bodies.

Q4. Are there any publicly or privately-held geospatial datasets that are currently challenging to access or use or of insufficient quality, but which you or your organisation would find valuable if these issues could be resolved? Please explain why this would be of value, and how access/quality could be improved?

Open National Address File (with geospatial element)
A standard, universally recognised address list available as an open dataset would be very benenficial, particularly if supported by accurate geospatial referencing. The value of this would extend across many areas from understanding consumer movement, transport planning, resource planning, and linking these to the private sector without barriers to entry caused by different address definitions or the cost barrier of licensing.

Lookup between PAF UDPRN and UPRN
If this were available as open data it would greatly assist in supporting our public sector clients and also enable us to exploit the value of an open UPRN with co-ordinates dataset

Land Registry INSPIRE property polygons
Royalties for commercial use make this challenging to use.

Public Transport timetable data
This is currently only available in a very complex form and is very time consuming to extract and exploit. We also have issues with data quality.

Workplace population
Regularly updated estimates of worker population at a low geographic level (e.g. workplace zone) would be of a lot of value in understanding the changing demands for services in an area. Currently we only have census data from 2011, which by the time the next census is released will be at least 12 years old. The LSOA estimates from BRES are too high level and we believe not always that reliable/plausible for local analysis being based only on the BRES survey. Could the IDBR be used for this sort of application?

DVLA licence plate to postcode/OA file
For understanding shopper catchments & demographics – almost all our clients have ANPR and capture licence plates (including local councils). If you were able to code them with a geodemographic classification and map them at a non-PII level eg OA, then councils could use it for bus route planning, increasing public transport etc. Owners of shopping centres could better understand who is visiting.

Oyster Data
Data from Oyster and other regional travel card data (e.g. Nottingham has a similar system to Oyster), in order to understand trip patterns and demand for services both in transport planning and ancillary services e.g. retail.

Census workplace flow data and Census small area micro data
Easier access to these would be beneficial. Currently these datasets have limited access due to disclosure control, which differentially impacts on private sector users.

Open up PSMA data to the private sector
To create a level playing field for the private sector and allow greater collaboration with the public sector.

Q5: Do you anticipate that any changes will be needed to the both address data and the wider address ecosystem, to support emerging technologies? Please provide evidence of value to support any proposed changes.

A standard, universally recognised address file as open data in the public domain would be very benenficial, particularly if supported by accurate geospatial referencing, for linkage with other emerging datasets e.g. mobile app data.

Q6: How should the commission be looking to develop the UK's capability in Earth observation data, both technologically and to support an effective market?

Q7. Which new technologies should the commission focus on to provide new opportunities to process and exploit geospatial data for economic growth?

Q8. How can geospatial data and applications be used to support enhanced roll-out of future technologies?

Q9: What are the options for how public sector organisations could continue to invest in maintaining and enhancing our geospatial data assets?

Whilst we support the opening up of datasets we are concerned for the continued funding to maintain quality. A number of funding models may be appropriate: increased liberal access for commercial users but at a cost, “fremium”/Spotify-type model.

Improved access should not necessarily be at a cost to quality.

Q10: What areas of the underpinning geospatial infrastructure such as positioning technologies, including GPS and indoor positioning systems, and geodetic networks and frameworks to support them, should we be prioritising the development of, in order to support the emerging requirements for geospatial data?

Q11: What role should the private sector have in both the development and maintenance of the underpinning infrastructure and enhancing the UK’s geospatial data assets?

Q12. Do you face challenges when working with geospatial data from across the public sector? If so, what are they and how could value be better released? Are there any technical remedies or standards that could be adopted to improve the interoperability of geospatial data? Please provide supporting evidence of what these remedies could help to accomplish.

Q13. How can the Geospatial Commission act as a more effective customer for geospatial data on behalf of the public sector?

Q14. Are there any additional geospatial datasets, from the other partner bodies or other sources, that the public sector would derive significant benefit

from having access to, that might have novel and valuable use cases? What would that access look like?

Q15: How can we best develop a single UK strategy, ensuring alignment between the individual strategies across the UK while still allwoing for regional variations?

Q16: How can we best ensure effective local authority coordination and sharing of best practise, using location data to better deliver public services?

Q17: As a result of this analysis, we are prioritising the exploration of possible initiatives in the high-value categories identified:

- **property and land**
- **infrastructure and construction**
- **mobility**
- **natural resources**

- **sales and marketing**

What are the existing or potential geospatial applications which could be scaled-up or developed in order to capture economic value? (We would particularly welcome responses from industry and other bodies engaged in these sectors.)

Q18: Are there any other areas that we should look at as a priority?

Q19: What are the main potential private and public sector innovations that will rely on the use of geospatial data to rollout, and are there corresponding regulatory challenges?

Q20: How best can we make the UK's presence in the international geospatial world more visible?

Q21: Where should the UK be looking for points of comparison overseas? Who are the other international exemplars? What best practice is being modelled overseas that we can learn from?

Thank you for your time in completing your response to our call for evidence.

Any questions, please get in touch with the Geospatial Commission via geospatialcommission@cabinetoffice.gov.uk