

# 2016 Gazetteers@GIS Day feedback

## Contents

Authorities that took part:.....	1
What type of events did authorities run?.....	3
“How did you hear about this year’s Gazetteers @GIS Day?” .....	5
“What impact or useful outcomes do you think your event has had?” .....	6
Other comments made by authorities on the Khub or via email: .....	6
Comments and photographs shared over Twitter: .....	8
“How can GeoPlace improve the resources provided for next year?” .....	8
“How do you think you would improve the event next time? (Or what advice would you give to others)” .....	9

## Which authorities took part:

Ashfield District Council
Barrow Borough Council
Basingstoke and Dean Borough Council
Birmingham City Council
Blaby District Council
Borough Council of Wellingborough
Borough of Poole
Bradford Metropolitan District Council
Braintree District Council
Broxtowe Borough Council
Central Bedfordshire Council
Cheshire West and Chester
Christchurch Borough Council
City of London
Dartford Borough Council
Derbyshire Dales District Council
Dudley Metropolitan Borough Council
East Northamptonshire Council and Borough Council of Wellingborough
East Sussex Highways
Eden District Council
Elmbridge Borough Council
Flintshire County Council
Fylde Borough Council
Hambleton District Council

Hyndburn Borough Council
Kirklees Council
Lancaster City Council
Leicester City Council
Lichfield District Council
London Borough of Croydon
London Borough of Islington
London Borough of Newham
Mansfield District Council
Milton Keynes Council
Monmouthshire County Council
North Lincolnshire Council
North Somerset Council
Northampton Borough Council
Nottingham City Council
Nottinghamshire County Council
Oxford City Council
Oxfordshire County Council
Pembrokeshire County Council
Reading Borough Council
Reigate and Banstead Borough Council
Rochdale Metropolitan Borough Council
Rushmoor Borough Council
Scarborough Borough Council
Sefton Metropolitan Borough Council
Shropshire Council
South Cambridgeshire District Council
South Kesteven District Council
South Lakeland District Council
South Norfolk Council
South Staffordshire Council
South Wales Trunk Road Agency
Suffolk Coastal and Waveney District Councils
Sunderland City Council
Surrey Heath Borough Council
Swale Borough Council
Wakefield Metropolitan Borough Council
Watford Borough Council
Wealden District Council
Winchester City Council
Wirral Metropolitan Borough Council
Wokingham Borough Council

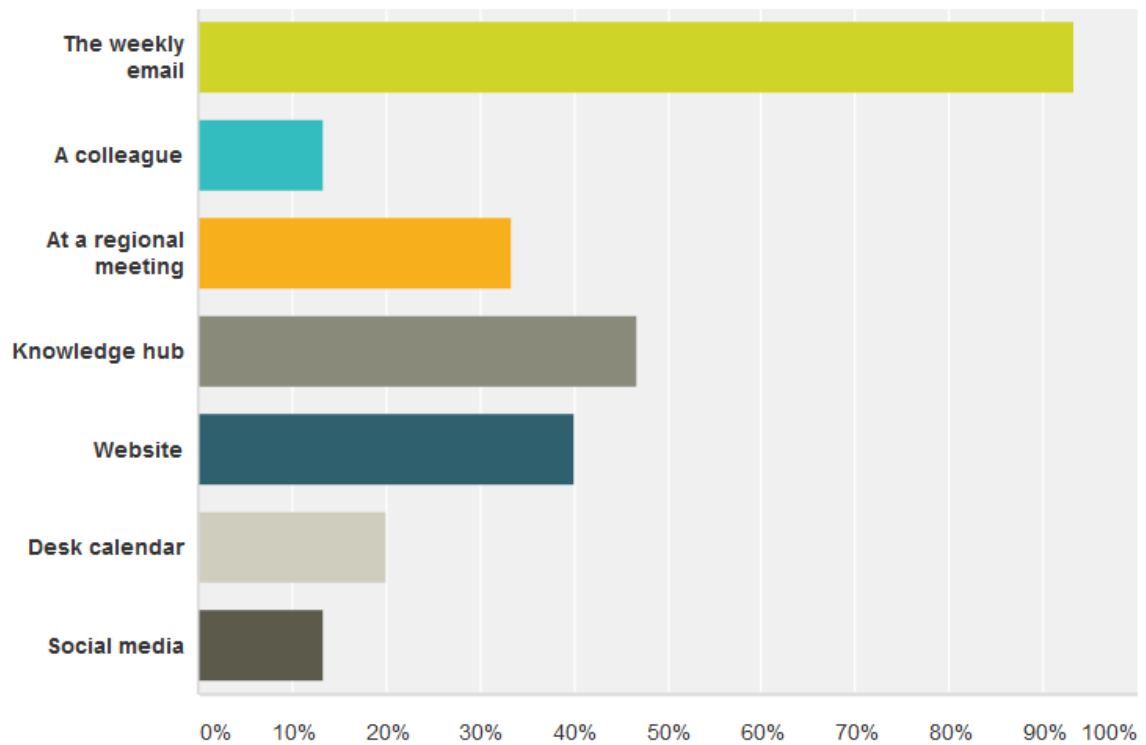
## What kind of events did authorities run?

We will have representatives from Dorset Local Authority Officers and Members as well as faculty and students from Bournemouth and Southampton Universities. In terms of demonstrators we currently have Ordnance Survey, GetMapping, Cadline, and Footprint Ecology. We're expecting over 100 people to come to visit us on the day.
The Shared Resource Service (SRS) are hoping to pitch GIS Day presentations to some of our partner organisations (Monmouthshire Council, Gwent Police, Blaenau Gwent Council etc).
Have a display for Councillors and another in reception for customers and staff members
A stall and demonstration
Using photos taken around the district during the year, I'm devising a UPRN search on our internal mapping system. Employees can search for each UPRN to bring back an 'interesting' fact about that location. Each correct answer will receive a prize – pen, sweets, balloon, etc. The photos will then be made into a calendar to be given as an overall prize for anyone submitting every answer correctly.
Newsletter to staff - article and pictures
Distribution of Cost Benefits leaflets, postcards and pens to Internal Departments to highlight the NLPG/LLPG and how keeping the LLPG data accurate and up to date is beneficial to our business.
We plan to cover at least four of our sites during the day so we are hoping to attract as many staff as we can to come see us. I might do a challenge with the cube on the day (cake if can complete it or something like that).
An advertising campaign on the benefits of departments using the LLPG as the principal address source, notices on our internal and external web pages, posters and resources into departments along with a stand, I will also be advertising GIS day in internal meetings
Placing literature on peoples' desks
Printing out example maps to put on notice board to showcase what we can do, drop in sessions, make some cakes
Display with literature and promotional items to staff and elected members
A presentation to Councillors and a room all day for demonstrations and talks with colleagues
Cube puzzle competition around the council. LLPG and address quiz.
Awareness Day
Open day - drop in. Also maybe a few case studies and presentations.
To have a stand in the foyer and to invite other departments to attend – and capture the public
Demonstration in large meeting room or LLPG and browser based mapping
An online "What's that Street?" quiz
Planning to have a stand in the entrance foyer – display of internet mapping using the gazetteer as a search tool and power of using the gazetteer linking to other operational datasets
Promotion to staff and Senior management through demonstrations and awareness over the week
Info stall to jointly promote our team and the importance of the work we do, including LLPG and LSG. Various intranet articles and email bulletins during the days leading up to GIS day.
Display in communal areas on 4 floors
Awareness raising within teams
Use of toolkit items to remind all our new Councillors and Staff of the importance of the LLPG and using Gazetteers@GIS Day to promote it.
Distributing case studies, pens etc to the managers and engineers in the highways team
Articles on the intranet and setting up a local quiz competition with goody bags to winners and something for all entrants, on the day have a drop in session to see the LLPG and a display stand.
Drop in session for staff with puzzles, competitions and information about the work of the GIS Team and the LLPG. A chance to talk to the team about any future mapping requirements, ideas or projects.

Four of us will be getting together to show our colleagues how GIS is used on a daily basis at BDBC and to promote it too.
Walk in sessions/presentations aligned to our GIS migration
To visit other services to promote the LLPG
Reminding everyone what we do and why!
I have raised the 4:1 ROI at a working group looking at making Fylde a self sufficient council, as I think this is a very apt way to promote this. I will be doing a presentation to the group and would like to order some of items in the toolkit, to hand out and give a bit of interest, hopefully. Initially to present an idea of the 4 to 1 ideas to a working group that's looking at ways to make Fylde a self sufficient council by 2020.
Informal open door chat
A map based quiz and a very short video presentation on what the team does
Have a stand in the lobby or canteen. Give literature and promotional items to Councillors / senior management
I am just trying to organise some events for the day, a bake off and treasure hunt with a display in reception.
Something fairly low key due to time pressure – probably talking with colleagues and having a simple display at my desk.
Handing out information to selected individuals (managers/CEO) and general promotion by email and on intranet.
Not confirmed yet but demo of new atlas for internal users, possibly a competition.
We're moving to our new office building and would like to use the opportunity to promote the corporate use of the Gazetteer
Some promotion in our office
I'm not going to be able to get an event together, but spend quite a lot of time explaining to colleagues what it is that I actually do. I could easily shift a handful of the stress 4s, bios and sweeties over time while I'm explaining why it is a really good idea for people to actually have registered addresses.
An open day for staff and neighbouring authorities and universities.
Handing out pens to everyone on my floor.
Small get together in our business area
Information stand in reception area and demo
A wall with printed out information about this important service and a few goodies and a few balloons blown up advertising the area
Stall with boards and a monitor.
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.
GIS celebrations!
Information stall
We are looking to promote this a bit within the authority.
Launching new desktop mapping - couple of hours at a stand. Cost benefit
My role has been moved into the 'Housing Strategy Team' I propose to raise awareness of the LLPG and its importance and give my colleagues the goodies to tempt them to want to know more!
Information stand & drop in sessions
An email invitation to come and view information relating to gazetteers at my desk
Article on our Intranet, Q&A session, and displays in various break out zones.
Raise awareness through a team meeting on Monday 14 <sup>th</sup> Nov
"Open House" and internal publicity drive

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

(Results taken from 15 responses)



Answer Choices	Responses
▼ The weekly email	93.33% 14
▼ A colleague	13.33% 2
▼ At a regional meeting	33.33% 5
▼ Knowledge hub	46.67% 7
▼ Website	40.00% 6
▼ Desk calendar	20.00% 3
▼ Social media	13.33% 2

Total Respondents: 15

### Comments (1)

● Responses (1)
☁ Text Analysis
📁 My Categories (0)

Categorize as... ▼
Filter by Category ▼

🔍
?

Showing 1 response

Well advertised!  
11/21/2016 11:17 AM
[View respondent's answers](#)
[Categorize as... ▼](#)

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

(Results taken from 15 responses)

It has been really useful getting the message of GIS and the gazetteers across to a wide range of staff in Wirral, from frontline one stop shop workers letting us know about issues with addresses, to senior managers getting addresses into systems
We used it to launch and promote our new intranet mapping.
Raised awareness of the importance of using correct addresses and the benefits.
Great opportunity to make contact with colleagues who are normally difficult to get hold of (we were at the entrance to the canteen!) and present our work alongside the GIS Team to show how the two strands fit together.
It has raised the profile of the LLPG and made more people aware of how GIS is used in the day-to-day work carried out by numerous people/teams within our council.
It was great. We had lots of visitors and lots of interest in GIS and gazetteers
We used it to raise the profile of GIS and GMS to staff, senior officers and councillors as well as tell them about the migration project we're working on.
It's making people aware of the NSG and its value to our business
Advertised the work we do wider
Helped to raise awareness of our LLPG.
It has highlighted the financial and customer focused benefits of having a LLPG for the whole council
We managed to engage with all 50+ attendees of the event, who wanted to discuss what we do and how our Address Gazetteer and GIS systems can be best utilised to deliver a better service to both Monmouthshire staff and residents. The event exceeded all of our expectations and has been really well received by Monmouthshire staff & Councillors as well as the Chief Exec who stopped by for a catch up on the services we provide internally and to the public.
Demonstrating the importance of good address and street data to colleagues, and raising awareness of the role of the Address Management and GIS teams within the Council. We were also able to meet colleagues from different departments as a result of our event that we might not usually have much contact with. GIS day is also useful to demonstrate to senior management the work that our team does.
It made other people, who wouldn't usually look at the maps, visit and use them

## Other comments made by authorities on the Khub or via email:

“We had another successful GISDay at Wirral, covering the Town Hall in Wallasey and another large office in Birkenhead. We saw lots of staff, some who already knew us but wanted a chat about how we could help or to find out more, and lots of staff who were unaware of us and gave information on what we do. We spoke to staff at all levels, from front line to service managers. A message went out on the intranet earlier in the week and so we even had some staff who travelled in from other sites to see us.

For promotion we had an intranet piece, targeted emails with case studies or information to service heads/ managers, left goodies and documents on the desks of directors and the Chief Exec, emailed all staff that have a licence for GIS, attended two locations, and posted out information (and pens/sweets) to other offices. A quiz on our intranet GIS (with a prize for finding the end location) engaged a number of staff we'd not heard from before. We also linked to an OS quiz, and printed off some crosswords and word searches. We now have a lot of follow up work to do :)”

### Wirral Borough Council

“At Basingstoke & Deane we had 5 members of staff involved in the organisation and presentation for GIS Day. We used the Council Chambers as our setting, had GIS feeds projected on screens either side of the room, two large display boards with various info from our LLPG/SN&N roles to new developments, 4 tables with various literature regarding GIS/GeoPlace etc, 3 laptops which were used to show our visitors other GIS info such as different layers, height of buildings, traffic data etc etc. There was also a flipchart for people to list their suggestions for themes of new road names.....always handy!

We had in the region of 40 visitors ranging from Streetcare workers, planners, team leaders through to a couple of councillors. All showed interest in how GIS features in their day to day work duties, as well as how it affects their homes/leisure etc. Some were there for the best part of 2 hours as they obviously had such a good time and learnt many things. Overall it was a very successful day and we have already agreed to be involved in GIS Day again next year.”

### **Basingstoke and Deane Borough Council**

“We have had a successful GIS Day at Hyndburn. Constant flow of visitors and had a stand in a meeting room with Geoplace information, OS case studies etc with goodies and puzzles and I created 7 aerial plans and a mastermap plan asking people to guess the building (with the answers on the back). I was available to speak to people at lunchtime to discuss and answer questions. I met new people and new business obtained as a result. People were surprised at the work involved in maintaining the gazetteer.

Thanks to GeoPlace and OS for providing the marketing products, everyone was really impressed with the stand display and information.”

### **Hyndburn Borough Council**

“Shropshire Council held a joint [Gazetteers@GisDay](#) with the LLPG/SNN and GIS teams. A successful day with around 50 visitors, including 10 councillors. Unfortunately, no senior management came to see us. Some useful contacts made and a potential project. Locating outside the council chamber was a plus in reaching our elected members who showed considerable interest in the LLPG and its role in the council.”

### **Shropshire Council**

“Monmouthshire Council had a very successful day taking part in our very first [Gazetteer@GISDay!!](#)

We managed to engage with all 50+ attendees of the event, who wanted to discuss what we do and how our Address Gazetteer and GIS systems can be best utilised to deliver a better service to both Monmouthshire staff and residents. The event exceeded all of our expectations and has been really well received by Monmouthshire staff & Councillors...as well as the local Comprehensive School, who attended our office buildings celebrating Global Enterprise week.

[Gazetteer@GISDay](#) also gave the team the opportunity to interact with multiple departments as well as the Chief Exec, who was very appreciative of how we contribute to improving services for Monmouthshire staff and our residents and was nice enough to send out an email thanking us for raising awareness of what we do...our favourite quote from the email our Chief Executive sent was:

*"You really are a bunch of unsung heroes – we just need to get better at realising your ability to help us!"*

Thanks for providing us with so many great goodies and information packs, they really helped to make our [Gazetteer@GISDay](#) as popular as it was!"

### **Monmouthshire County Council**

"We ran our first ever GIS day and it was a great success. On the day we had a continuous flow of visitors drawn to our office via Intranet messages, online quiz, display boards and leaflets. Visitors continues the following couple of days and even today with our display boards still getting interest. The gifts went down well especially the pens and stress 4's.

Thanks for the ideas and resources and we will look to do this again next year."

### **Watford Borough Council**

"At Sefton we had an event over in the Town Hall with some rolling presentations and laptops demoing our new intranet desktop and public facing GIS...SIMON (Sefton Interactive Maps Online) from Cadcorp. Cadcorp were on hand as well.

There was a lot of info on display with the departmental GIS custodians talking about their work. I armed myself with the 4:1 ROI pens, sweets and GeoPlace literature and my own handouts showing real world examples in Sefton of all the positive aspects of the LLPG and joined up service delivery.

There was a steady stream of visitors including Councillors and managers and I had some really interesting talks, as did everyone else. We got good feedback.

Sounds like other sites had a good day so well done all and thanks GeoPlace for all the promo stuff."

### **Sefton Metropolitan Borough Council**

## Comments and photographs shared over Twitter:

<https://twitter.com/i/moments/799210096047849472>

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

They were really good and helped us create an interactive event - I can't think of any improvements
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Try and ensure we get what we order first time!!
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Can you make the presentation on the GeoPlace website available as PDF or A3 poster "from Local Land and Property Gazetteer to National Address Gazetteer".
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Maybe send out the hand-outs a bit earlier next year. Our pens turned up while we were half-way through our presentation (according to an e-mail I got which I couldn't read until the presentation was finished) but other than that you did a great job.
We didn't used the crosswords in the end as they were too specific and most users wouldn't have been able to get the answers. We used an online ESRI quiz to draw interest via ArcGIS online. Perhaps a gazetteers based one, more visual and using maps to find locations/addresses around the UK. Pens were popular!
Pens were great as were stress 4s. Puzzles weren't as popular. Some posters would have been useful - both for GIS and GMS
Having something more relevant to the NSG. I appreciate the value message is more relevant to the NLPG but it would useful to have more resources to support Streetworks.
No - all seemed fine once again thanks
The resources were good, we supplied senior managers with case studies, the Chief exec and strategic directors with the higher level cost benefit stuff, and other staff with details of how to access our data. The pens with highlighters were well received.
The freebies were a really useful tool to get people's attention, especially things like pens and stationery which people take back to their desk, as these are used for a while after and act as a reminder. The written material worked better as a display tool rather than something to take away so maybe fewer postcards/leaflets, or one or two colourful summary posters. Also, maybe something like a set of gazetteers-themed business cards or something saying 'your custodian is... and you can contact them at...' that we can put our details on and hand out. Our budget doesn't stretch to those sadly!
The goodies and information packs GeoPlace provided this year were great - they really helped to make our Gazetteer@GISDay as popular as it was
The resources were excellent - I also added the life time of a UPRN and a graph showing the benefits of a LLPG and also a graph showing the benefits of a UPRN and made it more relevant to our particular council. Our council loved the cube but not the word search or crossword as it was too time consuming in a busy office environment .
Everything was great! A very small thing is that people preferred the chocolates from last year's event to the sweets from this year's. The team found the 4on1 ROI leaflets really useful as a lead-in to explain the cost and efficiency benefits.
I'm not sure they can! The freebies we receive were great and the people who in turn had them from us were pleased - who doesn't love a free pen and sweets!

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

Try and tie in with an existing event if possible to target more people.
Plenty of planning helps. We had a couple of meetings in advance of GIS Day, did plenty of research on www and promoted the event on our internal weekly news item, as well as having an A-frame advert in reception on the morning of the event. Next year there will be cakes involved as that always attracts more people!!
It was our first one and it was the perfect way to showcase what we do. Certainly preparation and lots of visuals and maps helped. The freebies were very good too. We used online quiz posted via our intranet to engage users and bring them down for a reward.
More on background display to catch the eye
More pens and more sweets! They were very popular!
Begin planning well ahead and be proud of what you do!

Only one person completed the crossword, but this and the word search were good to leave in lunch rooms. We posted stuff out in the internal mail to those we know wouldn't or couldn't attend.

Cake and pens - two incredibly powerful tools for harnessing public attention. Also, do a joint display with your GIS Team (assuming these are separate), as this widens the scope to include more interesting themes and displays, and there's a lot of crossover.

I'd suggest more cakes, games and free goodies (everybody loves free goodies!) as well as lots of colourful maps & screens to demonstrate what your systems can do.

I would bake more cakes!!! there was not enough

We are considering holding the event in a different part of our offices next year to reach a different audience. The advice I would give to others is to share your event by word of mouth as much as possible and use your contacts to your advantage - we did lots of internal comms marketing by email and intranet but talking to people in person got the best result.

Make whatever you are doing fun as more people will want to take part and have plenty of cake available for visitors!