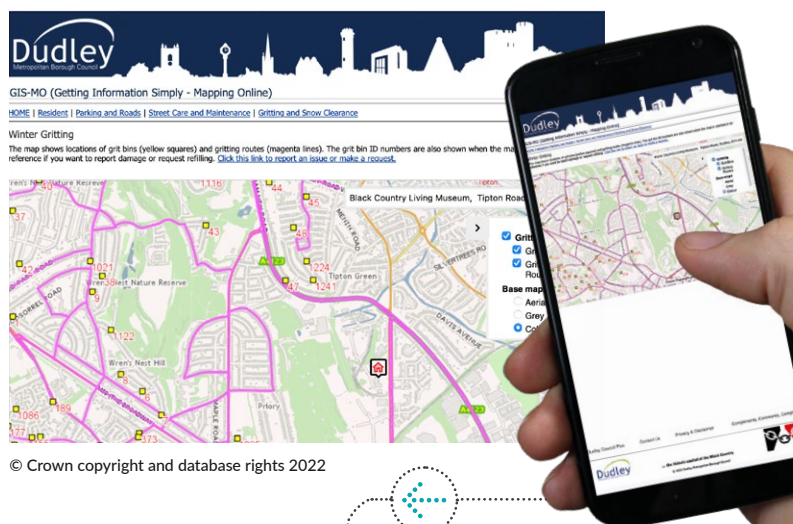


DELIVERING CLEAR INFO VIA WEB MAPS

Dudley Metropolitan Borough Council is one of the largest in the country with a population of over 300,000.

By the end of 2021, an increasing number of Dudley's residents had turned to the council's website for information. Almost one-sixth of the website's 1.8 million annual users had been redirected to My Dudley, the council's web mapping portal, where they could self-serve information using a multi-layered map.

Although this met users' needs, Dudley's GIS team felt that the user experience would be further enhanced by embedding simple, single-topic web maps into the website's most popular pages. These would allow users to access the information they needed more quickly.



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Project overview

The need

Dudley's GIS team needed a way to create and embed simple, mobile-friendly web maps on its most popular pages. These would answer common queries, such as "Will my road be gritted?" or "Is a location covered by the Council's CCTV?"

Other requirements

The team wanted to ensure that the new web maps would be customisable yet maintain a consistent look and feel. This would help website visitors confidently navigate maps across the website.

Required maps

Having analysed the usage statistics for Dudley's existing interactive maps, the team prioritised the following maps:

- Landfills
- Rights of Way
- Parking
- NO2 Monitoring
- Environmental Permits
- Highway Improvement Lines
- Winter Gritting

Our solution

We recommended using Spotlight, a single-topic map generator.

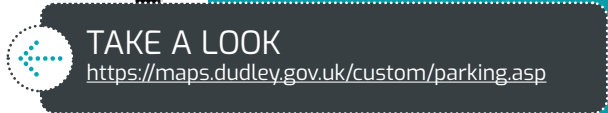
Spotlight is a free add-on to iShare, the open source web mapping platform that powers My Dudley. It can also stand alone.

Using Spotlight improves the customer experience and saves GIS teams valuable time.

Spotlight contains a Spatial Data Warehouse to store data and an API to share data. Its intuitive configuration tool enables non-technical users to produce the HTML needed to embed a map in an iFrame.

Datasets used include our pre-styled [Astun Data Services](#) OS base mapping.

The historical maps also include aerial photography from 1945 onwards, Roper maps from c1855, Pre-1950 County Series maps, Post-1950 OS National Grid maps and several interpretive maps spanning from c1307 to c1985.



"The recent adoption of Spotlight has facilitated a vastly improved yet simplified interface for presenting spatial data to users."

Incorporating more mobile-friendly functionality has significantly enhanced the customer experience on the website. Spotlight increases our ability to develop further bespoke interactive mapping resources both quickly and easily."

Robert Oldnall
GIS Team Manager

Since their introduction in February 2022, Spotlight maps have already proved popular with Dudley's website visitors.

Why not try them for yourself using the postcode
DY1 4QF, the home of Dudley's popular castle and zoo?

Public Rights of Way

Dudley's Information Governance team hopes that using Spotlight will help reduce the number of time-consuming FOI requests.

“Spotlight makes it easy for councils to create a multitude of single-topic web maps, each with the same look and feel. These can be uploaded in seconds by simply pasting HTML into their websites.

Using Spotlight improves the customer experience and saves GIS teams valuable time. It's a win-win, especially as it's free to iShare customers."

Nick Turner
Head of Platform, Astun Technology