

# AGI Council Meeting

15 March 2022 10:30am – 3:30pm

Geovation, F4, Sutton Yard., 65 Goswell Rd, London, EC1V 7EN

## AGENDA

Chair: **Adam Burke**

Time	Item	Lead	Documents
09:30	0 Arrivals, Networking & Coffee	Chair	
10:30	1 Welcome & Start of Meeting	Chair	
10:35	2 Review of Feb Minutes and Actions	Hon Sec	
10:40	3 Chair Update - Thoughts and observations so far	Chair	
10:50	4 Partnerships Update	Chair & RD	
11:00	5 Events 2022 GeoCom, Awards, GeoBusiness and Webinars	FC / AB	GeoCom - Please prep paper / slides Other events, webinars - Please prep paper / slides
11:50	Break		
12:00	6 Financial Position	Hon Treas	Please prep paper / slides
12:15	7 ICT and Digital Update	SZ	Please prep paper / slides
12:30	8 Communications Update	GF	
12:45	Lunch – Light Lunch provided		
13:15	9 National Group's Reports	KS / AM / PW	Northern Ireland Update Scotland Update and Event Programme Cymru Update
14:00	10 Early Career's Network	RH	Verbal Update ECN Strategy for 2022
14:05	11 Membership	AM	Membership Update
14:10	12 Standards	JCo	
14:15	13 Skills and Education	IM / AR	2022_03_13_AGI E&Skills_v0.3.docx Skills and Education AWG Terms of reference v0.2.docx
14:20	14 Sustainability	HG	Verbal Update
14:25	15 Diversity and Inclusion	JCo	Verbal Update AGI Council DEI discussion paper.pdf
14:30	Break		
14:40	16 Strategy – Business Planning Weekender	RD / IM	
15:15	17 Past Chairs advisory group	DM	
15:25	18 Summary of actions & key points & AOB	Hon Sec	
15:45	19 Close	Chair	

15:45 - Local drinks and informal conversation for people who want to stay around

<b><u>Attendees</u></b>	In person: Adam Burke (AB), Morgan Commins (MC), Stuart Tosney (ST), Fergus Craig (FC) – AM and later PM only, Steven Zhang (SZ), Rachel Higgins (RH) Virtual: Jo Cook (JCo), Alan Moore (AM), Pam Whitham (PW), Anne Robertson (AR), James Cutler (JCu), Denise McKenzie (DM) – AM only and later PM only, Richard Flemmings (RF), Helen Griffiths (HG), George Firth (GF)
<b><u>Guests</u></b>	None
<b><u>Apologies</u></b>	Richard Duffield (RD), Katherine Smyth (KS), Ian Maxfield (IM)

## **AGENDA**

### **1. Welcome & Introductions**

Adam welcomed all. Hybrid a challenge. Let's see how today goes.

### **2. Review of Minutes and Actions**

#### **Actions from today's meeting**

<del>20220217-01</del>	SZ	<del>SZ to update ICT tools paper and share with Council.</del>	March 2022
<del>20220217-02</del>	AB	<del>AB to meet with Pam for induction.</del>	2022-02-28
<del>20220217-03</del>	MC	<del>Doodle poll for Exec group meeting.</del>	March 2022
<del>20220217-04</del>	SZ	<del>Map the locations of Council members. Propose large centres for physical meetings.</del>	March 2022
<del>20220217-05</del>	MC	<del>Add proposed meeting dates to Basecamp calendar.</del>	March 2022
<del>20220217-06</del>	RH	Book OS venue for Business Planning weekender	April 2022
<del>20220217-07</del>	IM	<del>Share Business Planning weekender proposal with AB</del>	March 2022
<del>20220217-08</del>	RD, IM	<del>Review past Business Planning weekender to agree the priorities for the session and the desired outcomes.</del>	March 2022
<del>20220217-09</del>	GF	<del>Share the comms email address on basecamp. Update the Council Handbook with email address on Basecamp and share updated Handbook with back office.</del>	March 2022
<del>20220217-10</del>	GF	<del>Engage with back office for a second Comms supplier. Back office can also support evaluation on the first Comms supplier proposal.</del>	March 2022
<del>20220217-11</del>	ALL	<del>Each Portfolio Lead to add proposal or idea to event plan for RH.</del>	Next Council
<del>20220217-12</del>	PW	<del>Add profile bio to Council website page.</del>	March 2022
<del>20220217-13</del>	FC	<del>Fergus to share GeoCom plan with Council and setup a GeoCom WG</del>	March 2022

<del>20220217-14</del>	AM, PW, KS, RH	<del>Share a representative from National Groups and ECN to join the Skills and Education working group to develop the terms of reference.</del>	<del>March 2022</del>
20220217-15	AM, PW, KS, RH	Share a representative from National Groups and ECN to join the Sustainability working group.	April 2022

### **Actions carried over from previous meetings**

20211015-1	ALL, HG	Review management accounts when made available on Basecamp. HG to take ownership.	OPEN
20211214-1	RD	RD to arrange "meet the office" session for new Council members	April 2022
<del>20220121-04a</del>	<del>DM</del>	<del>To post the Past AGI Chairs list for the AWG on Basecamp.</del>	<del>March 2022</del>
20220121-04b	DM	Share a proposal for AGI awards on Basecamp.	April 2022
20220121-06	RD	Raise issue of resourcing accounts with back office.	April 2022

### **3. Chair Update – Thoughts so far**

Positive feedback. More people are re-joining.

Suppliers keen to see return to face to face. Similar membership feedback. Overwhelming desire for face to face. Northern Ireland the exception.

Plans for 2022 – connect again. We haven't planned yet for the next 2-3 years. What do members want to see?

Partners, Andrew Trigg from HMLR keen to connect.

RICS keen to connect on webinar – James Kavanagh.

RGS meeting after today's Council – Nigel Clifford, Joe Smith, Liz Fox-Tucker, Catherine Souch. JCu advice – Joe is a massive advocate for the comms and AV capability they have invested in at RGS.

GC – AB meeting with Ros.

### **4. Partnerships Update**

Partnerships meeting at 8am, 14 March. RD was absent due to sickness.

DM advice:

- Partner member – brings revenue to organisation – AGI must bring/demonstrate those benefits.
- All existing partnerships are off the back of some work e.g., competencies with CICES; for SSSI the career pathways, links between UK and Australia.
- A light touch partnership could be using AGI members to engage. We would then need a partnership lead on Council.

What benefit does a partnership bring our members?

How much resource does it need to realise that benefit?

Partner members – what benefits? RH

- HMLR – what is a dedicated AGI account manager?
- David Henderson (OS) is AGI friend. Asks what our strategy is? What are the big 2 or 3 issues of this year?
- What benefits do staff get? Login to website.
- Sharing of AGI news – adapt to partners.

AM – new partner leads should open conversation with our partners. Get insights from LPS, HMLR and ESRI for what they want to see for 2022. How can we help each other? This comes back to our own priorities for 2022.

Discussion of twin track for success of partner leads.

- Deliver value to staff, but also target the lead/senior contact.
- DM – senior contacts find the insights and information most valuable. What are members talking about and what are the big issues? E.g. ethics - gave a platform to engage and be seen to engage.
- Big ticket issues – data space, policy issues. Breakfast meetings are ideal for invitation only discussion around policy. Nigel and Joe from RGS would be interested in this.

RH – if you are giving partners a platform you need an audience.

Strategic partners – create a position statement

20220315-01	AB	Create a position statement for our aims and benefits of strategic partners.	April 2022
-------------	----	--	------------

Customer partners – what are the customer partner benefits – explore in more detail before sharing. Includes a briefing report twice a year.

RH – to bring forward the membership benefits document (done) from 2021 basecamp project.

HG concerned about her workload and ability to support the ESRI partner role.

## 5. Events 2022

FC shared GeoCom22 paper today.

- Why GeoCom is important to AGI
- AWG established - FC (Lead), ST, DM, RD, GF, Stephen Croney (ESRI), Mark Stileman (OS)
  - FC wants to invite further people from membership onto AWG
- Physical 1 day event is proposed. Historically late November but proposes early Autumn.
- Quotations received from RGS and Royal Society. Royal Society hosted in 2019 because RGS was not available. Prestige venue to attract speakers.
  - 11 and 12 October at RGS is available.
- Paid attendance and paid sponsorship – 200 – 250 attendees.
- FC feels it should be in-person only. Hybrid will decrease numbers on the day.

Suggest a save the date and a call for further AWG involvement.

A 2-day event would be good for sponsors. Feeds into ideas for awards ceremony.

DM – warning that bulk of preparation must be done before summer break. Royal Society was amazing as it drew senior leaders. They will only come for the day or session, not for a 2-day event.

MC – raised recommendations from GeoCom21 AWG about starting earlier and concerns about earlier date. Hosting the event earlier requires starting earlier, which we have not done. Repeated risk of people being absent over summer break and event programme and registration to be done by July.

Discussion around in-person vs hybrid.

- HG – re-evaluate our income streams from events.
- DM – can we stream events the following week to engage remote members?
- Hybrid of hybrid? Can we involve ECN?

Decision

- 11 October at RGS
- Potential to have awards the night before and collaborate with RGS (Monday night lectures)?

Awards – linked to GeoCom – but lead by Denise – action by next week for a proposal

20220315-02	DM	Create proposal for Awards event linked to GeoCom.	March 2022
-------------	----	--	------------

Comms expenses – will need to increase leading up to event.

OFFICIAL

AB thanked FC for taking on GeoCom.

## Webinars

- RICS – James Kavanagh – keen to run joint webinar – nature and climate. Suggested Dynamic Coast Scotland, or Natural England. 25 or 26 April proposed.

20220315-03	AM	Share Dynamic Coast connection with AB.	March 2022
-------------	----	---	------------

- ECN – earth observation and remote sensing

20220315-04	RH	Speak with JCu and AB about speakers for ECN earth observation and remote sensing event.	April 2022
-------------	----	--	------------

- RH is keen on Standards.
- JCu keen on marine.
- GF – asking defence colleagues for webinars
- JCu – topical Ukraine situation and humanitarian work at SAC – target identification, sigint/geoint – would be of great interest to wide audience

20220315-05	ALL	All to copy GF on any communications going through the back office.	Ongoing
-------------	-----	---	---------

- RH – we have templates for events and webinars – share with group

20220315-06	RH	Share templates for events and webinars on basecamp.	April 2022
-------------	----	--	------------

## 6. Financial Position

HG spoke with back office. VAT submitted with January. Accounts being sent.

Budget for 2022. Waiting for cost profile from accountant. AB keen to see monthly forecasts. We know there will be expenses forecastable around Council in-person meetings, GeoCom.

20220315-07	ALL	Each Council lead to send cost estimates for 2022 work to HG to inform budgeting.	April 2022
-------------	-----	---	------------

Management Accounts to end 2021 are available.

HG flagging resource constraints – AB suggested a deputy Treasurer role.

20220315-08	AB	Meet with HG about her roles of Treasurer and Sustainability Lead for potential redistribution.	April 2022
-------------	----	---	------------

## 7. ICT and Digital Update

SZ sharing [paper on ICT](#).

AGI website certificate issue resolved.

New email addresses setup – dei@ and commslead@

Focus for 2022

- Work with back office and ICT contractor to take forward the proposals
- Streamline member and non-member user experience
- Support comms and membership growth
- Support events – GeoCom22 and regional conferences

Broad support received from Council for proposed focus for 2022.

OFFICIAL

20220315-09	RD	Ask back office to centralise documentation.	April 2022
20220315-10	SZ, MC	Investigate current O365 account functionality for Hon Sec with ICT contractor.	April 2022
20220315-11	SZ	Investigate how non-Microsoft users would access O365 functionality, such as Teams.	April 2022

## 8. Communications Update

Communication channels listed.

GF - presenting what we do to military and civil service. Council members can recruit new members and GF has done this with some network members.

Back office has been invaluable since GF has come on board.

New Comms contractor to lead on work packages. Contract is 3 months, and monthly rolling.

Increase in social media engagement. Should lead to membership growth.

Newsletter – office receives inputs which are passed onto current comms contractor. Proposal that back office takes over this.

Comms AWG now formed. To meet quarterly going forward. Strong synergies with membership working group. AM on both.

20220315-13	GF	Set up meeting with back office, new Comms contractor and interested Council members. Replaces/subsumes previous action for RD (20211214-1)	April 2022
-------------	----	---	------------

Social media – new structure has been implemented. Back office to drive with input from Comms contractor.

MC - suggested a content funnel via back office to facilitate content generation from various annual groups.

Recommendation

- One comms contract with new Comms Contractor. Check on additional costs for back office to take on additional work.

20220315-14	RD	Check on potential additional costs for back office to take on the additional work that comms contractor used to do.	April 2022
-------------	----	--	------------

## 9. National Groups' Reports

### Cymru

- Creation of sub-group in North Wales. James Wardroper approaching Anglesey contact.
- Membership survey for 2022. RH to support with Typeform platform.
- Group governance – some positions remain unfilled. Roles being modified to align more closely to Council roles. Aim to have AGI Cymru representative on AGI Council WG's.
- Events – keen for in-person. Theme for GeoCymru TBC. Date is 9 September.
- HG requesting budget for 2022 events

20220315-15	PW	Provide budget proposal for AGI Cymru 2022 events and engagement	April 2022
-------------	----	--	------------

### Scotland

- AGI Scotland event was well attended
  - 79 non-members, many are being followed up by office for membership
  - Back office was instrumental in their support
  - Presentations available for members, will open up to non-members after a month

- Location Data Scotland – Scottish Gov, Scottish Enterprise and Geospatial Commission
  - Building up a capability directory – 80 or 90 at present, still 200 more businesses to contact
  - All the case studies and thought leadership is open to all – gaining traction
  - Round-table event on education and skills
    - Helping signpost funding opportunities
    - Event planned
  - MC asked about links to AGI's own directory and business model
  - AM – funding for LDS only up until end of this year
    - AGI Scotland want to explore what comes next, take over
  - RH - Synergies with Wales – Welsh Geospatial integrator?
- AGI Scotland also working on education and skills, working with ScotlandIS
- Seminar series continues and is well attended
- Comms – James Reid – publishes regular blogs – connect with George
  - National Groups keen on better visibility of their comms
- Membership – Amelia is representative for Membership

20220315-16	GF	Connect with AGI Scotland's Comms lead James Reid.	April 2022
-------------	----	--	------------

#### Northern Ireland – KS absent

20220315-17	KS	Send dates of NI Council meetings so AB can see where he could attend.	April 2022
-------------	----	--	------------

### 10. Early Careers Network

[Paper shared](#) previously on basecamp thread – strategy is events! In person and remote

In person events

- GISRUK
- GeoBusiness – Tom and Matt to attend the ECN stand

Online events

- EO and RS
- volunteered geographic information already held

Jodie Shaw is the event co-ordinator and may contact Council members

Mayuko wants to run a virtual CV clinic – GDPR considerations done. Drop-in clinic. Format looks repeatable for specific regions.

AB attended ECN meeting to share plans for 2022.

### 11. Membership

Met on 4 March. ST has joined Membership WG. Ran through key objectives and workstreams.

Recommendations

- Tangible membership benefits – especially for associate and partner members
- Value proposition – why join AGI and become a member? We need an elevator pitch. We need accessible language, especially for new sectors.
- Streamlined onboarding process – website registration is not good
- Recruitment and retention – back office is doing an excellent job. We all have role to play to show a thriving community.

New partner members will hugely boost our income. What are our targets for membership growth?

Events – how to use for membership growth. 10 minute presentation during the recent AGI Scotland event.

Network members become the funnel. Group keen to have a webinar just on membership.

Dependencies on communications, but also content.

20220315-18	AM	Membership WG to propose standardised sponsorship levels.	April 2022
20220315-19	JCu	Share list of potential members with AM.	April 2022
20220315-20	JCu	Propose potential members to bring to business planning weekender.	April 2022

MC – didn't get to speak – we should follow each membership benefit on the “journey” of value delivery. AM highlighting various issues in the paper.

## 12. Skills and Education

TOR for Skills and Education working group:

- Make sure relevant skills exist in the workforce
- Conversation between supply (education) and demand (students)
- Annual survey of AGI members proposed to provide longitudinal review
  - Are you able to recruit the skills when you need them?
  - are there gaps – have conversations?
  - Document differences between national curricula
- Registry of providers? UCAS already does this. Want to publish this register
- Want strong links with our partner organisations

JCu – this is an incredible focus area with the RGS – current relationship is good – Catherine Souch leads this area.

20220315-21	JCu	Connect IM and AR to Catherine Souch (RGS) around Skills and Education proposal.	April 2022
-------------	-----	--	------------

## 13. Standards

BSI/IST36 – Allan Jamieson released new business plan.

- AGI can help by signposting members to the group.
- Sometimes we can't comment on standards relevant to the UK as we don't have anybody with expertise on the working group.
- Allan happy to do webinar on “why standards are important”.
- BSI/IST36 are having conversations with BSI about their own web presence and social media.

GEMINI

- Will Open Standards Board adopt GEMINI as UK standard?
- Discussions about IP and attribution
- GEMINI publication updates – Standards Group do not want to have to come to back office for every change. Content now on GitHub. Looking to automate publication of GEMINI standards pages based on GitHub content.

ACTION – update AGI web pages to make clear the content is on GitHub

20220315-22	JCo	Update AGI web pages to make clear the GEMINI standards content is now on GitHub.	April 2022
-------------	-----	---	------------

## 14. Diversity and Inclusion

Call for interest put out. JCo contacted interested parties.

Another call to go out in March newsletter.

## 15. Sustainability

HG needs support here. Suggests another person to write a strategy, e.g. PhD student.

Has had one introductory meeting – met with KS and SZ.

Linked to vision of AGI. Important for our partner organisations.



HG to meet with AB about role responsibility. Captured as action 20220315-08

## 16. Strategy – Business Planning Weekender

JCu – why do we do this every year if a good strategy stands for 3 years or more?

What are our priorities? What do we not do? We need to be agile.

AB – (1) Mission – flesh out, (2) Membership growth.

We need visibility and relevance. How to articulate the value proposition within and outside of our industry.

Relevance of AGI today and tomorrow.

JCu – previous members are not the future.

DM – each weekender is different. What do we need that we don't get out of usual Council meetings? May date allows a plan for the next 18 months. Important topic – what is the landscape we are operating in as an organisation. What has changed for our members of the last two years? How can we help our members with the risks and opportunities from the last two years?

RH – membership value proposition development. Distil to elevator pitch.

What are our top three themes or “big ticket” items? What is the topical thing for this year?

1. what's our landscape.
2. What's our membership proposition.
3. What's our focus areas?

20220315-23	AB	Work on agenda for Business Planning weekender with IM and RD.	April 2022
-------------	----	--	------------

## 17. Past Chairs Advisory Group

Discussion moved to basecamp due to time.

### AOB

GeoBusiness – DM has not heard back from Ollie.

20220315-24	DM	Chase Ollie about GeoBusiness participation.	April 2022
-------------	----	--	------------

Meeting closed at 3.30pm.

## 18. Summary of Actions and Key Points

### Actions from today's meeting

20220315-01	AB	Create a position statement for our aims and benefits of strategic partners.	April 2022
20220315-02	DM	Create proposal for Awards event linked to GeoCom.	March 2022
20220315-03	AM	Share Dynamic Coast connection with AB.	March 2022
20220315-04	RH	Speak with JCu and AB about speakers for ECN earth observation and remote sensing event.	April 2022
20220315-05	ALL	All to copy GF on any communications going through the back office.	Ongoing
20220315-06	RH	Share templates for events and webinars on basecamp.	April 2022
20220315-07	ALL	Each Council lead to send cost estimates for 2022 work to HG to inform budgeting.	April 2022

20220315-08	AB	Meet with HG about her roles of Treasurer and Sustainability Lead for potential redistribution.	April 2022
20220315-09	RD	Ask back office to centralise documentation.	April 2022
20220315-10	SZ, MC	Investigate current O365 account functionality for Hon Sec with ICT contractor.	April 2022
20220315-11	SZ	Investigate how non-Microsoft users would access O365 functionality, such as Teams.	April 2022
20220315-13	GF	Set up meeting with back office, Comms contractor and interested Council members. Replaces/subsumes previous action for RD (20211214-1)	April 2022
20220315-14	RD	Check on potential additional costs for back office to take on the additional work that the comms contractor used to do.	April 2022
20220315-15	PW	Provide budget proposal for AGI Cymru 2022 events and engagement	April 2022
20220315-16	GF	Connect with AGI Scotland's Comms lead James Reid.	April 2022
20220315-17	KS	Send dates of NI Council meetings so AB can see where he could attend.	April 2022
20220315-18	AM	Membership WG to propose standardised sponsorship levels.	April 2022
20220315-19	JCu	Share list of potential members with AM.	April 2022
20220315-20	JCu	Propose potential members to bring to business planning weekender.	April 2022
20220315-21	JCu	Connect IM and AR to Catherine Souch (RGS) around Skills and Education proposal.	April 2022
20220315-22	JCo	Update AGI web pages to make clear the GEMINI standards content is now on GitHub.	April 2022
20220315-23	AB	Work on agenda for Business Planning weekender with IM and RD.	April 2022
20220315-24	DM	Chase Ollie about GeoBusiness participation.	April 2022

#### Actions carried over from previous meetings

20220217-06	RH	Book OS venue for Business Planning weekender.	April 2022
20220217-15	AM, PW, KS, RH	Share a representative from National Groups and ECN to join the Sustainability working group.	April 2022
20211015-1	ALL, HG	Review management accounts when made available on Basecamp. HG to take ownership.	OPEN
20220121-04b	DM	Share a proposal for AGI awards on Basecamp.	April 2022
20220121-06	RD	Raise issue of resourcing accounts with back office.	April 2022