

# AGI Council Meeting

5 December 2022 10:30 – 16:30

The Studio, 7 Cannon Street, Birmingham, B2 5EP

Online – Details and Meeting Link

## AGENDA

Time	Item	Lead	Documents
10:00	Early arrival, coffee, setup	Hon Sec	
	Morning Session		
	Start of Meeting		
10:30	1 Welcome & introductions Chair's key messages	Chair	
11:00	2 Review of October and November Actions	Hon Sec	Minutes and Actions from October and November
11:10	3 Articles of Association update	Hon Sec	Basecamp post
11:20	4 Risk Register – high and medium risks	Hon Sec	Risk Register
11:30	Comfort break		
11:40	5 Finances and Budget 2023	Hon Treasurer	FY23 Budget on Basecamp
11:55	6 Secretariat Contract	Chair	
12:00	7 Membership WG – benefits matrix	ST	Submit one slide membership status/overview
12:15	Lunch break		
	Afternoon Session		
13:15	8 GeoCom review	FC	
13:30	9 AGI Scotland – plans for 2023	AM / BG	Submit one slide for 2023 plans
13:45	10 AGI Cymru – plans for 2023	PW / JW	Submit one slide for 2023 plans
14:00	11 AGI Northern Ireland – plans for 2023	KS / RS	Submit one slide for 2023 plans
14:15	12 AGI Early Career's Network – plans for 2023	RH / MW / TP	Submit one slide for 2023 plans
14:30	Break	Chair	
14:45	13 Introduction to Council roles and responsibilities	Chair / Vice-Chair	
15:15	14 Priorities for 2023 – open discussion 15:15 - Membership drive 15:25 - Revenue growth 15:35 - ICT & Digital Estate planning 15:45 - Skills & Education 15:55 - CPD 16:05 - Diversity & Inclusion, Sustainability		
16:15	15 AOB	Chair	
16:30	Close	Chair	

<b><u>Attendees</u></b>	In-person - Adam Burke (AB), Morgan Commins (MC), Ian Maxfield (IM), James Cutler (JCu), Jo Cook (JCo), Rachel Higgins (RH), Pam Whitham (PW), Katherine Smyth (KS), Fergus Craig (FC), George Firth (GF). Remote – Alan Moore (AM), Anne Robertson (AR), Richard Duffield (RD) - PM only.
<b><u>Guests</u></b>	In-person – Sam Tizzard (ST), Mark Stileman (MS), Heather Enticott (HE). Remote - Rico Santiago (RS), Matthew Webster (MW), John Seabourn (JS), James Wardroper (JW). Tom Perks (TP) – PM only.
<b><u>Apologies</u></b>	Denise McKenzie (DM), Richard Flemmings (RF), Stuart Tosney (ST), Steven Zhang (SZ), Helen Griffiths (HG). Absent - Bruce Gittings (BG), Esther Ogbu (EO).

## 1. Welcome & Chair's Update

Adam welcomed everyone in person and online.

Reviewed recent activities.

Introductions conducted all round, with guests in attendance.

Key messages. GeoCom was really good. AGM went well and thanks to Rachel for fielding the questions.

JCo to respond to Peter's questions on GEMINI content from the AGM

20221205-01	JCo	Respond to Peter Parslow's AGM question on GEMINI publication and communication costs.	January 2023
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Ambition to re-use the AGM review of the year content as an external publication and for partner members.

20221205-02	RH	Rachel to enquire about resources for creation of external review of the year	January 2023
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## 2. Review of October and November Actions

### Actions from meeting 2022-11-11

20221111-01	MC	Add next Full Council details (Birmingham) to basecamp calendar	November 2022
20221111-02	MC	Source induction materials and share with Council for review and improvement	January 2023
20221111-03	MC	Share the Articles of Association and proposed changes.	November 2022
20221111-04	MC	Share previous financial slides with AM to provide guidance	November 2022
20221111-05	MC	Share AGM slide deck on basecamp to facilitate collaboration	November 2022
20221111-06	RH	Create sli.do poll for receiving questions from members at AGM	November 2022
20221111-07	ALL	Share the GeoCom article with quotations on social media.	November 2022
20221111-08	ALL	All to share skills survey with their network.	November 2022

20221111-09	AR	Ask back office to target appropriate members for completion of skills survey. Connect with social media officer to drive engagement with skills survey.	November 2022
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#### Actions from meeting 2022-10-05

20221005-01	ALL	Review and comment on proposed 2023 baseline budget for discussion at December meeting	December 2022
20221005-02	AB, RD	Take forward conversation with back office re ICT component of agreed contract	December 2022
20221005-03	ALL	What do we as Council want out of ICT? Define requirements on basecamp thread.	December 2022
20221005-04	DM, AB	DM to share summary Council responsibility table with AB and share with all Council to use as tool for planning	December 2022
20221005-05	DM	DM to post ToR of Strategic Forum to basecamp thread	December 2022
20221005-06	DM	Arrange call with AGI Awards AWG – FC, RF, ST, JC	January 2023
20221005-07	ST	ST to come back with membership position on AGI CPD, general observation is it's well received but that it needs structure in place to ensure it's well done	January 2023
20221005-08	RF	Discuss CPD with CICES	January 2023
20221005-09	AB	Discuss CPD with Geography in Government	January 2023
20221005-10	Exec	Executive to keep CPD/what certification means and keep on radar, possibly plan webinar	December 2022
20221005-11	FC	Provide AB with list of names to thank at Geocom	ASAP
20221005-12	PW-AB	Write an event summary piece from AGI Cymru event for the next newsletter.	November 2022
20221005-13	All	Review membership benefits matrix on basecamp	December 2022

#### Actions carried over from previous meetings

20220916-02	ALL	Suggest diverse income streams for 2023 to supplement membership income and share on Basecamp, keep thread open on Basecamp	December 2022
20220916-06	KS-AB	Promote Council nomination to Partner Member ESRI, Kathryn requires assistance to secure feedback from Charles Kennelly, Adam will assist via AGI Cymru event	October 2022
20220916-07	PW	Promote Council nomination to Partner Member HMLR, Pam has reached out, will pick up again	October 2022
20220916-08	RH, MC	Author a report summarising AGI activity over the past 6 months for our Partner Members	December 2022
20220704-02	AB	Work with back office to create a graphic for AGI top 3 opportunities and share with Council for comment. In progress, RH is reviewing. Volunteer resource coming.	ongoing

20220704-04	ST, PW	Membership working group to investigate and develop a case study template. Pam taking lead, Stuart to pass onto Pam, info from Cheryl.	ongoing
20220704-06	KS	Write an event summary piece from NI event for the next newsletter. No capacity within NI currently, carry over to 2023	ongoing
20220704-10	AB	Comment on Basecamp thread on AGI joining EUROGI as members or seeking a strategic partnership. AB suggested we join each other.	January 2023

RF attended RGS forum on CPD accrediting bodies. What is AGI's role in supporting CPD?

New actions arising:

20221205-03	ALL	Share AGI GeoCom video post on social media	January 2023
20221205-04	MC	Provide Basecamp access to new Council members	January 2023

### 3. Articles of Association Update

JC - If Council have already approved the current minutes, we can just publish the latest version to Companies House.

20221205-05	MC	Investigate AGI history to determine what version of Articles of Association was approved by Council at an AGM or EGM. Aim to publish to Companies House if the current version was approved by Council.	January 2023
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### 4. Risk Register – review

Diversity lacking on Council. Reputational risk added.

Agreement to evaluate risk 7 (Perceptions the AGI is out-of-date) with the membership survey in 2023.

Action - Update privacy policy statement on website

20221205-06	MC	Update privacy policy statement and/or date on website.	January 2023
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### 5. Finances and Budget 2023

New bookkeeper appointed by back office. Focus is on quarterly VAT report to be compliant with HMRC.

Accounts reconciliation still needed – covering 2022 Q4, including GeoCom period. P&L, cash flow and management accounts are still not available – dependant on accounts reconciliation. Hoping this will come by Christmas.

Cash in bank is healthy.

Cutter and Co re-appointed for 2023.

#### Budget 2023

AM presented a first draft of the FY23 budget. The budget includes a level of capital spend on IT and website as well as additional expenditure on comms, events and marketing. However, the projected income will not fully cover the expenditure forecast and further work is required to review operational priorities for FY23. With limited scope for cost savings the focus should be on opportunities for membership growth, income from events and exploring other means of income generation.

AM asked Council to provide feedback on the draft budget by 19/12 with a view to Council approving a revised budget in Jan 23.

Our partner membership is 25% of our income. Focus should be on growing our associate membership. This requires some lead time, so we need to start on recruitment drives from start of 2023.

20221205-07	AB	Update credit card renewal details on Basecamp	ASAP
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JC asking AM for business case on Comms spend ahead of budget approval for 2023.

20221205-08	RF	Share business case on proposed comms spend with AM and JC.	December 2022
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Discussion around need for increased digital spend. RF on leave.

## 6. Secretariat Contract

Started on 10 July 2020 for three years, ends August 2023. We need to give six months of notice to continue or discontinue the contract, hence 10 January 2023 is latest date.

**Decision** to implement year 4 approved.

Concern raised about lack of digital support from back office. What is digital? It is not hard to host a zoom or Teams event. We don't require a lot from back office.

20221205-09	RD	Provide Council with the digital event service specification for the secretariat contract.	January 2023
20221205-10	RD	Confirm with back office there is no inflationary uplift for contract for services to inform AGI budget	December 2022

FC and AR asked about how our budget for back office compares to our spend. How much is left over?

20221205-11	AM	Present cost analysis of monthly spend on back office contract	January 2023
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## 7. Membership WG

ST absent. Discussion postponed to section "14. Priorities for 2023".

## 8. GeoCom review [FC]

Many learnings as it's been a while since in-person (2019).

Financial overview gave around £8k as profit. We have yet to pay all the invoices.

Communication played an important role to drive sales. Good post-event press.

The GeoCom WG team was enthusiastic. Some people dipped in and out.

Heather would like to start earlier on the planning and the work to support GeoCom. Would like to be in on the start. Some things had been agreed before Heather was involved and needed revisiting.

Plans for 2023

- November is the target date. We used earlier date in 2022 to avoid covid restrictions.
- People want to bring their colleagues

Morning round-table was a good event to get the right stakeholders there for the day.

Fergus is keen to lead GeoCom in 2023. A vice-chair was suggested to support and provide knowledge sharing and continuity.

Diversity continues to be a challenge, particularly for speakers.

20221205-12	FC	Propose a date for GeoCom to book calendars	January 2023
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## 9. AGI Scotland

Continued collaboration with Location Data Scotland – funded by SG, GC and Scottish Enterprise. Aims to improve collaboration between private and public sector – supply and demand side. Funding extended to October 2023.

Can AGI Scotland take over from October 2023 as the register of businesses is of interest for AGI membership?

AM – can we get Location Data Scotland to present to AGI Council?

20221205-13	AM	Arrange LDS presentation to AGI Council	January 2023
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AGI Scotland conference – targeting 150 attendees and 5 speakers. Current focus of energy. Shortlisting their longlist of speakers.

Membership recruitment drive in collaboration with the Membership AWG. AM suggests targeting 1 new associate member per quarter for Scotland.

Strategic partnerships – existing work with ScotlandIS, new partnership development, e.g. DataLab.

AGI could also learn lessons from ScotlandIS - a successful membership organisation reliant on membership and events.

AGIS keen to attend at industry events.

Comms plan will contribute to the comms AWG.

Support Scottish Government with the development and implementation of the Geospatial Roadmap.

RH asked about AGIS skills work. AR welcomes support. Location Data Scotland and AGI Scotland are working at pace because they can – LDS have a full-time paid resource.

IM – our AGI Skills and Education group is not in alignment with AGI Scotland's skills group – they are funded along with LDS. The AGI Skills and Education group has the correct stakeholders.

JC – can we revisit funding from the GC for skills?

AR – we already have Beccy Reid (GC) on the skills group.

20221205-14	JC, RH	Revisit creation of a funding proposal to GC for skills agenda	January 2023
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## 10. AGI Cymru

JW – aim to start a sub-group in North Wales. A new approach to increase engagement in North Wales. Will start with a walk & talk and a social to kick-start. Emma Hayward works at Anglesey and is the key contact.

Working with Ollie Bowden (ECN)

Focus on tertiary engagement to increase AGI profile.

Webinars were not very successful in 2022. Would like some assistance in 2023.

Plans for 2023

- 2022 worked well and they decided on face-to-face. Thankfully it worked out well. Avoided hybrid due to the risks. Keen to repeat face to face in 2023.
- Socials in south and mid Wales
- Committee keen to meet face to face, alternating with hybrid meetings

AB – anything you need from Council or the office to better support?

RD offered support for digital events/webinars.

## 11. AGI Northern Ireland

RS – keen to have more face to face. Apologised for not attending today's Council in person.

Membership of the board has diminished. Recruitment needed. We need an ECN co-ordinator to link to AGI Council.

Hosting a hybrid board meeting this week. There is a divide between East and West in NI.

Plans for 2023

- Face to face conference in June.
  - No hybrid. Suggesting hybrid for speakers will be an option
  - We do have a core group of sponsors and a good relationship with Belfast City Council and their City Hall venue which is free. Primary costs are catering. Money is tight due to emergency budgets in public sector.
  - Keen to hear on a standardised sponsorship package
- Keen to have other events outside of the conference
  - Needs more people on the board to progress
- Membership growth
  - targeting the two main universities in NI, just gave a talk at Ulster University. Many of the GI and allied degrees. Previously encouraged this by giving a slot to students for posters and lightning talks at the annual conference.
  - We only have a small number of associate members – no board capacity to grow

AB - Sponsorship packages at a national level.

AM – Membership previously AWG agreed on standardised package, offering associate members first option on sponsorship.

20221205-15	ST	Share standardised sponsorship package with RS/KS for Northern Ireland annual conference.	January 2023
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## 12. AGI Early Career's Network

Plan for 2022 centred on three key pillars

- Events and networking
- Professional development
- Education and outreach

Achievements during 2022

- Growth from 100 to 160 – based on early career opt-ins on the members portal.
- Twitter followers have doubled
- 5 published blogs
- 7 events
- One event left for 2022 – speed networking event.

Communications

- Established an ECN online community, mailing list, alignment with AGI Comms strategy
- Keen to have a clearer strategy to drive opt-ins amongst members
- Want to establish a dedicated ECN forum, maybe on LinkedIn

Regional and Working Groups

- Contributed to Education and Skills WG
- Keen to understand regional needs so that ECN can collaborate better
- ECN are representing at the AGI Scotland conference

Events for 2023

- Virtual
  - Want to share GeoCom survey results

- Collaborate with EDI WG
- Humanitarian mapping
- Focus on soft skills, bridging the gap between studies and the workplace
- In-person
  - Keen to join existing AGI events in-person and contribute for AGI
  - GeoBusiness, GISRUK
  - Informal gatherings linked to conferences

#### Plans for 2023

- Need continued support from AGI Council and back office, e.g. for contacts and speakers
  - Keen to link with and collaborate with other early career networks
  - Want slots on other AGI event agendas, as well as informal post-event networking
- Committee
  - Want dedicated Comms lead on ECN
  - ECN rep for NI
  - Additional event co-ordinator
- Software and Services
  - Zoom Pro works well for ECN needs with break-out rooms (£144 pa)
  - Use of AGI copywriter Faith for content

Thanks to Cheryl, Rachel and the wider Council for their support.

MC thanked MW and TP for their success in 2022. IM thanked MW and TP for their work on the Education and Skills WG.

### 13. Introduction to Council roles and responsibilities

ECN continuity. ECN need someone with access to a network, to be a mentor. RH happy to continue with this element of the role. However, RH will be leaving Council. The position is open to liaise with Council.

Can we define the role and responsibilities for each role? Yes, MC can share document created for AGI Cymru. AM can share roles and responsibilities. This can be evaluated by those in the role and improve the description of each role.

20221205-16	AM, MC	Share roles and responsibilities document with Council	January 2023
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JCo – Diversity and Inclusion – created a WG earlier in 2022 with 7 or 8 members. There is a Basecamp group. Ambition was to include some EDI questions on the AGI survey. However, JCo's personal capacity has been reduced this year.

#### Sustainability

- no WG exists. Discussion around lack of volunteer resources.
- Can we do an audit of our footprint? MC – can we get a statement from each part of the business and write a position statement for our organisation?
- Heather – Compleat has signed up to be a sustainable organisation, auditing, offsetting etc.
- IM – sustainability could give us access to the BIM/CAD world and membership base.

JC - KTN have a geospatial land sector map – with 600 – 1000 organisations. A valuable target for membership growth. They appear to be mostly focussed on government engagement.

UK GeoForum – JC – it is more of an umbrella that holds an annual meeting.

20221205-17	JC	Re-engage with KTN (Andy Bennet) and UK GeoForum	January 2023
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GeoBusiness – they do a ready-made stand and AGI will continue. Ollie Hughes is contact. Date set for Wednesday, Thursday 17-18 May.

Gov Geog – Adam connected previously. MC has no capacity.

GC – Adam has spoken with Ros.



Ethics – 2021 was a good year, but not much done in 2022.

CPD – what is our strategic approach to align with the accrediting bodies?

Strategic Forum – in progress.

Discussion around partner update – ambition to combine this with the already discussed external Review of the Year publication, based on the AGM content.

20221205-18	MC	Migrate the roles and responsibilities google sheet to Basecamp	January 2023
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#### 14. Priorities for 2023 – open discussion

##### Membership (slides from ST)

###### Membership drive

- JC – register from other forums. The ODI has many members. All of these are public. We should take our membership benefits and “go to market”
- AR – do we break down our membership by sector? This will improve targeting. Do we ask organisations for gov, charity, SME, global when they sign up?
- JC – we don’t need such granularity due to our size. We can segment on public, commercial, academic, non-profit

20221205-19	RD	Work with AR to define business requirements for segmentation and reporting of membership. Engage with ST as lead of Membership WG	January 2023
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We need to progress our membership model.

PW – we can sell the benefits to target specific markets.

RD – we should speak to the people in the organisations to validate the proposition.

JC – we could engage with KTN – ask them how our benefits land with their membership. Extend to ODI, Geovation.

Network membership. PW – the member’s directory is incomplete.

20221205-20	KS	Share lead contact for OSNI with AB	January 2023
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###### Actions for 2023:

- Council account managers to engage quarterly with our Partner Members
- Recruitment
  - We need to target VOA - RH and PW have contacts

20221205-21	RH, PW	Engage with named people at VOA to sell membership	January 2023
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- AR – recruitment from universities, AR has a customer base
- JC – can we put AGI membership as a product on the EDINA portal?

20221205-22	AR	Work with ST to write a benefit statement for AGI membership tailored the university community. Potential publication on EDINA.	January 2023
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Membership surveys – RH happy to help with survey software programming.

CRM – connects membership and IT. RD – this is a whole project on its own.

20221205-23	ST	Define requirements for a CRM to inform membership WG.	January 2023
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## Discussion – other points

What does success look like for member engagement?

Case studies – to provide content.

RD – Good collaboration between RF, ST and Heather. We are in a good position to progress this.

Do our partner members promote AGI within their organisations? RH – many organisations are introspective.

Career journey and profiling – MC suggested this approach to identify engagement stages/personas. RD – this comes back to our proposition.

AM – We must generate additional revenue. We must get focussed on membership and going to market really quickly.

MS – as a CGeog, you have to show you are working over and above your day job. Is there a symbiosis with CGeog pathway? There is an opportunity here as a membership benefit.

Can we articulate the benefit of being a member? Discussion around videos of Council members.

## 15. AOB

Next meeting dates: week 3 of January 16 – 20 January 2023.

## 16. Summary of Actions

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