AGI Council meeting 20 March 2025

Venue: Telford room, Leica Geosystems Limited, Hexagon House, Michigan Drive, Tongwell, Milton Keynes MK15 8HT

Agenda

Time	Item	Owner
10:00	Welcome	Fergus / Peter
10:05	Exec Group update	Fergus / Peter
10:15	'Network of networks' discussion - how should AGI federate across national groups and networks?	Peter
12:15	Lunch	
13:00	AGI Communications	Vida and Esther
13:45	AGI events	Simon, Tamsin and Liz
14:30	Foresight report	Liz / Peter
15:15	Other updates and AOB • Risk register – proposed addition • Debrief from Esri meeting • Sky Based Solutions CIC	Fergus Ben and James Stuart
16:00	Close	

Participants: Fergus Craig (Chair), Peter ter Haar, Simon Nigh, Mark Stileman, Ben Blowers, Bob Chell, Patrick Rickles, Vida Williams, Liz Scott, Stuart Tosney, Tamsin Fulton, Esther Ogbu, Kenna Dallaway, Ian Maxfield, James Wardroper, Heather Enticott

Apologies: Alan Moore, Sara Stewart, John Seabourn, Sam Tizzard, Denise McKenzie, Richard Flemmings, Andam Burke, Andrew Cameron

Welcome and Exec update

Fergus and Peter welcomed everyone to the meeting. The action log was reviewed and updated.

The 2024 accounts have been finalised and will be submitted to Companies House shortly.

The Co-Chairs and the Treasurer roles will become vacant at the end of 2025. Peter asked directors to consider what role they could play. Patrick expressed interest in shadowing the Treasurer role.

'Network of networks'

<u>Exploring principles</u>

Peter opened the discussion by asserting that the core value of AGI lies in its convening and networking capability, talking through these slides: AGI_Network_of_Networks_20MARCH2025.pptx.

We reviewed this from a range of perspectives, including types of network, such as:

- Geographic: national and regional networks
- Technology: EO, 3D
- Functions: Education/Skills, ECN, Foresight
- Issues: Housing, biodiversity

We also reviewed network infrastructure and processes, including legal responsibilities, sponsorship, publications, financial approvals and income generation.

This led to an in-depth discussion during which we covered:

- Clarity on the purpose of a network – e.g. building communities, improving efficiency and collaboration
- Links to non-AGI communities and networks, e.g. open source
- The process by which an individual network is generated, e.g. through member proposal or Council invitation; there is potential for the Foresight Report to inspire future networks
- The need for a stakeholder map and a CRM to coordinate and manage networks effectively
- The level of autonomy granted to networks under the AGI governing umbrella

We settled on *thought leadership* and *enabling others* as a core purpose and function of an AGI Network. The recent Housing roundtable was reviewed as an example; we convened people to discuss a topic and we published the output. We could go a stage further and present the output at an event.

We then reviewed the implications of the 'networks' perspective for partner members, and suggested that a benefit should be the ability to convene groups.

AGI Cymru (represented by James) would appreciate more support and guidance from AGI Council and operations to help with consistency and effectiveness; for instance today they are not notified of new members who are based in Wales.

This led back to a CRM conversation; we need a more effective CRM to direct new members to appropriate networks and inform networks about new members. A new CRM is being scoped by John and Sam. It was suggested that we could canvas existing members for more information about their professional interests to improve the quality of the data we hold.

<u>Testing principles against new Network opportunities</u>

1 – Biodiversity Net Gain

AGI has received an invitation from two consultants, Jonathan Gatward and Katie Dawson, to endorse a new LinkedIn forum on the topic of Biodiversity Net Gain (BNG) and a geospatial data methodology called <u>FRIDAS.</u> We agreed that AGI's role, as an industry convenor, should be not to endorse a standard, but to bring groups together (in this instance, spanning industry and central/local government) to facilitate development of standards and best practice guidelines.

We agreed that our response to Jonathan and Katie should be to:

- Offer to organise a cross-sector roundtable discussion to scope the problem with a view to convening a BNG Network.
- Request that AGI's logo be removed from the LinkedIn page

Action: Fergus and Liz will respond to Jonathan Gatward with respect to the invitation to support geospatial standards for Biodiversity Net Gain.

2 – Housing

Chris Kinnear has approached Simon to ask whether AGI will support the 'Housing Geospatial' group, which has a specific focus on social housing.

We agreed that the principle discussed above should apply equally in this instance; that is, AGI's role should be in ensuring cross-sector neutrality. An AGI Housing Network could collaborate (not compete) with Housing Geospatial, adopting a wider scope.

Action: Simon will establish whether there is appetite for an AGI Housing Network, and if so, outline the proposed core membership, and an outline plan.

<u>Wrap-up</u>

Peter concluded the discussion. He endorsed the suggestion of a stakeholder map and a standard set of principles and guidelines for AGI Network activity.

Action: Peter will summarise the 'Network of Networks' discussion and present this back to Council.

Communications

Esther and Vida presented an update on this topic based around these slides: <u>20250317_AGI_Comms_Mar 2025_Update.pptx.</u> The current cadence of

communications is healthy, with activity for April now planned (link to calendar: AGI Communications .xlsx). As ever, Cheryl and Faith are keen for (a) content for communication and (b) plans for future focus areas.

We discussed improving comms metrics, e.g. email open rates. There is an opportunity to connect PowerBI to the Mailchimp email software; Patrick has experience of this for the Government Geography Profession. However, it's unclear whether we currently have a PowerBI licence.

Engagement via social channels generally low. Two suggestions were discussed:

- Consider reframing posts to increase engagement by reframing announcements as questions or challenges. For instance, the AGI could run votes on the best submission to the 30-Day Map Challenge.
- Put a responsibility on all Directors to repost and champion AGI posts to their respective networks. We agreed to trial the impact of this over the month of April.

Action: Vida will consult Cheryl on options for notifying Directors when AGI publishes posts.

Action: All Directors will repost AGI items on LinkedIn.

There was a discussion about how to improve wider exposure of the AGI calendar, potentially as a facility for members.

Action: Vida will consult Sam about exposing the AGI calendar to members.

Events

Simon and Tamsin shared a schedule of future industry events at which AGI is participating, which this year includes FOSS4G under an agreement to mutually support 3 respective events each year (for AGI: NI, Cymru and Foresight events). A discussion about potential additions included:

- Events run by Leica, 1Spatial, CICES and GISRUK
- Extending our involvement at the Esri UK conference to a roundtable event.
- An additional EO Network event (potentially ahead of GeoBusiness)
- Student CV clinics – Bruce Gittings has requested this for Edinburgh
- Local authority and emergency service events
- UK REIIF – it's full this year but there may be an opportunity for a fringe event next year

Patrick suggested that key contact information for common organisations could be shared.

- AGI regional events currently being planned are:

- Birmingham (hosted by Carer Jonas)
- Cambridge (1Spatial)
- Bristol (Natural England have offered but can only provide a lunchtime slot; the Engine Shed is alternative venue)

Any other event ideas should be sent to Tamsin and Simon.

We discussed the potential of running a podcast (e.g. as an episode of Mapscaping) based on the Foresight report.

Action: Fergus will approach Mapscaping to discuss a possible AGI Foresight episode.

Foresight report

Peter and Liz reported that 66 responses to the questionnaire have been received to date; the survey will close on 28 March. Key topics include workforce skills, cybersecurity and microsatellites. Peter asked everyone to send suggestions for potential interviewees,

A flyer is ready for sponsorship packages, which is modelled on the GeoCom template, and including a speaker slot at the event and a preview of the report for platinum sponsors. This flyer will go out to all members.

Tamsin volunteered to act as event coordinator. A small working group will be required to support decision-making.

The key risk is that we don't involve the right people.

Action: Peter will invite Tamsin to Foresight working group meetings.

AOB

Meeting with Esri: James and Ben reported on a recent meeting with Charles Kennelly. He has invited us to present at an internal Esri meeting of around 300 staff. He also expressed a desire to have AGI connect to industries and disciplines that have low awareness of geospatial, including data scientists. A follow-up meeting is planned.

Risk register: Fergus reported that there was an apparent incident of food at GeoCom in Edinburgh, although details of accounts vary. We should therefore review the AGI risk register.

Action: Fergus will circulate a link to the AGI risk register.

Action: Mark will include the AGI risk register as an agenda item at the next Council meeting.

Skills and education: Patrick summarised key topics emerging from the working group:

- Development of an action plan based on identified issue. The intention is to present the findings at GeoBusiness and test them via vox pop interviews before engaging with AGI members and partners.
- Connecting to other relevant forums and groups to ensure that plans build on what's already in place.
- A geospatial landscape map is being drafted. We discussed how this could be structured (potentially via SharePoint Lists) and visualised (potentially using StoryMaps or Prezi) and how to maintain the content.

Approach from Sky-Based Solutions CIC: Stuart reported that has been requested by the founder Joseph Barnaby for reduced membership fees to support the not-for-profit nature of the company, which is committing training and employing disabled staff. We concluded that on a one-year trial basis we could waive the £55 fee for Joseph to join as a professional member.