



Geospatial  
Commission

# *Unlocking Geospatial Value*

**Edwina Dunn OBE - Independent Commissioner, Geospatial Commission**





# Geospatial Commission

**The Geospatial Commission is an expert committee responsible for setting the UK's geospatial strategy and promoting the best use of geospatial data.**

# UK Approach to Geospatial

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- **Use and value driven**
- **Iterative**
- **Whole system**
- **Collaborative and open**



## *Challenge – constant change*



- *Post Lockdown*
- *Community Spirit*
- *New Values & Priorities*
- *Brand Purpose*

**Centre for  
Data Ethics  
and Innovation**

An advisory body set up by UK Government to investigate and advise on how we maximise the benefits of data-enabled technologies, including artificial intelligence



# *A brief timeline of customer insight*

*... from functional to emotional loyalty*



**1950s**

**You are your job**  
(social demographic)

**1980s**

**You are where you live**  
(geodemographic)



**1990s**

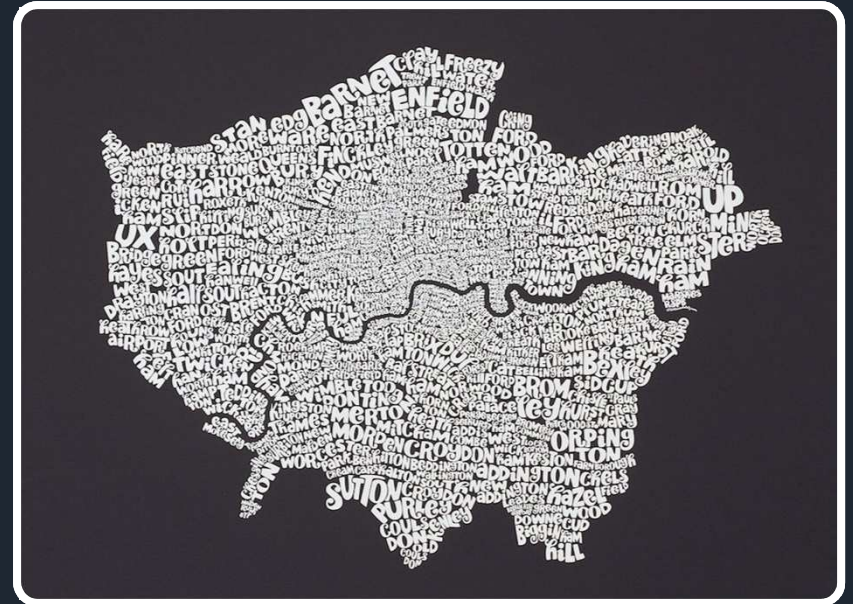
**You are what you buy**  
(understand what you did)

**2020s**

**Passions & Mindsets predict behaviour**  
(You are what you love)

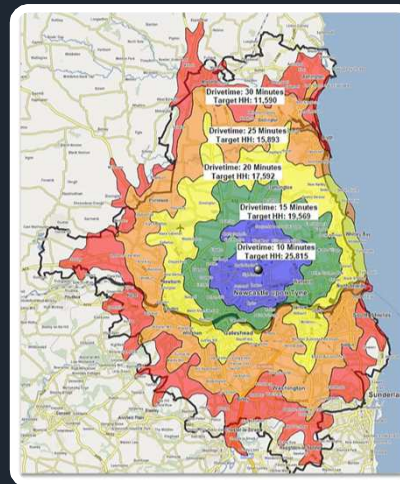


*“You are where  
you live ...”*

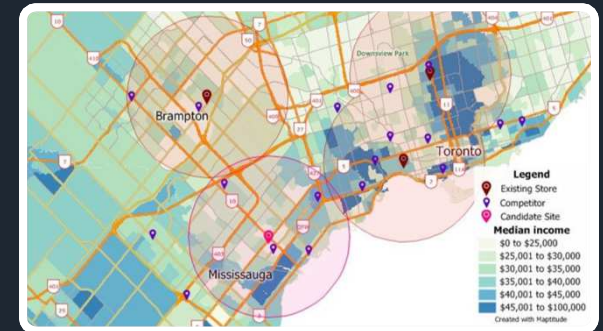


# Geospatial

Drive Times



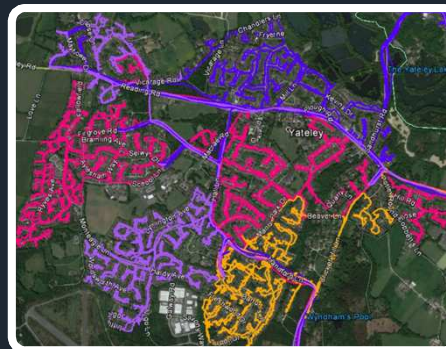
Retail Catchments



Programmatic & Targeted



Outdoor







*“You are what  
you buy ...”*



*“You are what you love ...”*



***New data science challenge  
- from rear view mirror -  
to front windscreen***

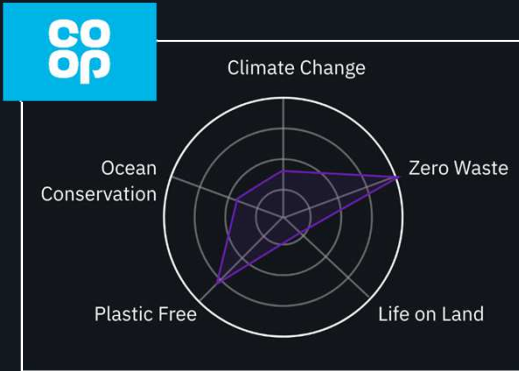


# GLOBAL CONSUMER MINDSETS

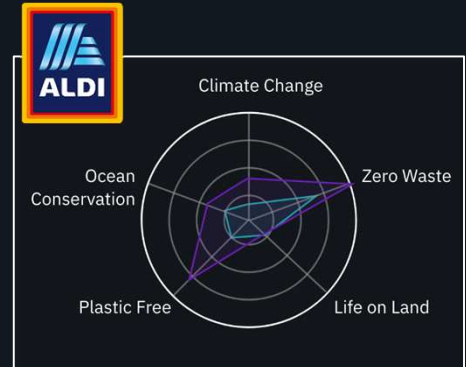
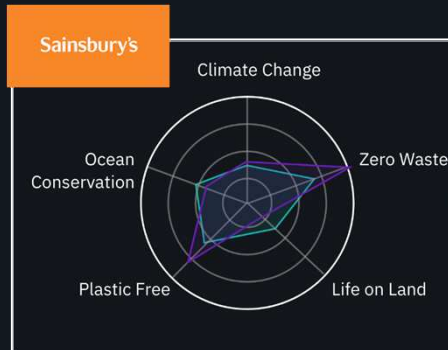
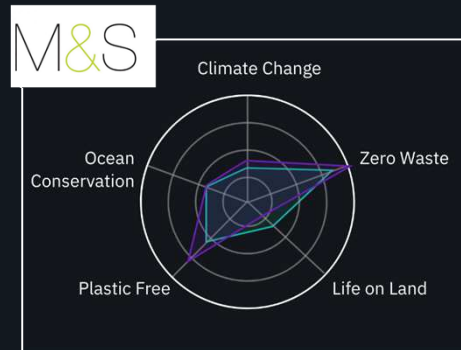
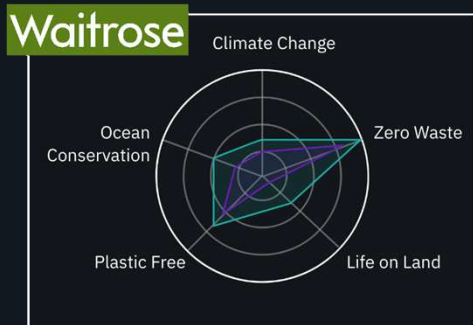
- Ethically-conscious
- Fitness-fanatic
- House-proud
- Style-conscious
- Forum-fanatics
- Health-conscious
- Spiritually-driven
- Family-values
- Discount-savvy
- Aspirational
- Affluent
- Early-adopters
- Trend-setters
- Media-fanatics
- Convenience-driven
- Celebrity-influenced
- Online-researcher
- Experience-lover
- ... and many more!



# Environmentally Conscious Segments



RANK	BRANDS	PENETRATION	▼ GROWTH
21	Iceland Foods  @IcelandFoods	2.2%	20.5%
35	Real Foods  @realfoods_uk	0.4%	19.8%
39	Boots  @BootsUK	1.6%	19.0%
49	Budgens  @DiscoverBudgens	0.4%	17.7%
10	Co-op  @coopuk	2.4%	11.6%



# Forthcoming National Geospatial Strategy

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- **A geospatial vision for the UK: unlocking geospatial value**
- **Addressing evidenced challenges and opportunities**
- **To be published in the Summer**



# Questions?

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We are always eager to hear from you!

For more information or to get in touch, please email us at

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