

POLICY-MAKING – IS THE ‘WHERE?’ THERE?

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*“Good government depends on good
policy making.”*

*When policies fail the costs can be
significant; repeated failure can erode
confidence in government, and in the
democratic process itself.”*

Institute for Government

An aerial photograph of a rural landscape, showing a patchwork of fields, roads, and some buildings. A large, semi-transparent white circle is centered over the image, containing the text 'HOW IS POLICY MADE?'.

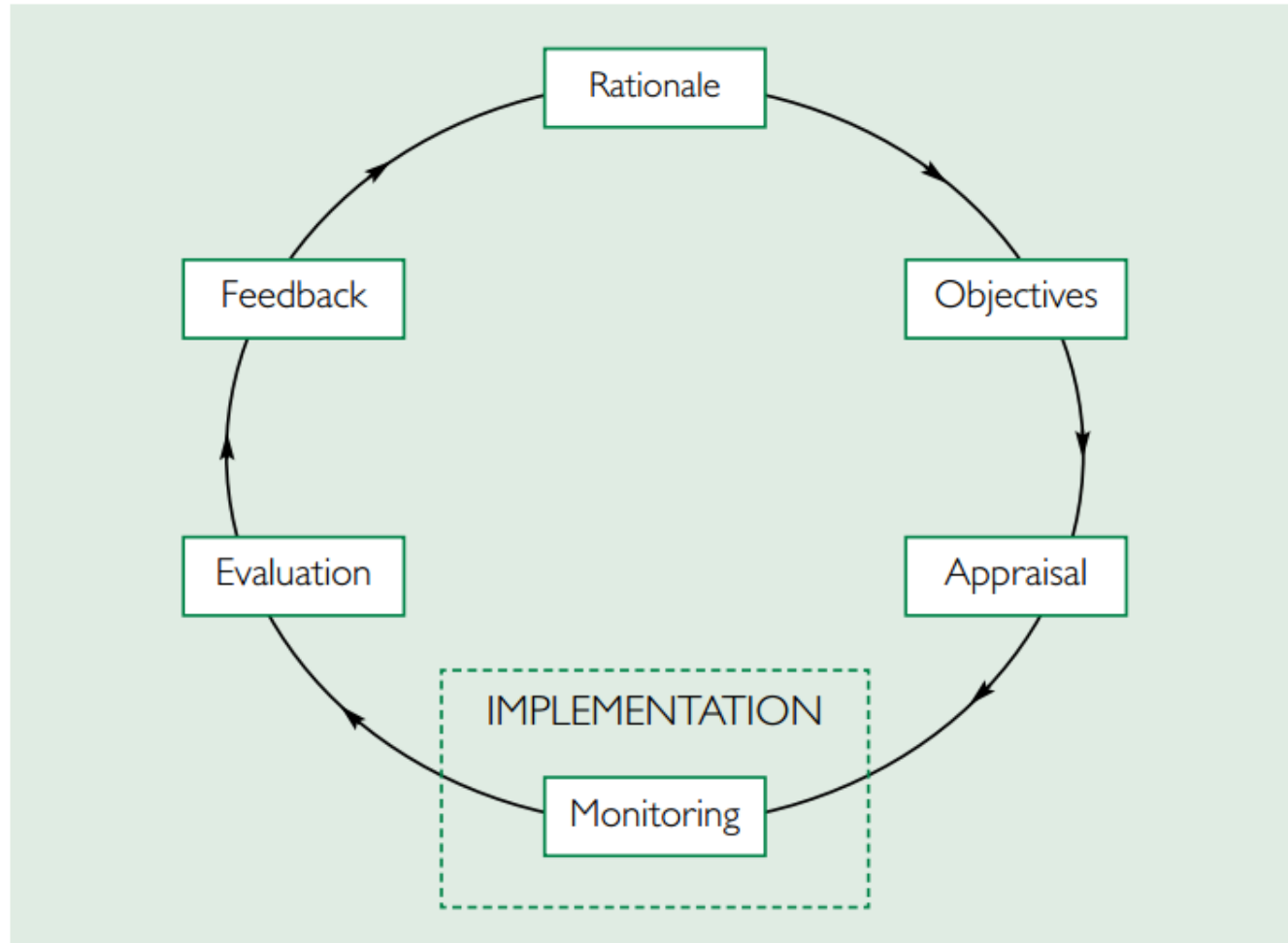
HOW IS POLICY MADE?

POLICY = EVIDENCE + POLITICS + DELIVERY

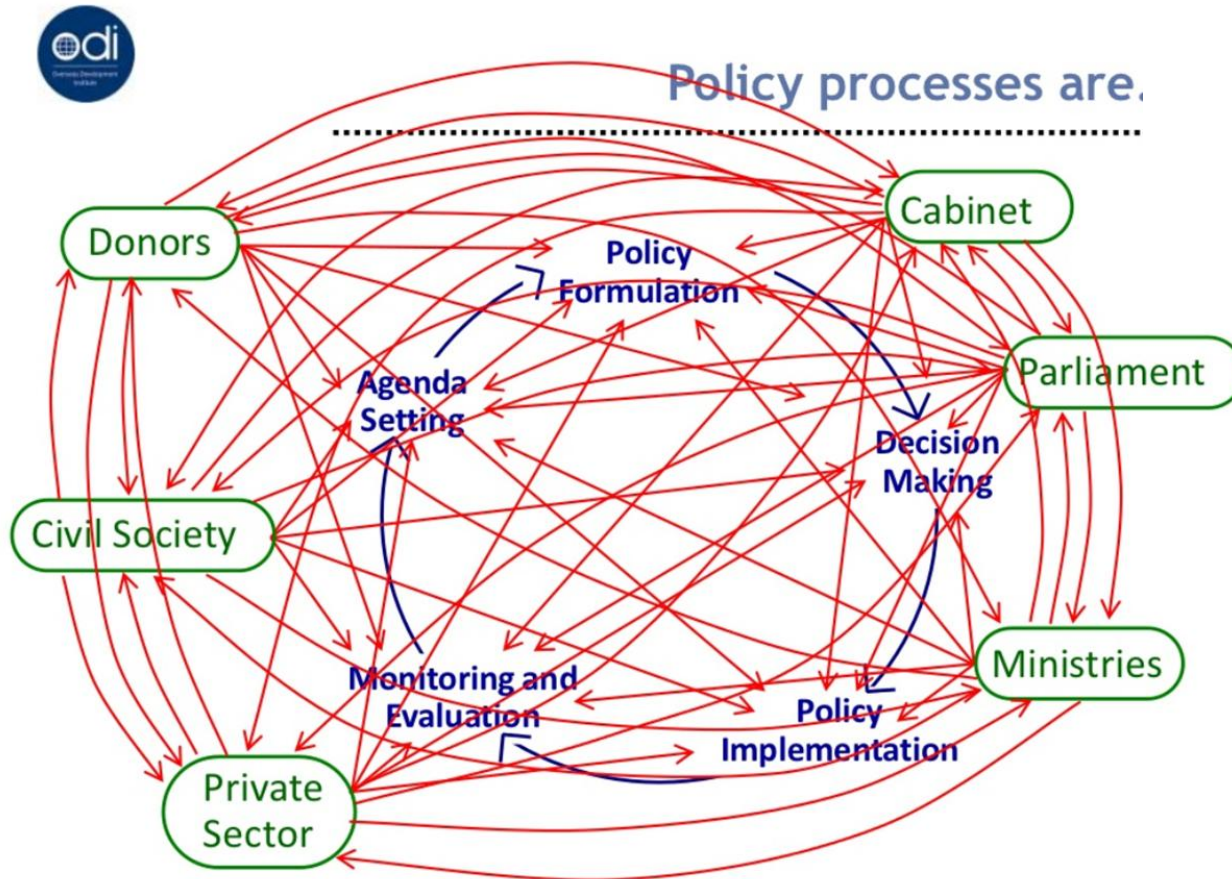


POLICY MAKING CYCLE

BOX 2: ROAMEF CYCLE



POLICY MAKING CYCLE



“Virtually every interviewee dismissed policy cycles like ROAMEF as being divorced from reality.” Policy Making in the Real World; Institute for Government; 2011.

THE PARLIAMENTARY CYCLE



POLICY IS MADE AT ALL LEVELS OF GOVERNMENT

International

European

National

Regional

Local



HM Government



The Scottish
Government
Riaghaltas na h-Alba



SOUTHAMPTON
CITY COUNCIL

Policy can be influenced at all levels – but the requirements and approach at each level may be very different.

POLICY LEVERS

There are lots of ways to implement policy:

- Directives, Regulations, Decisions, national legislation
- Regulation
- Codes of practice
- Economic levers (including subsidies)
- Guidelines
- Procurement
- Behavioural ‘nudges’





WHO MAKES THE POLICY?

POLICY MAKERS ARE GENERALISTS



and can be swamped by
lots of data ...

but there are also specialists:

- Economists, Statisticians, Social Scientists, Operational Researchers, Analysts ...`
- ...and (some) Geographers!



IS THE 'WHERE?'
THERE?

GEOSPATIAL DATA HAS BEEN USED WELL ...

Generally good for some 'categories' e.g. environmental, transport, agriculture

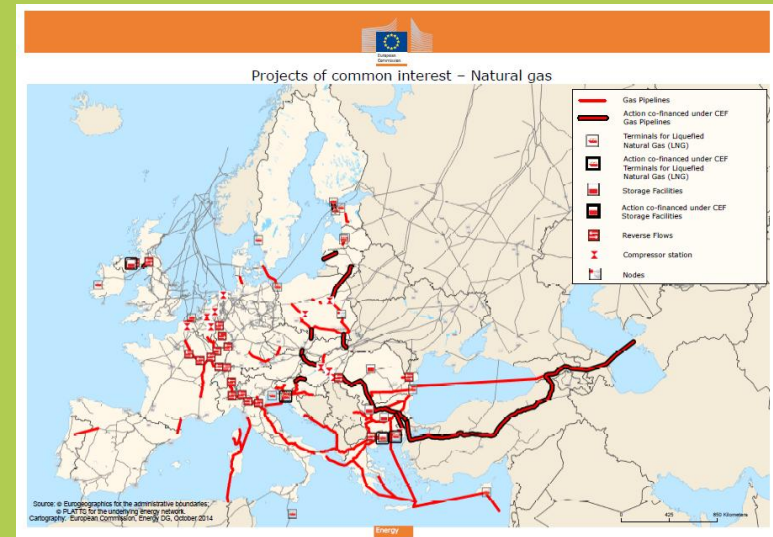
"Defra has made extensive use of GI to support the development and delivery of its policies, as well as underpinning the communication of the impact of those policies to a wide variety of audiences."

But not always obvious ...



EU: TRANS-EUROPEAN ENERGY INFRASTRUCTURE

- Proposed networks have considered physical and political geography
- Explicit statements about geographic information in the Regulation
- Member States instructed to use geographic information for cost benefit and impact assessments



Article 18¶

Information and publicity¶

The Commission shall establish by six months after the date of adoption of the first Union list an infrastructure transparency platform easily accessible to the general public, including via the internet. This platform shall contain the following information: ¶

- (a) general, updated information, including **geographic information**, for each project of common interest;¶

UK: FLOOD REINSURANCE SCHEME



- 'Flood Re' limits the most that high-risk households should have to pay for the flood component of their home insurance.
- The planning of the Scheme involved combining a lot of geospatial data to provide a priority list to identify those mortgages with a propensity to flood and prioritise accordingly.

EU: INVESTMENT IN AIRPORTS

EU millions wasted on white elephant airports, say auditors

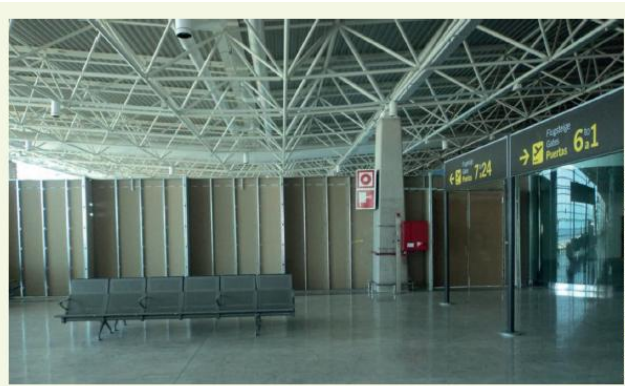
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Millions of euros of EU money was wasted on too many airports, on airports that are too close together and do not attract enough passengers, the European Court of Auditors has found.

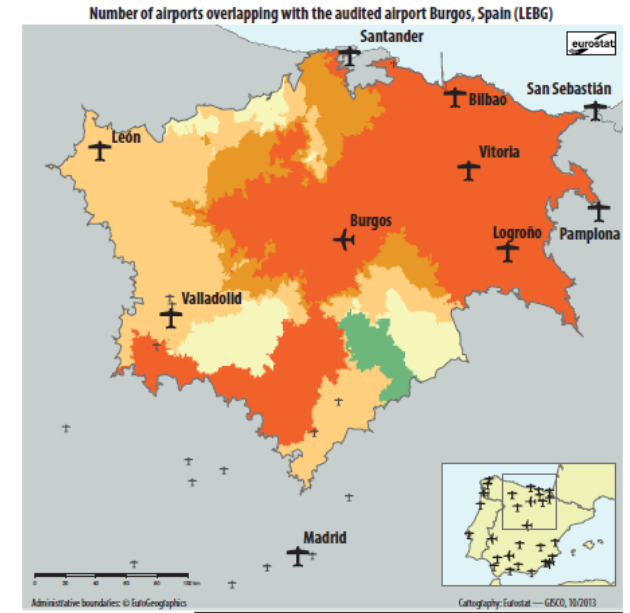
Auditors scrutinised investment from 2000 to 2013, worth more than €666 million of EU money at 20 airports in Estonia, Greece, Italy, Poland and Spain.



Picture 5 — Closed part of the Fuerteventura terminal

Source: European Court of Auditors.

Catchment area analysis of individual airports: Burgos



Auditors said:

- Limited catchment area analysis and with differing methodologies
- Double counting of potential passenger numbers
- Limited consideration of investments in nearby airports
- Limited consideration of investments in other forms of transport

UK: 'HELP TO BUY' SCHEME



RICS

the mark of
property
professionalism
worldwide

“RICS urges for Help to Buy to be focused on those regions which are seeing least activity and development, and have the greatest housing need. This could be achieved by targeting areas by Postcode ...”

The Telegraph

Rics: Make Help to Buy mortgage scheme 'regional'

Curtailing the scheme in some areas would lead to a more "sustainable" market, say surveyors



ENGAGING WITH THE POLICY MAKERS



Ordnance
Survey

POLICY MAKING IN EUROPE



ENGAGING WITH THE INSPIRE DIRECTIVE

Don't be caught napping:

Engage early in the process
and understand what will
happen next

Make your voice louder:

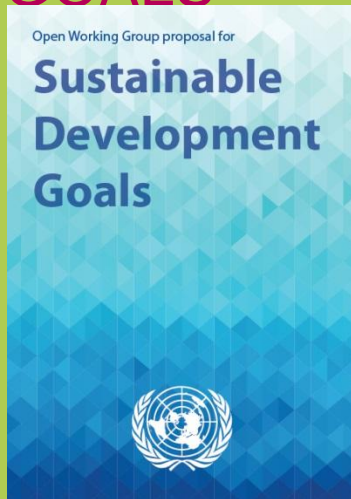
Join with others with a
similar view e.g. other
Member States or umbrella
organisations



Do your homework:

Do your research and know
who to connect to in your
own Member State

ENGAGING WITH THE SUSTAINABLE DEVELOPMENT GOALS



“**Much has been achieved** in promoting the use of reliable geospatial information for sustainable development ...”

“... despite these continued and valuable efforts, the level of understanding and rate of uptake, particularly at the policy and decision-making level, **remains less than optimal.**”

“... **many do not understand** its value and importance within the context of the sustainable development agenda.”



ORDNANCE SURVEY – WELSH GOVERNMENT POLICY PARTNERSHIP

Aim: to ensure that the location context is used more often to form a robust evidence base ...



“...considering the culture, language, geography and demography of individual communities is a very powerful way to do Government business, and is sometimes not given enough attention in the great sweep of rolling out a programme across the country”

Sir Derek Jones, Permanent Secretary, March 2013.

CONCLUSIONS

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To get the Where? there we need to:

- Understand the policy-making process and keep up to date
- Engage with the right person at the right time with a message they want to hear in a language they understand
- Ensure there is a solid consistent base of geospatial data to support the 'Where?'
- Embed consideration of the 'Where' in the policy-making process

THANK YOU!

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