

# THINK GIS

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Improving understanding of vital river catchments

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Engaging the support of over 250 volunteers

# WELCOME GOT SOMETHING IMPORTANT TO SAY?

Whether you need to communicate the impacts of climate change, tell citizens about public services or set out your plans for the future, say it with location.



## I LOVE A GOOD STORY!

Luckily for me, the people I meet have always got something important to say. Sometimes they want to tell me how a new city-centre development will improve a local economy; how climate change is threatening a vital wetland habitat; or how new public services will meet the changing needs of a specific community. Location is the common factor in all the stories I hear and the reason why geographic information system (GIS) technology is playing an increasingly important role in the way that all kinds of organisations now frame and share the stories that they care most about.

GIS enables organisations to make stories really resonate with audiences, by linking information to the places and communities that people know. When people can relate to where an issue is evident or where an activity is taking place, they are more likely to engage with it. In the lead story in this issue of ThinkGIS, you can read how Ramblers Scotland has created a geospatial hub that is helping it to engage with volunteers from all over Scotland and encourage more people to take part in a first-ever, comprehensive audit of the condition of Scotland's trails (page 3).

When data is conveyed in the context of location, it is much easier for people to find information that relates to them and make better informed decisions. East Lothian Council has worked with EDINA to produce an app that gives

people live information about the busyness of beaches, enabling visitors to find quieter car parks and reduce the detrimental impacts of recreation on the environment (page 10). Transport Scotland has created a GIS app to show people where gritting trucks are operating in bad weather, so people can make more informed travel plans and have safer journeys (page 11).

Equally as important, GIS helps to make complex information easier to understand by conveying it in an interactive, map-based context. Glasgow City Council has created map-based dashboards to share information about the spread of COVID-19 in the city and help it understand where public health services are most needed (page 6). Meanwhile, Forth Rivers Trust has published a key river management plan in the format of a StoryMap, making it much easier for people to understand the many pressures on precious river catchment areas and see opportunities for sustainable improvements (page 4).

Climate change is an increasingly pressing problem for us all. There is a real need to translate complex, scientific information into stories that people understand and will feel galvanised into doing something about. Organisations including Ricardo (page 5) and the Met Office (page 7) are using GIS to create compelling visuals and improve access to data about climate change in Scotland, so that governments,

businesses and environmental organisations can understand the issues and take steps to deliver real change.

As you have probably realised by now, this issue of ThinkGIS has a particular focus on Scotland. It includes an article about how Police Scotland is using GIS in the field to improve security at major events (page 13) and another about the steps Forestry and Land Scotland is taking to address the challenges posed by the fast-spreading Ash Dieback disease (page 12).

All of the organisations featured in this issue of ThinkGIS have something very important to say. Whether they are sharing information with colleagues to improve decision making, appealing to governments, raising public awareness of environmental issues or informing citizens about local services, they are using GIS to convey their messages with passion, clarity and efficacy.

If you too have got something important to say, say it well. Say it with location.

**Charles Kennelly**  
Chief Technology Officer,  
Esri UK

**40,000**  
miles of Scottish walking  
trails on a single map

## COLLABORATIVE WORKING

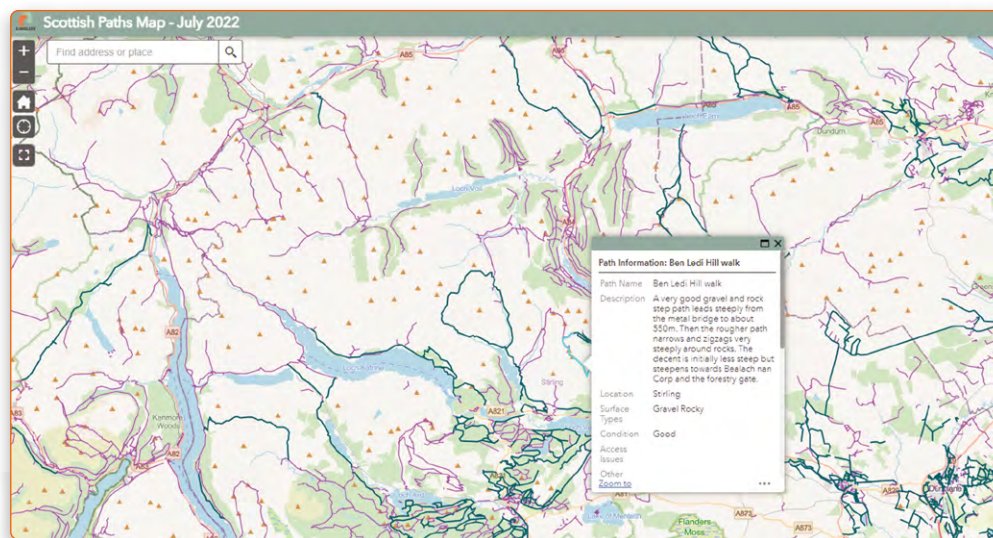
# RAMBLERS SCOTLAND PUTS WALKING ON THE MAP

A walkers' charity in Scotland has created the nation's most comprehensive interactive map of walking routes and is now engaging the support of hundreds of volunteers to audit the condition of around 40,000 miles of trails.

Ramblers Scotland aims to make information about Scotland's paths easily available to everyone, to help inspire people to spend more time walking for pleasure, health and mental wellbeing. Using ArcGIS, the charity has brought together datasets from over a dozen sources and created Scotland's first-ever, comprehensive map of walking routes, ranging from remote mountain passes to pushchair and wheelchair-accessible paths in towns and cities. Within just a month of its launch, the Scottish Paths Map attracted in excess of 30,000 visitors, demonstrating just how valuable a resource this is for people living in and visiting Scotland.

The charity is now successfully engaging with over 250 volunteers, from the Shetland Islands to Dumfriesshire, to audit the routes shown in its map and add supplementary information about the terrain. Volunteers use a community hub, created with ArcGIS Hub Premium, to gather data about the condition of paths while walking along them and upload this information. Already, volunteers have successfully audited 9,000 paths, covering many thousands of miles.

Using the hub, Ramblers Scotland has also been able to draw on the local knowledge of volunteers and record hundreds of miles of new paths that it had not previously been aware of. The ArcGIS solution is very simple for volunteers of all ages and backgrounds to use and easy to scale up. It will, therefore, enable Ramblers Scotland to collaborate with larger numbers of volunteers in the future and help it encourage more people across Scotland to get active on foot.



Ramblers Scotland's Scottish Paths Map shows audited routes in green, with pop-up boxes containing the supplementary data collected by volunteers via ArcGIS Hub Premium

[View the Scottish Paths Map >](#)

*"We've taken an idea and built it into something that's really big and growing that will benefit the whole country, helping people get outdoors and be more active."*

**Luke Phillips**  
Project Manager, Ramblers Scotland



SUSTAINABLE FUTURE

# FORTH RIVERS TRUST FOSTERS VIBRANT AND DIVERSE RIVER CATCHMENTS

Plans to improve the sustainability of two of Scotland's most important river catchments are being shared and regularly updated via an interactive StoryMap.

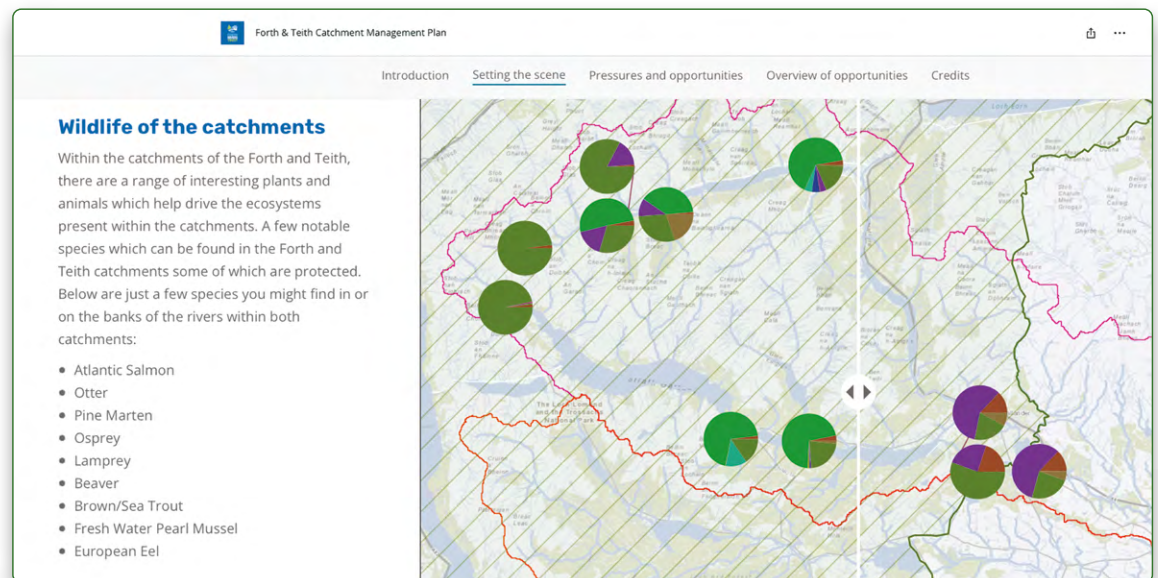
The rivers Forth and Teith flow into the Forth estuary and Firth of Forth, providing a haven for wildlife, as well as opportunities for recreation, work and science. For these two vitally important river catchments, the Forth Rivers Trust has published its five-year River Management Plan in the format of an ArcGIS StoryMap and it plans to create more StoryMap-based River Management Plans for other river catchments in the near future. The use of StoryMaps is enabling the organisation to reach a wider audience, improve understanding of the pressures on river catchment areas and highlight opportunities for improvement.

Significantly, the StoryMap approach enables Forth Rivers Trust to turn its River Management Plans into living documents that can be updated regularly and easily. The organisation can show up-to-date information on the status of planned projects, such as removing man-made barriers to fish migration, and add further data over time, to continually strengthen the case for improving river environments for wildlife, communities and visitors alike.

Forth Rivers Trust uses a suite of ArcGIS mobile apps to enable staff to conduct complex habitat surveys in the field and capture new data which

can be incorporated directly into the StoryMaps. These mobile data capture solutions enable more accurate, location-specific data to be collected on everything from pollution and invasive species to fish spawning nests. By analysing and visualising this data with ArcGIS, the organisation can gain clear evidence to support bids for funding for new river restoration schemes and precisely monitor the success of its interventions.

The interactive Forth & Teith Catchment Management Plan



*"ArcGIS has enabled us to take a huge leap forwards in the way that we monitor river catchments and plan new management schemes to protect and regenerate these vibrant and diverse environments."*

**Michiel Voermans**  
Data and GIS Officer, Forth Rivers Trust

[View ArcGIS StoryMap >](#)

**1,023 km<sup>2</sup>**  
of river catchment covered  
by five-year management plan

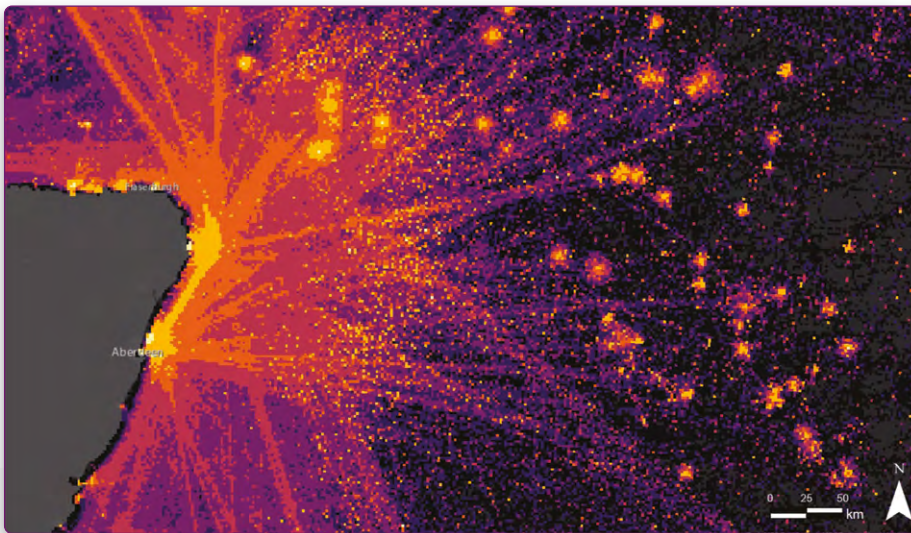
10x

faster processing of  
high-volume data  
with ArcGIS Pro

## ANALYTICAL INSIGHTS

# RICARDO ANALYSES NORTH SEA EMISSIONS

The global environmental, engineering and strategy consultancy Ricardo has shone a spotlight on emissions from shipping in the North Sea.



ArcGIS Pro shows the level of emissions released in the North Sea, off the coast of Scotland, highlighting the contributions around oil and gas terminals and offshore rigs

As part of the National Atmospheric Emissions Inventory programme, Ricardo provides the UK Government with high quality spatial data and evidence to support the development of new policies and reporting objectives. The organisation has recently used ArcGIS Pro to produce an in-depth analysis of emissions from North Sea shipping activities, revealing the impact of shipping routes to and from Scottish oil and gas fields on greenhouse gases and air quality pollutant emissions.

Displayed in a highly visual, interactive map of the North Sea, this analysis of shipping emissions can be used by the Scottish Government to help inform new energy policies and support the achievement of UK and Scottish targets for net zero carbon emissions. In particular, the data is expected to be used to inform proposed new initiatives

such as electrifying oil and gas production and developing alternative power sources for rigs, which could reduce North Sea emissions by up to 87%.

Ricardo has significantly improved the speed at which it can produce highly complex data analyses like this, by migrating from ArcMap to ArcGIS Pro. The advanced capabilities of ArcGIS Pro enable it to create new, repeatable processes for performing large-scale analysis, generating results up to ten times faster than before. The company also uses ArcGIS Online to enable its corporate and government clients to explore the data themselves on interactive maps and gain a clearer insight into the environmental challenges they urgently need to address in light of net zero objectives and local air quality and health concerns.

*“At a time when it has never been more important to increase clean energy supply in the UK, ArcGIS Pro enables us to generate the data that governments need and engage with clients to help them develop the best strategies for the future.”*

**Christopher Evangelides**  
GIS Consultant, Ricardo



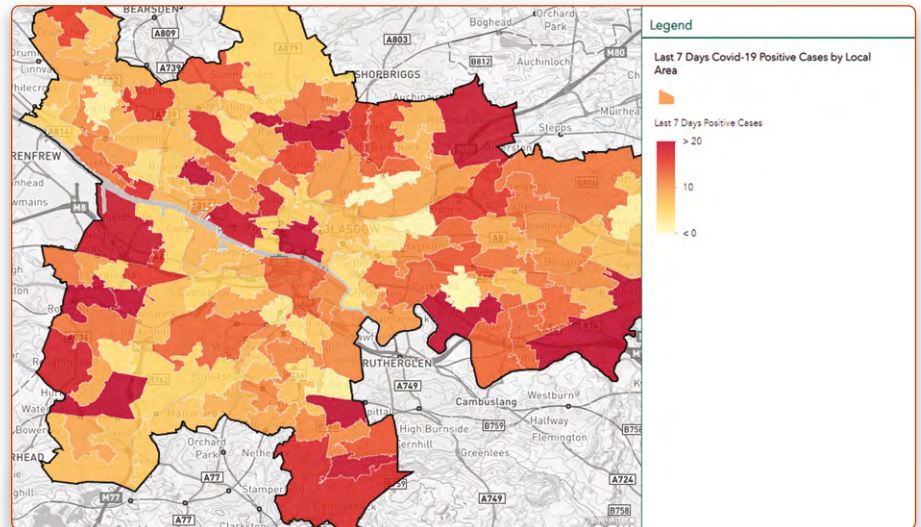
ANALYTICAL INSIGHTS

# GLASGOW CITY COUNCIL MONITORS THE IMPACTS OF COVID-19

To help it improve the delivery of services for citizens, Glasgow City Council has been undertaking geospatial analysis and gaining a deeper insight into the challenges of the coronavirus pandemic.

*“COVID-19 is not going away anytime soon so we need to continue to use ArcGIS and data analysis to deliver practical solutions to managing this ongoing public health crisis.”*

**Stephen Sprott**  
Open Data and Innovation Project Manager,  
Glasgow City Council



Glasgow City Council's ArcGIS Dashboard clearly visualises the rates of COVID-19 positive cases by local area over a seven-day period

Ever since the first COVID-19 cases were detected in Scotland in March 2020, Glasgow City Council has been performing advanced geospatial analysis and geocoding to help city officials and healthcare professionals visualise, in near real-time, at neighbourhood level, how the coronavirus is impacting the city's 600,000 citizens. The use of ArcGIS has given the council a better understanding of the spread of the disease and the locations of 100,000 potentially vulnerable people, helping it to deliver the right support services, in the right locations, more quickly.

At the height of the pandemic, the council created a series of highly visual ArcGIS Dashboards that display its own data alongside the latest statistics on COVID-19 cases and vaccinations from NHS National Services Scotland and Public Health Scotland. These dashboards have proved invaluable to senior managers, enabling them to monitor areas of the city with rising numbers of cases, identify outbreaks of concern and then target these specific areas with interventions to help reduce community transmission.

Glasgow City Council's COVID-19 dashboards are still being used today and will provide the council with advanced warning if cases surge again this winter. The dashboards are also continuing to support the vaccination programme in Glasgow by enabling the council to easily track vaccine take-up by area, age group and ethnicity. The council has now made its ArcGIS Dashboards available as templates, enabling other local authorities, police forces and NHS services to leverage its experiences and create their own solutions for monitoring the ongoing impacts of COVID-19.



**100,000**  
potentially vulnerable  
citizens identified in Glasgow

**40+** datasets for understanding impact of climate change

ANALYTICAL INSIGHTS

**THE MET OFFICE STRENGTHENS ACTION ON CLIMATE CHANGE**

By improving the accessibility of data on climate change, the Met Office is helping organisations to take urgent action to protect, adapt and sustain their operations.

One of the biggest challenges that we face today is understanding precisely how and when climate changes will impact specific places, communities and business operations – and to what extent. Organisations of all kinds can now take advantage of the Met Office Climate Open Data Portal to analyse historical and projected climate data alongside their own operational and asset data and gain a better understanding of their own exposure to present and future climate risks. This includes changes in temperature, rain and snow fall, sea level rise and the number of days when the average daily temperature necessitates the use of energy for home heating.

Currently comprising over forty climate-related datasets, the Met Office Climate Open Data Portal includes vitally important climate information. For example, these images illustrate how surface temperatures are expected

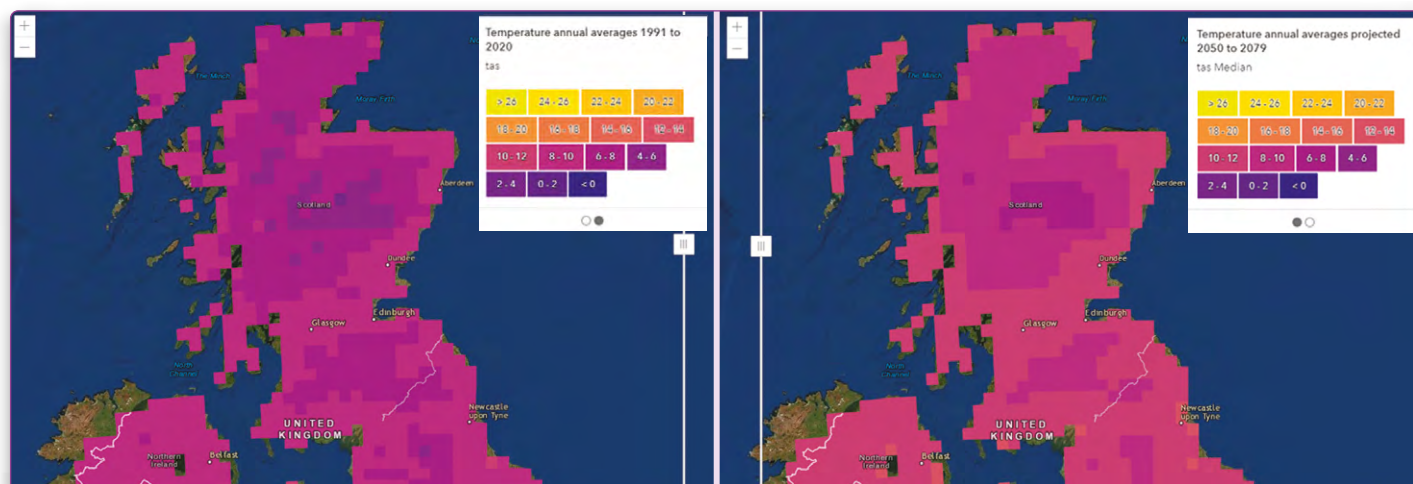
to increase 4-6°C by 2050-2079 in Scotland, with projected temperature changes particularly apparent in the highlands and north west Scotland. There are countless applications for this data, including understanding the need for more air-conditioned public buildings and better anticipating the impacts of climate change on protected wildlife habitats.

The Met Office Climate Open Data Portal is currently available in a beta version. Built using Esri's ArcGIS Hub, it provides a curated selection of the Met Office's climate data that can be accessed free of charge, in ready-to-use formats. GIS professionals are being invited to explore the portal and provide feedback on how well the resources meet their decision-making requirements and which additional climate datasets they might need to help them put climate action plans in place.

*“The Met Office’s new Climate Open Data Portal will enable people to explore how climate change will affect them and help transform climate awareness into climate action.”*

**Professor Jason Lowe**  
OBE, Head of Climate Services,  
the Met Office

The Met Office Climate Open Data Portal shows the mean annual surface temperature in Scotland in 1981-2010, compared to the projected temperature for 2050-2079 under the very high (RCP 8.5) emissions scenario



The COP26 Climate Change Conference in Glasgow last year shone an intense light on climate change and highlighted the immense challenges ahead. Yet, organisations of all kinds are already taking practical steps to help slow climate change, restore the natural environment and operate more sustainably to build a better future.

Esri UK has produced an interactive StoryMap showcasing how customers in the UK and Ireland are using ArcGIS in a myriad of different ways to address their own climate change challenges. Whether these organisations are responding to the increased risk of

flooding, adopting more sustainable land use practices, revitalising peat bogs or pioneering new renewable forms of energy, ArcGIS is helping them to identify risks, make informed decisions and take action.

[View the StoryMap >](#)

### RENEWABLE ENERGY

Dalcour Maclaren is using ArcGIS to accelerate the implementation of new green energy schemes and help bolster the supply of green energy across the UK and Ireland. Meanwhile the social enterprise Greenspace Scotland has conducted new research with ArcGIS highlighting where low carbon heating infrastructure could be hosted within Scotland's 516 urban settlements.



### HEALTHY CITIES

In the UK's capital, Transport for London (TfL) is using ArcGIS to help it deliver a range of schemes to reduce people's exposure to harmful emissions and support the Mayor of London's campaign to create healthy streets. Similarly, in Edinburgh, design consultancy Atkins has used ArcGIS to quantify the value of the city's natural capital and identify priority areas where biodiversity and nature can be enhanced.



### CLIMATE RISK

The National Trust has used ArcGIS Online to produce an interactive, climate hazards map that gives its staff and partners the foresight they need to protect historic buildings and monuments, as well as coastline and countryside. On a more global level, Willis Tower Watson conducts advanced geospatial analysis with ArcGIS to help its clients identify, measure and respond to climate-related risks and opportunities, at business locations around the world.



## TAKING ACTION TO ADDRESS CLIMATE CHANGE



### HABITAT CONSERVATION

After extracting peat commercially from Ireland's bogs for more than 70 years, Bord na Móna is now using ArcGIS to plan and implement the most appropriate rehabilitation measures to reinstate biodiversity and natural peatland function. In Wales, Natural Resources Wales uses drones and ArcGIS Drone2Map to gather reliable evidence to inform the installation of new habitats.



### SUSTAINABLE LAND USE

The Department for Agriculture, Environment and Rural Affairs (DAERA) in Northern Ireland is using ArcGIS to help it select the most advantageous land management options and ensure funding has the greatest positive impact on the environment. In addition, independent research, conducted using ArcGIS, has shown precisely where new forests could be established in the UK to offset up to 28% of the MOD's annual carbon footprint.



### SEA LEVEL RISES

Concerned about sea level rises, researchers in Scotland have mapped the likely extent of coastal erosion in Scotland, using ArcGIS to help them identify that assets with a value of £1.2 billion will be at risk from sea level rises by 2050. City of London Corporation has also used ArcGIS to model likely future changes in the Thames and propose developments to reduce flood risks and improve riverside environments.



### ENVIRONMENTAL CHANGES

As the world faces an uncertain future, organisations like Ricardo are using ArcGIS to monitor how quickly changes are actually occurring in our environment. At the same time, the Environment Agency relies on a suite of ArcGIS solutions to help it respond to environmental changes like increased flooding, by collecting, analysing and sharing information about floods, as they happen.





COLLABORATIVE WORKING

# EAST LOTHIAN COUNCIL MANAGES GROWING VISITOR NUMBERS

Members of the public can now see which beaches are busiest in East Lothian and find local amenities, using an app developed by EDINA at The University of Edinburgh.

*“This project is a great example of data driven innovation in the public sector and demonstrates the real value that can be derived from combining geospatial technology with the Internet of Things.”*

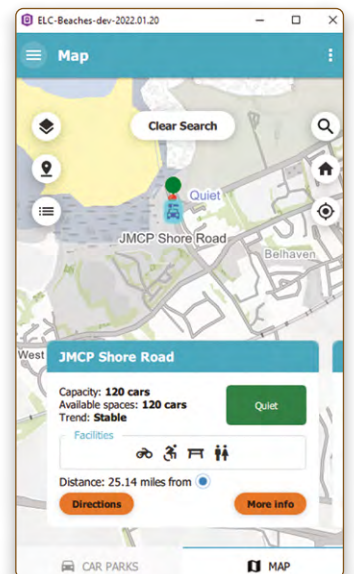
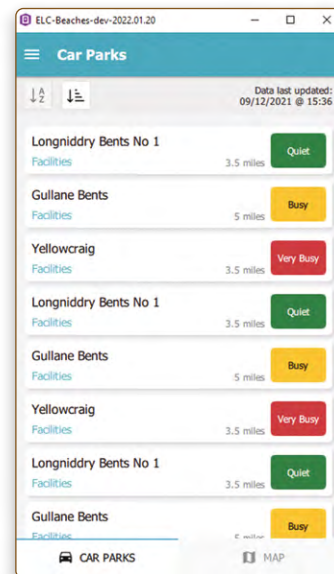
**Anne Robertson**  
Head of Services, EDINA, The University of Edinburgh

East Lothian’s vast, picturesque and sandy beaches have always been popular. However, with the recent increase in staycations, visitor numbers have risen dramatically, resulting in over-crowded car parks and unsustainable pressure on the environment. Not wanting to dissuade people from enjoying trips to the coast, East Lothian Council has instead launched a new Visit East Lothian app that aims to improve the visitor experience by showing people which beach car parks are busy and helping them discover other, equally beautiful beaches nearby that are less crowded.

This innovative solution was developed for East Lothian Council by EDINA, a directorate within the Information Services Group at The University of Edinburgh, with government funding through the Edinburgh and South

East Scotland City Region Deal. The app was configured using ArcGIS App Studio Framework and incorporates live data on the number of cars entering and leaving car parks, collected using remote sensing cameras. The app also includes information on local businesses, from cafes to museums, to help encourage visitors to enjoy amenities near beaches and contribute to the local economy.

Alongside the Visit East Lothian app, EDINA has also built an ArcGIS Survey123 app, enabling rangers to adjust car park occupancy rates manually, and an ArcGIS Dashboard for council staff to view live information about the concentration of visitors along the coast. The dashboard makes it easier for the council to manage visitor numbers at specific locations and anticipate where pressures may arise.



The Visit East Lothian app presents information in a clear format that is easily understood

**2,350**  
app downloads in  
the first four months

230

gritting trucks from 9 operating companies tracked in real time in 1 interactive app

## COLLABORATIVE WORKING

# TRANSPORT SCOTLAND PUTS GRITTING ON THE MAP

Road users in Scotland can see for themselves precisely which roads are being gritted in bad weather, by taking advantage of an interactive ArcGIS app.

During exceptionally challenging weather conditions last winter, Transport Scotland has been using an ArcGIS app to put gritting on the map and improve public awareness of the full extent of gritting services carried out in Scotland. The organisation is responsible for ensuring that over 2,179 miles of trunk roads and motorway are gritted throughout the winter, using 230 gritting trucks.

Developed, hosted and managed by Esri UK, through its Managed Cloud Service, the app includes a bespoke API that streams data from nine separate GPS tracking systems, used by Transport Scotland's nine operating companies, and presents the locations of all gritters on trunk roads in Scotland, on one live, interactive map. Members of the public can view this app during winter months to see for themselves precisely which roads are being gritted in bad weather, in their localities, in real time.

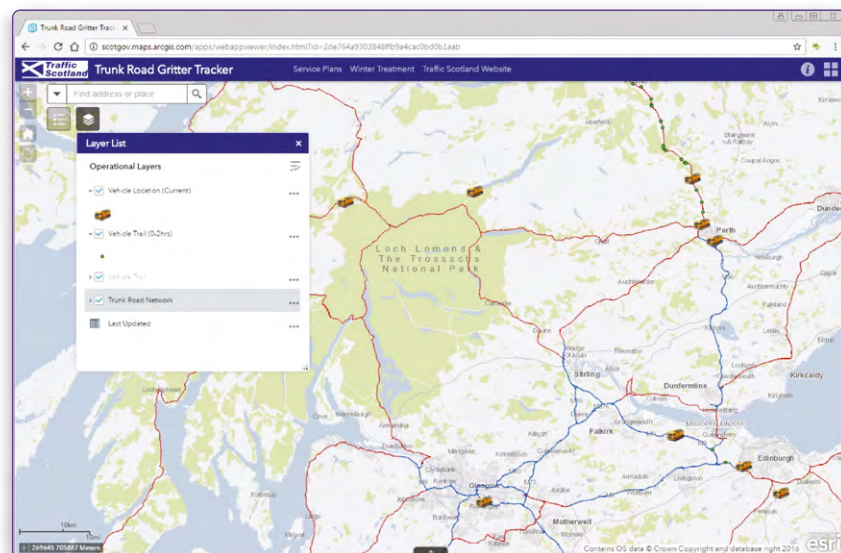
In extreme weather events, like Storm Barra and Storm Malik, Transport Scotland used the ArcGIS Gritter Tracker app internally to support its management of gritting operations. With instant access to live data on the locations of all gritting trucks, together with data on traffic disruption and terrain, all on one screen, the organisation can better manage the resilience of the network and collaborate more effectively with other agencies, including Traffic Scotland and Police Scotland, to help keep Scotland moving.



*"The ArcGIS app gives confidence to the general public that our winter service is being provided across the Scottish Trunk Road Network."*

**Iain McDonald**  
Network Resilience Manager,  
Transport Scotland

Transport Scotland's ArcGIS-based Gritter Tracker



8,748

ash trees surveyed to date with ArcGIS mobile app

## FIELD MOBILITY

# FORESTRY AND LAND SCOTLAND MANAGES DEVASTATING ASH DIEBACK DISEASE

Thousands of ash trees, across 640,000 hectares of national forest and land, are being surveyed and monitored using ArcGIS to reduce public safety risks.

Ash trees are a familiar feature of Scotland's landscape, forests and woodlands, but up to 75% of them could die over the next two decades due to a fast spreading fungal disease known as Ash Dieback or Chalara. Forestry and Land Scotland is using ArcGIS to monitor the condition and gradual deterioration of ash trees on the public estate, so that it can take action to reduce the risk of diseased branches and dead trees falling and causing injuries or deaths.

Around 70 employees use an ArcGIS Survey123 app on their mobile phones to survey the condition of ash trees during the course of their usual jobs, whether they are harvesting timber or working on a water vole project. The information collected is displayed in near real-time on ArcGIS Dashboards,

enabling the organisation to see where there are large numbers of particularly badly diseased trees in close proximity to high risk areas such as public paths. It can then make rapid, informed decisions about where to prioritise its resources, to remove branches, fell trees and help maintain public safety.

The ongoing use of ArcGIS will enable Forestry and Land Scotland to monitor changes in the condition of trees over time and improve its understanding of how fast trees with Ash Dieback deteriorate. With a clear picture of the scale of the Ash Dieback issue, the organisation can better manage the spread of the disease and try to retain as many ash trees as possible in safer locations to preserve their high biodiversity value.

*"ArcGIS provides the clear insight we need to make informed decisions about how best to tackle Ash Dieback and plan the level of investment that will be needed in the future to manage diseased trees and maintain public safety."*

**Alan Gale**  
Climate Change Adaptation Programme Manager,  
Forestry and Land Scotland



Employees capture data on smartphones using ArcGIS Survey123

## FIELD MOBILITY

# POLICE SCOTLAND STRENGTHENS SECURITY AT COP26

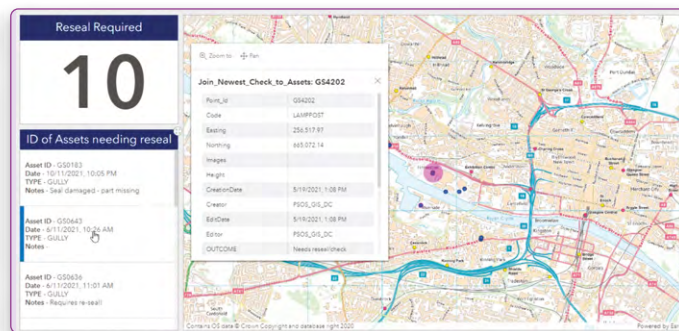
During the United Nations' COP26 Conference in Glasgow, Police Scotland used an ArcGIS-driven, mobile workflow to carry out efficient and highly robust security processes.

When Glasgow hosted COP26 in the autumn of 2021, security was of paramount importance. The event was due to host 104 Heads of State, several members of the British Royal Family and world-renowned environmental experts, as well as thousands of visitors and climate change activists. To help protect everyone, Police Scotland needed to search and seal around 7,000 drains, vents, other street furniture and voids in central Glasgow where improvised explosive devices and firearms could potentially be concealed.

Recognising that an operation on this massive scale would be almost impossible with its standard paper-based procedures, Police Scotland developed an ArcGIS-driven, digital workflow that enabled information to be shared in real time between teams in the field and commanding officers. The solution enabled the force to search

and seal assets up to 75% faster than before and therefore secure a large area of the city with a relatively small team comprising specialist officers from multiple forces and additional partner resources.

Using ArcGIS Online and Field Maps, the new digital search and seal workflow enabled inspection teams to flag broken seals and raise concerns to senior officers instantly. Consequently, Police Scotland could respond to potential security issues more quickly throughout the two-week event. Senior officers could also monitor the progress of search and seal operations in real-time, on their mobile devices, see where seal damage was occurring most frequently and allocate teams to the areas of greatest risk to maximise security throughout this globally-important and high-profiled event.



The ArcGIS-based search and seal workflow developed by Police Scotland

**50-75%**  
faster search and seal  
operations

LEARNING SERVICES

**ORDNANCE SURVEY  
NORTHERN IRELAND  
KEEPS SPECIALIST  
SKILLS UP-TO-DATE**

By taking advantage of learning services from Esri UK & Ireland, Ordnance Survey Northern Ireland (OSNI) ensures its specialists have the advanced, up-to-date skills they need to advise government departments.

Renowned for its expertise in mapping and geospatial analysis, OSNI invests annually in ArcGIS training. The organisation engages Esri UK & Ireland to deliver a range of courses that enhance employees' knowledge of the latest ArcGIS techniques and features.

Thirty seven employees benefited from ArcGIS learning services in 2021, most of whom work in the Northern Ireland Mapping Agreement Support Team, a specialist group that provides advanced geospatial and mapping services to the Northern Ireland Civil Service. These expert GIS users have worked with the Department of Health and the Executive Office to support the COVID-19 response in Northern Ireland. They have also worked on a variety of schemes with the Department of Infrastructure, using the latest ArcGIS functionality to clarify complex issues like flood risks and help deliver departmental objectives.

Recent courses provided by Esri UK & Ireland for OSNI include 'Getting started with Lidar', 'Creating and Editing Data with ArcGIS Pro', 'Creating Web Applications using Web AppBuilder for ArcGIS' and 'Sharing GIS Content using ArcGIS.' All of these courses were delivered online due to COVID-19 restrictions, but the virtual format provided the same high quality learning without the usual costs associated with travel to Belfast or Aylesbury. Having updated and advanced its employees' skills throughout the pandemic, OSNI can confidently continue to offer expert services for its public sector partners and stakeholders.



*"Esri UK & Ireland's learning services keep our ArcGIS skills up-to-date and enable us to continue to live up to and exceed our reputation as the geospatial and mapping specialists within the public sector in Northern Ireland."*

**Rico Santiago**  
Deputy Head of Business Development,  
Ordnance Survey Northern Ireland

**37**  
employees attended one or more live instructor-led virtual learning courses

If you or a colleague have an interesting career story to share, contact [education@esriuk.com](mailto:education@esriuk.com)

## EDUCATION

# INSPIRING OTHERS TO CHOOSE A CAREER IN GIS

Tom Gibson from Sustrans is helping to inspire more people to consider a career in GIS by sharing his experiences of working as a GIS Officer in Edinburgh.

The young GIS professional Tom Gibson has a dream job, working for a charity whose aims he is passionate about. In his role as GIS Officer for Sustrans, he is helping to make it easier for people to be more active outside, whether they are walking, wheeling or cycling. Now, he is sharing his career path and experiences with others in an ArcGIS StoryMap, to help inspire young people to find out more about careers with GIS and find their own dream jobs.

In the StoryMap, Tom explains that he is particularly proud of the work he is undertaking as part of the charity's 'Paths for Everyone' strategic priority, as he can see the direct impact that his work is having on initiatives to make the National Cycle Network more accessible to all members of society. He

has, for example, built an ArcGIS survey app, which is being used by volunteers and employees to audit barriers on the National Cycle Network, so that any potential obstacles can be considered for redesign or removal to improve access for users.

Tom's story is one of a growing number of inspiring career histories that are now available to read on Esri UK's new Careers with GIS website, launched earlier this year. Esri UK hopes that students, teachers and parents will use the site to access information about the diverse range of careers that are open to young people with an interest in geography, geology and geospatial technology.

*"Working at Sustrans allows me to align my professional interest in GIS with my passion for sustainability and active travel."*

**Tom Gibson**  
GIS Officer, Sustrans



[View Tom's ArcGIS StoryMap >](#)



THINK  
GIS



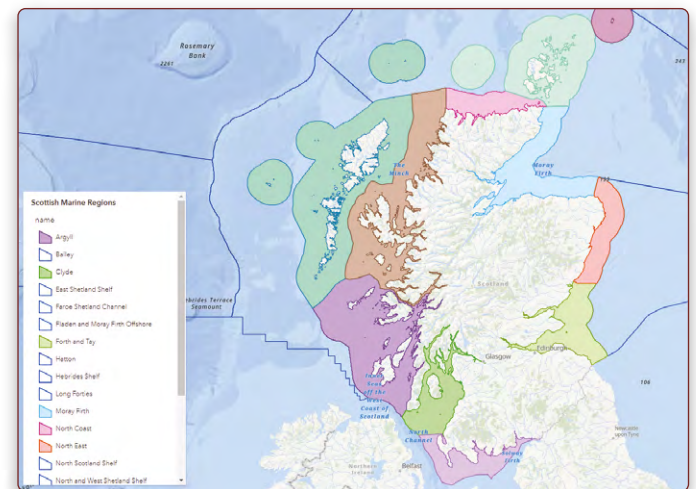
## ESRI'S LIVING ATLAS OF THE WORLD

ACCESS AUTHORITATIVE, CURATED DATA ABOUT SCOTLAND

Whether you are interested in conservation in Ayrshire, marine industries in the Outer Hebrides or the accessibility of rural Aberdeenshire, Esri's ArcGIS Living Atlas of the World can help you find answers to your questions.

### 10,000+ curated datasets, ready to use in your applications

Anyone with an ArcGIS Online log-in can take advantage of ArcGIS Living Atlas of the World, which provides an extensive, diverse and authoritative compendium of information. Every dataset in Living Atlas has been carefully curated to ensure that it is not only up to date, but also ready-to-use in your ArcGIS applications. Explore Living Atlas to find useful, high-quality data that you can integrate into your projects easily to gain insight into all kinds of environmental, social and economic challenges.



### A trusted platform for increasing exposure to your data

If you create and maintain data, Living Atlas provides a trusted platform for making your information more accessible. The Scottish Government, NatureScot and Crown Estate Scotland are among a growing number of organisations that are already sharing data about Scotland via Living Atlas. So, get in touch to find out how you too can make your data available in this way to increase its exposure and help more people to make better decisions about life, work and the environment in Scotland.

*"Contributing to Esri's Living Atlas of the World helps us ensure that our data is findable and accessible to as many potential users as possible."*

**Alan Corbett**  
Head of Geospatial, Scottish Government

Find out more at [www.esriuk.com/arcgis-content](http://www.esriuk.com/arcgis-content)

Esri UK Ltd, Millennium House, 65 Walton Street, Aylesbury, Buckinghamshire, HP21 7QG  
T 01296 745 500 | F 01296 745544 | E [info@esriuk.com](mailto:info@esriuk.com) [www.esriuk.com](http://www.esriuk.com)

Esri Ireland, Block B, 2nd Floor, Ashtown Gate, Navan Road, Dublin, 15 NP9Y  
T +353 1 8693 900 | F +353 1 8693 901 | E [sales@esri-ireland.ie](mailto:sales@esri-ireland.ie) [www.esri-ireland.ie](http://www.esri-ireland.ie)