



Multi-Agency Geographic Information for the Countryside

Multi-Agency Geographic Information for the Countryside; The MAGIC Project

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and Rural Affairs (DEFRA), UK**

Outline

- About MAGIC and the Partners
- Data Collation
- Development Methods
- User Involvement
- Interactive Map
- Lessons learnt

What is MAGIC?

- Shared resource of rural and countryside information
- Accessed via web-based GIS or Interactive Map
- Contains data from all partner organisations
- Financed by Invest to Save budget and by DEFRA

Partner Organisations

- **DEFRA are Project Leaders**
- **Partners:**
 - ◆ Countryside Agency
 - ◆ English Heritage
 - ◆ English Nature
 - ◆ Environment Agency
 - ◆ Forestry Commission
 - ◆ Office of the Deputy Prime Minister

Driving Forces

- Project Partners have common interest in rural issues and policy making
- Need to share information to support joined-up policy making
- No existing single source of information, only informal data-sharing arrangements

MAGIC Partnership Benefits

- Fully informed decision making
- Opportunities for joint working
- Detect double-funding issues
- Improved efficiency in terms of data collection and provision
- Shared centre of excellence for rural GIS
- Mechanism for wider access to data

Timetable

- Project initially from April 2000 to March 2002
- Extended to March 2003 as result of Foot and Mouth outbreak
- First live version May 2002
- Formally launched on 25th July 2002
- Further development to March 2003

Data

- Designated Areas
- Environmental interests
- Targeting priorities
- Information about existing schemes and managed land
- Current data only - no historical information

Data Collation

- Partners responsible for supplying datasets in standard format
- Placed pressure on all partners to provide data within timescale
- Some datasets are being digitised where there is no definitive version
- Standard included full set of documentation for each dataset

Data Standard or Model

- About 60 datasets in MAGIC
- Standard for documentation
- Standard for new versions of digital datasets
- Organised into 6 categories or frameworks
- Interactive Map topics correspond to frameworks

Development Methods

- Interactive Map uses ESRI ArcIMS HTML viewer
- Concepts from DSDM used to develop customised version
- End users involved throughout the development process
- Emphasis on needs of all partners
- Wider audience also considered

User Representatives/Testers

- User Manager in the Project Team
- Representatives from all partner organisations
- Varied knowledge of GIS and Internet technologies among users
- Feedback on required data and functionality

Prototyping

- Registered users given access to prototype
- Example of what could be done with web-based GIS
- Feedback collected via e-mail and questionnaires
- Users outside partnership also registered as testers

Feedback

- Lower response rate than expected
- However, feedback provided was vital to success
- Prototype site:
 - ◆ Not intuitive
 - ◆ Confusing terminology
 - ◆ Data topics inflexible

Launch

- 2 stages - made live in May 2002
- Initial performance monitored and more feedback received
- Formally launched on July 25th and publicised
- MAGIC now openly available on the Internet at:
<http://www.magic.gov.uk>

Lessons learnt

- **Successful example of joined-up working**
- **Invest to Save funding essential**
 - ◆ DEFRA staff working full-time on MAGIC
 - ◆ Partners lacked additional funds
- **User involvement key to success**
- **Data collation is ongoing challenge**

What next?


- Continued development of website
- Digitising definitive versions of several datasets
- Investigation of Interoperability with other web-based GIS
 - ◆ Pilot project set up with National Biodiversity Network

MAGIC Mapping Application - Microsoft Internet Explorer

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 **Interactive Map**

New! The measuring and site check tools have been updated - [more details](#)

To ensure you load the most recent version of the Interactive Map (22 July), press CTRL and F5 together (Internet Explorer) or CTRL and R (Netscape) when the map begins to open. You should only need to do this once.

The MAGIC datasets (layers) have been arranged into 7 different map topics. You can select to view one of these map topics, or design your own from the list of layers available. Make your selection below:

Step 1 Which map topic do you wish to view?

Rural Designations - Statutory

- Rural Designations - Statutory
- Rural Designations - Other
- Rural Land-based Schemes
- Classifications of Countryside
- Habitat Inventories
- Joint Character Areas
- Administrative Areas
- Design my Own Topic

County Government Region

12(3)45(6)

Note: The supported web browsers for the interactive map are Internet Explorer 4.0 or higher and Netscape Navigator 4.6 or higher. Your screen resolution should be set at 800x600 pixels or higher.

Internet zone

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Step 2 Where do you

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Which layers do you want to include? - Microsoft Internet Explorer

File Edit View Go Favorites Help

Select up to 10 layers to include in your own map topic, then click on 'Done' to proceed.

Note: Some layers will not be displayed outside certain scale limits. Click [here](#) for more information.

| | | | |
|---|--|---|--|
| <input type="checkbox"/> Areas of Outstanding Natural Beauty | | <input type="checkbox"/> National Nature Reserves | |
| <input type="checkbox"/> Common Land | | <input type="checkbox"/> National Parks | |
| <input type="checkbox"/> Countryside Agency Boundaries | | <input type="checkbox"/> Natural Areas | |
| <input type="checkbox"/> Countryside Character Areas | | <input type="checkbox"/> Nitrate Sensitive Areas | |
| <input type="checkbox"/> Countryside Stewardship Agreements | | <input type="checkbox"/> Nitrate Vulnerable Zones | |
| <input type="checkbox"/> DEFRA Regions | | <input type="checkbox"/> NUTS2 (Combined Counties) | |
| <input type="checkbox"/> English Heritage Regions | | <input type="checkbox"/> NUTS4 (Districts and Unitary Authorities) | |
| <input type="checkbox"/> English Nature Team Boundaries | | <input type="checkbox"/> Objective 1 Areas | |
| <input type="checkbox"/> Environment Agency - Area Public Face | | <input type="checkbox"/> Objective 2 Areas | |
| <input type="checkbox"/> Environment Agency - Area Water Management | | <input type="checkbox"/> Organic Farming Scheme Agreements | |
| <input type="checkbox"/> Environment Agency - Regional Public Face | | <input type="checkbox"/> Parishes | |
| <input type="checkbox"/> Environment Agency - Regional Water Management | | <input type="checkbox"/> Parliamentary Constituencies | |
| <input type="checkbox"/> Environmentally Sensitive Area Agreements | | <input type="checkbox"/> Protected Wreck Sites | |
| <input type="checkbox"/> Environmentally Sensitive Areas | | <input type="checkbox"/> Provisional Agricultural Land Classification | |
| <input type="checkbox"/> Forestry Commission Conservancy Boundaries | | <input type="checkbox"/> Ramsars Sites | |
| <input type="checkbox"/> Grassland Inventory | | <input type="checkbox"/> Registered Battlefields | |
| <input type="checkbox"/> Heritage Coasts | | <input type="checkbox"/> RSPB Reserves | |
| <input type="checkbox"/> Historic Parks and Gardens | | <input type="checkbox"/> Scheduled Monuments | |
| <input type="checkbox"/> Important Bird Areas | | <input type="checkbox"/> Sites of Special Scientific Interest | |
| <input type="checkbox"/> Landscape Typology | | <input type="checkbox"/> Special Areas for Conservation | |
| <input type="checkbox"/> Less Favoured Areas | | <input type="checkbox"/> Special Protection Areas | |
| <input type="checkbox"/> Local Environment Agency Plans | | <input type="checkbox"/> Upland Experiment Areas | |
| <input type="checkbox"/> Lowland Grazing Marsh | | <input type="checkbox"/> Woodland Grant Schemes | |
| <input type="checkbox"/> Moorland Line | | <input type="checkbox"/> Woodland Trust Sites | |
| <input type="checkbox"/> National Forest | | <input type="checkbox"/> World Heritage Sites | |

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Step 2 Where do you want to go?

England Postcode Place County Government Region

Full Grid Ref - x,y Grid Ref - AB12(3)45(6)

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Address <http://www.magic.gov.uk/website/ma>

MAGIC Online Resources

Search Options Map Tools

Query/Selection Results - Microsoft Internet Explorer

Placename Gazetteer

| Name | County |
|------------|-----------------|
| CINDERFORD | GLOUCESTERSHIRE |

Close X

Reload Map

List of Layers

- Selected Features
- Scheduled Monuments
- Local Environment Agency Plans
- Woodland Grant Schemes
- Countryside Stewardship Agreements
- Sites of Special Scientific Interest
- Objective 2 Areas
- Areas of Outstanding Natural Beauty

(Layers Missing? - Help)

Scale: 1:97805 Go

Internet zone

MAGIC Interactive Map - Microsoft Internet Explorer

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Address http://www.magic.gov.uk/website/magic/viewer.htm?startTopic=magicall&activelayer=gazIndex&query=NAME%20LIKE%20"%25CINDERFORD%25"&chosenLayers=aonblind

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[Map Tools](#)
[Change Map Topic](#)

[Govt Office](#)
[Postcode](#)
[Place](#)
[County](#)
[Grid Ref](#)
[Reload Map](#)

[List of Layers](#)

- ▲ Selected Features
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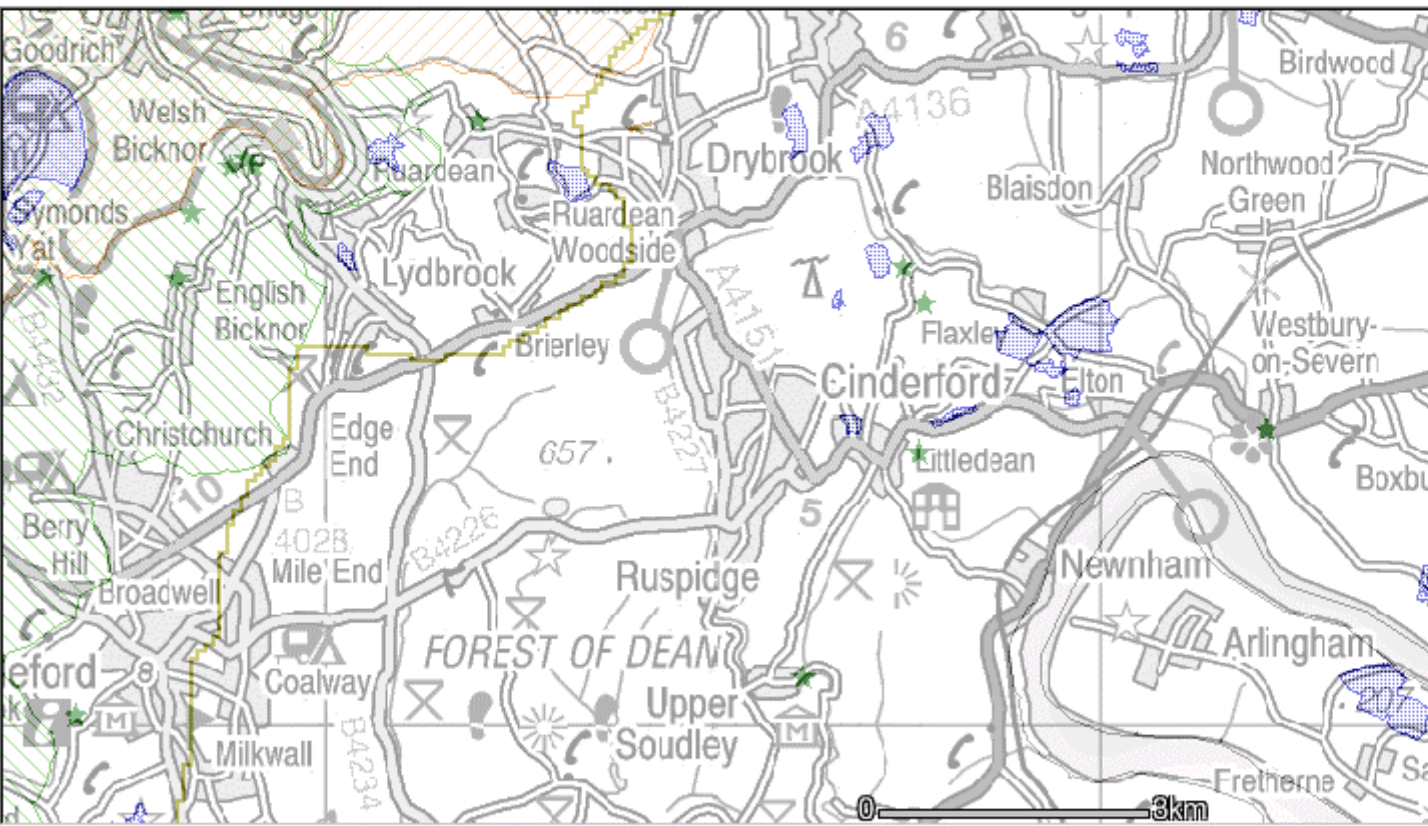
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Perform Site Check - Microsoft Internet Explorer

Site Check around a Point

Enter the search radius below, then click on 'Next':

Search Radius: metres

The radius cannot be more than 20,000m

[Next>](#)

- Scheduled Monuments
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- Woodland Grant Schemes
- Countryside Stewardship Agreements
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Scale: 1: [Go](#)

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Scale: 1: [Go](#)

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with **MAGIC**

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Search Options Map Tools Change Map Topic

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Grid Ref: SO 721 162 Map Coords: 372111 , 216278

Site Check Report - Microsoft Internet Explorer

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| | | | | |
|-----|--------------------------------|------|-----------|------|
| HO | HISTORIC LANDSCAPES - ORCHARDS | 0.41 | Agreement | 1993 |
| HO | HISTORIC LANDSCAPES - ORCHARDS | 0.18 | Agreement | 1993 |
| OMP | OLD MEADOWS AND PASTURE | 3.09 | Agreement | 1999 |
| HO | HISTORIC LANDSCAPES - ORCHARDS | 4.75 | Agreement | 1994 |
| OMP | OLD MEADOWS AND PASTURE | 4.27 | Agreement | 2000 |

Sites of Special Scientific Interest

| Name | Hectares | Status | Citation | Version |
|-------------------------------------|----------|----------|----------|---------|
| BLAISDON HALL | 0.086 | NOTIFIED | 1007183 | 0 |
| DEAN HALL COACH HOUSE & CELLAR | 0.023 | NOTIFIED | 1001562 | 0 |
| GARDEN CLIFF | 5.149 | NOTIFIED | 1001528 | 0 |
| WOOD GREEN QUARRY & RAILWAY CUTTING | 0.393 | NOTIFIED | 1003573 | 0 |

Objective 2 Areas
There are no features within your search area.

Areas of Outstanding Natural Beauty
There are no features within your search area.

To save the report, select "Save" or "Save As" from the File menu. You should save the file with a **.html** extension and give it a name of your choice. You can then open your report using your web browser software.

Print Report | Close Window

More Information:

- **MAGIC Website:**
 - ◆ <http://www.magic.gov.uk>
- **E-mail:**
 - ◆ information.magic@defra.gsi.gov.uk