

JOIN THE CHARTER

So together we can put the role of the geospatial surveyor at the heart of the UK's future

THE CHARTER EXISTS TO

- Raise national awareness of the value of geospatial and surveyor expertise
- Support recruitment and workforce development
- Strengthen the talent pipeline across education and skills
- Influence policy and board-level decision-making
- Create a coordinated national marketing and advocacy campaign
- Unite sector activities under one clear, powerful umbrella

CORE PRINCIPLES OF THE CHARTER

All members agree to support the following principles:

1. Visibility & Standards
2. Talent & Inclusion
3. Collaboration
4. Innovation & Impact
5. Advocacy

WHAT THE CAMPAIGN WILL DELIVER

1. National awareness campaign
2. Education & skills toolkit
3. Recruitment & talent support
4. Policy & advocacy
5. Business toolkits
6. Governance & transparency
7. Annual national geospatial day

HOW YOU CAN GET INVOLVED

To ensure accessibility across the entire sector, the Charter offers tiered participation:

SUPPORTER

(SMEs, Micro Businesses and Educational Orgs)

£500 - £1,000

Commitments:

- Publicly sign the Charter
- Promote campaign messaging via website and social media
- Share recruitment and careers messaging

Benefits:

- Digital Charter Badge
- Inclusion on campaign website
- Access to education & recruitment toolkits
- Early access to campaign assets & support

PARTNER

(Growing Businesses & Mid-Sized Organisations)

£2,000 - £5,000

Commitments:

- All Supporter commitments
- Participate in at least one campaign activity annually (webinar, school outreach, content contribution, case study)
- Contribute insight to sector messaging

Benefits:

- Digital Charter Badge
- Inclusion on campaign website
- Access to education & recruitment toolkits
- Direct involvement in campaign steering group
- Early access to campaign assets & support
- Co-branded campaign materials
- Access to shared media opportunities
- Participation in roundtables

SECTOR LEADER

(Major Organisations)

£7,500 - £10,000

Commitments:

- All Partner commitments
- Executive-level endorsement
- Participation in policy engagement activities
- Support at least one education or skills initiative

Benefits:

- All of the above +
- Prominent brand placement
- Speaking opportunities at campaign events
- Inclusion in national PR activity
- Direct involvement in campaign steering group
- Impact reporting & visibility metrics

All contributions are annual*