

Call Notes - 22 May 2019

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Routes Data Exploration

The purpose of this call was to take a step back from the detail of the Routes specification, and survey existing practice in the field: how are Routes currently being described online by organisations that disseminate them.

A preliminary data exploration was carried out and summarised for discussion here:

<https://docs.google.com/spreadsheets/d/12hAkSB9OP3snzzRj9TKwod-1yVYRECKLBk4garlWDPw/edit#gid=0>

The first order of business was to review the spreadsheet and determine how representative the organisations listed really were. Various people on the call highlighted organisations they felt should be added to the data survey, in particular:

- [Go Jauntly](#)
- [Strava](#)
- [parkrun](#)
- [RunTogether](#)
- [RSPB](#)

A number of columns were then examined in more detail on the spreadsheet - specifically

- Forestry England: [Dragonfly Trail at Sherwood Pines](#)
- Canal & River Trust: [Walking Along the Hertford Canal](#)
- Explore Kent: [Bore Place to Beech Bough Reservoir](#)
- Ramblers: [Robin of Sherwood](#)
- Walkiees: [Bar Hill Fort](#)
- Ordnance Survey: [The Very Best of the Langdale Pikes](#)
- British Cycling: [Saddle Up Along the Shoreline](#)

Broadly speaking, the following points in common emerged from the survey.

- Support for image URLs needs to be added to the specification
- Information about Routes is often contextual: that is to say, a given webpage might not convey all the information about a Route, because it is part of a larger site or hierarchical structure.
 - This is particularly relevant with regard to multiple Routes that all have a common starting point: Route-goers may go to the starting point, and then choose which specific Route to follow based on factors such as mood, weather, presence of children, etc.

- The Routes published by a single organisation may be extremely heterogeneous in terms of the level of detail they provide.
 - This may be because the sourcing of the original Routes is heterogeneous, coming from published books, crowdsourcing and social media, etc.;
 - Or because curation has taken place incrementally, with an initial 'bare bones' structure being filled in over time
- The amount and kind of information published will depend upon the intended audience. For instance, some organisations define a separate 'Adventurer' category for Routes consumers; this segment will require much more detailed and precise information than leisure users.

Actions

- Add organisations identified above to the data survey (TH)
- Find out more about market segmentation in this sector (TH)