The Business Development and Strategy Directorate (BDSD) has a number of responsibilities including marketing, strategic planning, corporate reporting, media and Parliamentary liaison, supporting the Board and the Executive Committee, maintaining links with our clients and stakeholders in the UK and internationally and managing large, multidisciplinary overseas projects.

In its marketing role, BDSD works closely with all BGS programmes to promote capabilities, understand market needs, engage with clients and stakeholders, and prepare bids and tenders. Marketing activities are supported by weekly bulletins of new opportunities, prepared in-house, and by a small team who produce and manage exhibition and promotional materials. The UK Business Development (UKBD) team comprises a team leader and seven sector marketing staff, who are based at each of the principal BGS sites. The team has devoted a large amount of effort to marketing data products to current and new clients, including those in the insurance sector. This has led to an increase in revenue for 2005/06 within this sector. Two new Value Added Resellers and two Reseller Agreements have been established. A variety of exhibitions and seminars was organised across a wide range of sectors including oil and gas, water, minerals, environment and information services. There has been further engagement with both devolved and regional government that has secured new externally funded commissions and heightened the BGS’s profile, and stronger links have been built with the Environment Agency.

There are four regional managers for overseas work, whose responsibilities are based around language skills especially necessary in francophone and lusophone Africa. International activities included several large, long-term projects in the UAE, Madagascar, Ethiopia, Afghanistan, Mozambique, Montserrat and elsewhere, which are concerned with geological mapping, natural resource exploration, natural hazard mitigation and data management, but which all place a great emphasis on training and knowledge transfer.

Staff working on Directorate projects presented several papers at important international conferences and managed exhibition stands at various trade exhibitions in the UK and overseas, including the Indaba Conference in South Africa.

Since 2005, BGS and the US Geological Survey have been jointly engaged in a major geological mapping survey of northern and central Madagascar.

(Opposite) Madagascan student collecting a stream sediment sample for the geochemical sampling programme, central Madagascar.

Our activities in the remoter parts of Madagascar invariably attract a great deal of local interest. Here, the head of the rafting expedition on the Mangoro River of central Madagascar entertains some local villagers.