

Working to provide customer choice

As a customer-focused organisation we offer our partners and customers a growing choice of flexible data products to meet their needs, all underpinned by our assured high quality and accuracy.

With its 440 million features – from forests, roads and rivers down to individual houses and even pillar boxes – OS MasterMap offers unprecedented flexibility in data use and integration.

The launch of new OS MasterMap Layers in spring 2003 opened up exciting new possibilities for new and existing customers. The ITN Layer in particular has been welcomed by both government and the private sector as a breakthrough in intelligent transport information; it also demonstrates how we balance our public sector remit with that of a commercially-aware business through Trading Fund status.

The ITN Layer has many potential benefits for transport policy – especially the need to reduce congestion – and is also of tremendous value to private-sector companies involved in logistics, deliveries or LBS. It is one of a wide range of Ordnance Survey datasets being used by the Department for Transport in its new public online travel service, Transport Direct. The initiative is being funded by the Government to support its

integrated transport policy objectives within the Transport 2010, 10-year plan.

We continue to populate the Imagery Layer of OS MasterMap, which gives customers a real-world aerial view of their chosen area in stunning clarity. Over 50% of England is currently available, and we are working with a number of data suppliers to complete full coverage of Great Britain by spring 2006. This is not as early as we first hoped, but we are insistent that quality is paramount so are only accepting the best available imagery.

Our leisure customers too have even more choice when it comes to selecting a map. In fact, a revolution in the way we deliver our products has given customers the power to choose the exact area covered by their map. Our online OS Select service enables customers to order Explorer and OS Landranger Maps centred anywhere in Great Britain, eliminating the problem of falling off the edge of traditional products. Available flat or folded, the site-centred maps feature the same detail as the standard series, and are equally durable.

Our paper maps are trusted by millions of outdoor enthusiasts and motorists. We remain committed to a programme of continual improvement to provide the best possible products.



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OS Select, our online site-centred mapping service, has proved popular with our leisure customers.

'We are very pleased with it – when walking in the Central Lakes we now only need to take this map instead of a possible four! We'll spread the word about being able to order maps centred on a place of one's own choice, which could be very useful.'

'Thank you for all the off-the-shelf maps you sent me and also for the made-up [site-centred] Explorer map with Richmond at its centre. They are just the bee's knees and will give me great pleasure, whether out and about or exploring in the warmth of the living room.'



The continual improvements to the content and delivery of OS MasterMap have opened up exciting new possibilities for existing GI users and those new to GIS. However, we understand that the business change involved in the implementation of new datasets can sometimes be substantial.

Over 750 delegates attended our nationwide series of technical seminars designed for customers and partners who were either considering or already using OS MasterMap. The seminars featured user presentations, workshops and open forums where delegates shared their experiences. We are keen to develop similar future events to support our customers and partners, and the feedback we receive is valuable to our product planning and development.

Oxfordshire County Council is using the ITN Layer of OS MasterMap as the prime source for all its street data, including its street gazetteer.

By standardising the representation of the Oxfordshire road network, the ITN Layer is making it easier to gather together dispersed road asset information for simple display and analysis. Indeed the Council sees the ITN Layer and use of unique reference numbers as the future method of identifying and communicating national and local road-related information to utility companies and other agencies. These unique feature identifiers eliminate potential discrepancies over road and route identification between Oxfordshire and its neighbours. As they can help define the size of road and pavement extents, there are potential efficiency savings in calculating the costs of maintenance and resurfacing by eliminating the need for expensive local surveying.



We are committed to providing people across Great Britain with a choice of authoritative, accessible and consistent maps for a wide range of uses.

We are continuing to expand our OS Travel Map – Tour series with the launch of new maps and revisions to a number of existing titles. The maps now include more detail but without adding extra clutter, so they remain clear and easy to read.

The reissue of four updated maps from the Explorer series coincided with the opening of the Hadrian's Wall Path National Trail.

We are continually innovating to expand customer choice, not only through product breadth but also access and delivery.



Ordnance Survey Options is a nationwide network of outlets who supply Siteplan™, Landplan® and Superplan® printed plots and data, widely used by architects and building professionals. Through a new desktop mapping service, customers are now able to download the exact mapping they want direct from the Ordnance Survey database, without having to leave their office. Options staff set up accounts for customers so they are automatically invoiced for just the area of data downloaded. Data and plots are then ready for printing onto film or paper, or exporting into a CAD system.

The UK's largest insurer, Norwich Union, has commissioned a national digital flood map designed to pinpoint the risk to individual properties.

By focusing down to individual address level, the company wanted to establish which properties within any given postcode area are on raised ground and away from the threat of flood water. The flood map uses our address data, which uniquely pinpoints, or geocodes, more than 26 million addresses recorded in the Royal Mail® Postcode Address File (PAF®). This instant link between address and location specifically enables highly targeted insurance activities beyond the postcode level, such as assessing risk, setting premiums and settling claims.

