

Working in partnership

At Ordnance Survey we have over 200 years of GI expertise and an exciting future ahead. This future is built on partnerships: both through our business partner community and our collaboration with others through research, joint initiatives and international relations, as well as those who supply us with specialist services.

Our thriving partner community of over 300 software companies, systems integrators, consultancies and publishers continues to add value to our data for maximum customer choice. Businesses, consumers and citizens across Great Britain are benefiting from the power of location through integrated applications and solutions.

The number of our highest-level Platinum partnerships has more than doubled this year, cultivating significant links across all markets. We also continue to stimulate small- and medium-sized enterprise (SME) activity through our Silver partnerships, which have generated a revenue growth of over 30% this year. Our Developer programme has attracted 44 new partners this year, who work with our data outside of the marketplace until they sign up as Licensed Partners.

Our Partner programme continues to evolve and the introduction of two initiatives – OS Insight and the Accredited Data Consultant programme – has played a significant part in enhancing these important relationships.

OS Insight promotes a mutually beneficial working relationship with our partners and key customers throughout the life cycles of our products. We encourage consultation at each stage of product development, from concept through to market withdrawal. The creation of a more open business relationship helps not only our own developers to devise and maintain products that better meet customers' needs but also our Licensed Partners to add value through market-ready solutions.

Although still relatively new, our intensive Accredited Data Consultant programme has proved popular, with nearly 40 consultants successfully accredited this year. It is designed to develop the relationship with our partner

consultants and improve the information flow to customers, particularly about OS MasterMap.

As the mapping agency for Great Britain, we work with other national mapping agencies (NMAs) to develop common data standards and promote best practice. Alongside our already close links with Ordnance Survey Ireland and Ordnance Survey of Northern Ireland®, we also represent Great Britain's GI interests in Europe. We welcome the opportunity to participate in the creation of answers to European GI issues, and we have a strong presence in the European GI community. One leading involvement is in EuroSDR, the European organisation for spatial data research, led by mapping agencies and foremost universities across Europe.

We play a significant role in EuroGeographics®, the European alliance of national mapping and cadastral agencies, with Ordnance Survey experts contributing at all levels. We also have a seat on the management board, providing strategic direction for the association. We already supply data of Great Britain for EuroGlobalMap, a topographic map of Europe that is being used to support the European Commission's Water Framework Directive. In addition, we are participating heavily in EuroGeographics' drive for a European spatial data infrastructure enabling national dataset interoperability, known as EuroSpec. In particular, we are undertaking user profiling for EuroRoadS – the first manifestation of this project – which will develop a business case for the inter operability of national road network datasets. A pan-European spatial data infrastructure will potentially enable widespread access to GI that transcends physical borders and national data specifications. It upholds the principles of good governance and is of benefit to both government and citizen, and we fully support the aspirations to make this happen.

External Research & University Liaison, part of our Research & Innovation department, has made significant progress in expanding Ordnance Survey's research contacts from a few UK universities to a much wider network of organisations, including those in Europe, the United States and Canada. The drive continues to build relationships with new researchers around the globe.



Developer partner information technology company Medeon is due to launch what it believes will become the de facto resource for access information for more than 8.7 million disabled people across Great Britain. BlueMap combines OS MasterMap, street-level data and raster mapping with access and facilities information for over 750 different categories of building across the country. From ramps and disabled toilets to parking facilities and provision for the hard of hearing or visually impaired, each facility or service is represented by a recognisable symbol. The service is accessible from anywhere with an Internet connection, be it from a desktop PC or while on the move with a wireless device.

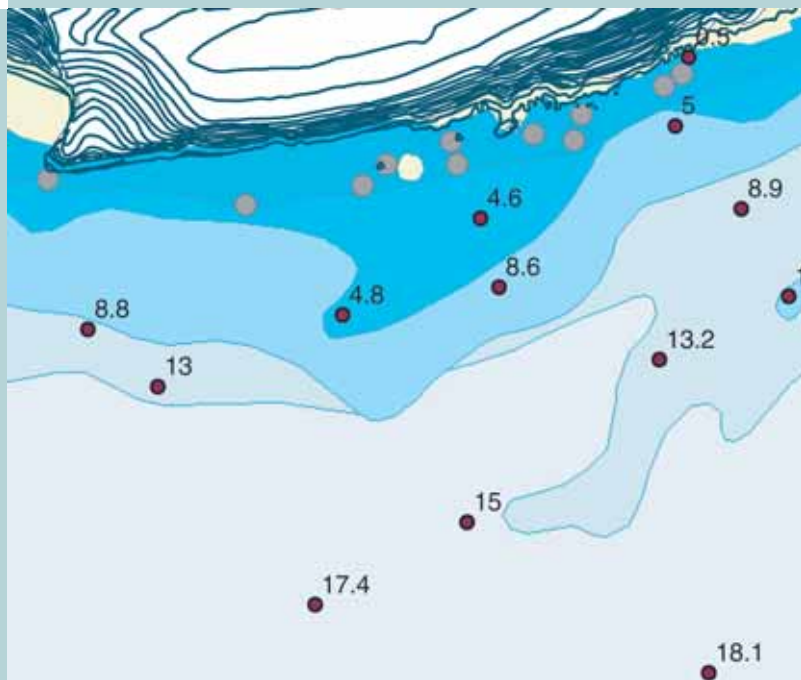


Together with City University®, Kings College, London, and the Royal National Institute of the Blind (RNIB), our Research and Innovation team are investigating how wireless devices could become navigation aids for people who experience difficulties travelling on foot.

The project, one of nine ongoing with universities nationwide, will integrate OS MasterMap with location information in a smartphone, which will establish the user's position via a discreet GPS receiver. Visual or spoken directions and information can then be given about the location through an earpiece or displayed on a touch screen. It is hoped that the project's findings will lead to the creation of LBS using enriched data that are designed to assist people with limited mobility.

Our two-year project with the UK Hydrographic Office and the British Geological Survey addressing coastal management in pilot areas has reached its conclusion, with encouraging results. The Integrated Coastal Zone Mapping project aimed to create the first unified digital base mapping data framework, enabling the combination of onshore and offshore features, and to assess the benefits of developing such integrated mapping for the whole country.

A survey carried out during the study showed that 85% of possible users said unified data would be helpful to them. The partners are now poised to support the creation of nationally consistent, integrated data of the entire 18 000-kilometre British coastline.



We were delighted to welcome mobile device mapping solutions provider m-spatial as a new Platinum partner in the wireless market following a year of collaboration through our Developer programme. MapWay®, m-spatial's made to measure mobile mapping service, is underpinned by OS MasterMap's database of over 26 million properties. As well as providing on-screen maps and walking directions straight to the user's phone, MapWay intelligently selects and displays locality information most relevant to the individual user. It is estimated that over 18 million customers now have access to Mapway in the UK, through VodafoneLIVE!®, Orange World® and O₂ Active.

'OS MasterMap is the only dataset that delivers the level of detail we need to create this kind of application. We're delighted to be working with the leading information providers in this field to create this new and innovative service.'

Andy Walker, Marketing Director, m-spatial.



More than 200 delegates representing 70 countries attended the 2003 Cambridge Conference for National Mapping Organisations.

As hosts we were delighted to welcome so many heads of national mapping agencies and leading industry players to Cambridge to examine the theme *National mapping – shaping the future*. The Conference recognised that there is a future for national mapping agencies but that they must deliver products and services that support national economic infrastructures. Sharing and learning from each other's experiences in this way is mutually beneficial and enables each organisation to better prepare for the challenges ahead.

'The Cambridge Conference is a unique event that gets better and better, allowing us to share experiences in a way that enhances what we do at the national level and which also supports greater European and global cooperation'.

Nick Land, Executive Director, EuroGeographics.



Hometrack, the independent property research and database company, became a Platinum Partner this spring. Its online service – primarily aimed at mortgage lenders, insurers, surveyors and government departments – allows the user to enter the details of a single property or an entire portfolio and interrogate the Hometrack database of information relating to those properties to arrive at an accurate valuation.

OS MasterMap's Topography and Address Layers underpin Hometrack's real-time property valuation system. The service has many benefits, one being that organisations holding a large property portfolio can keep track of the value of their assets cost-effectively from their desktop.

