

## Working for market growth

According to customer surveys, Ordnance Survey is more customer-focused than ever before and, with our partner community, we are developing a greater understanding of customers' longer-term needs. We work in the commercial marketplace through our partners, who add value to our data. This year we have seen growth across all our markets, both established and newly entered.

In the public sector our data continues to underpin public services and support policy making. With 204 central government customers currently, we have seen a threefold growth in the use of our data since the start of the pilot Pan-government agreement in April 2002.

For example, our data is underpinning a simple, real-time search solution for the National Crime and Operations Faculty (NCOF). Working in partnership with police forces, NCOF's integrated information system uses data to build sophisticated profiles of missing people. Linking this data with GI provided by the Pan-government agreement helps to narrow down investigation areas and speed up searches. Searches can be coordinated remotely using mobile technology to gain instant access to vital information. This means teams can be mobilised with greater speed to prioritise and focus on targeted areas, when every second counts to bring the search to a successful conclusion.

In the utility sector we signed a Framework Agreement with the National Joint Utilities Group (NJUG), and are looking forward to working with its members in the coming year to meet their individual data needs.

Activity in the wireless market has been particularly encouraging, with Ordnance Survey data now being used by four major service

providers. One of these applications, Yeoman Navigation Systems' TravelM8™ service, gives VodafoneLIVE! customers access to destination maps on the move, with the ability to zoom down to building level. Initiatives such as these reinforce OS MasterMap as the ideal dataset to underpin the LBS market.

For haulage and freight companies our data can address the key sector drivers of congestion, load optimisation and routing efficiency. To communicate the benefits of GI to transport professionals, we co-sponsored both the Road Haulage Association conference and the Transport Manager 2003 series of seminars run by the Freight Transport Association. We also sponsored one of the Institute of Logistics and Transport's annual awards.

In the insurance market months of groundwork have begun to pay off. Awareness has grown significantly of how GI can help manage risk assessment, insurance claims and fraud, and we are working with top insurers on a number of projects. In our new market of retail the benefits of GI have been positively received, and we will continue to work with our partners to meet the needs of this sector.

Our dedicated Pre- and Post-Sales Support team provide technical support and advice to help customers, partners and systems suppliers to get best value from their GI investment. This includes helping them to gain a better understanding of the business benefits of working with our data, the development of business cases for GI, and participation in seminars and conferences. The knowledge gained from working with customers in this way is used to increase our understanding of their requirements.



We continue to work closely with Pan-government signatories on optimising their GIS use, helping to modernise government and achieve joined-up public services.

The Partnership Support Team at the Home Office is working closely with local Crime and Disorder Reduction Partnerships (CDRPs) across England and Wales. One of their aims is to enhance the way in which GIS is used to collect and aggregate crime statistics within local authorities and Government Office Regions. The team aims to support the development of data and information hubs that will use techniques including GIS to inform effective partnership working. This approach will provide a reliable evidence base for resource allocation and problem-solving activities. The team is also working with the Metropolitan Police Force to create crime statistics at ward level for the Office of National Statistics' Neighbourhood Statistics web site, with a view to rolling this out at national level in the future.

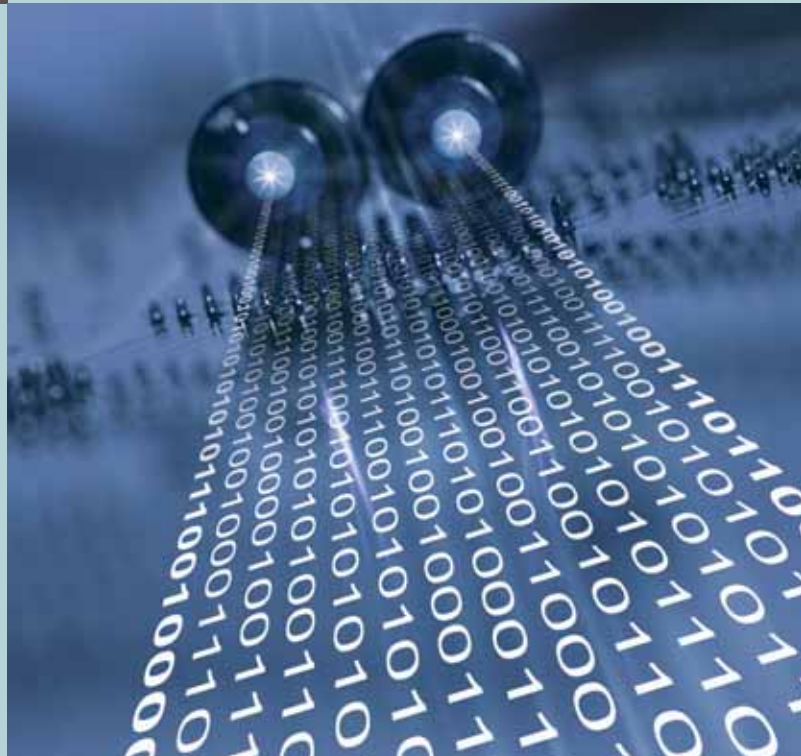


Portsmouth City Council has a corporate GIS that allows departments to join up their services through access to common data. For staff answering public calls during the Council's Clean and Tidy campaign, the GIS created a single point of contact for reporting graffiti, abandoned cars, fly tipping or faulty street lights. By using a simple point and click action, users were able to identify the location of the incident or fault by street name or postcode and then attach or view specific information captured about it.

The system also enabled staff to flag up incidents to indicate that they needed investigation, and to attach status reports. The Council used the data collected during the campaign to build up a profile of areas for targeting of services.

KPN EuroRings has licensed OS MasterMap to help contractors manage its cable network in Great Britain. McNicholas® Construction Group will use the data to meet the requirements of their contract with the Dutch company, which offers data and IP telecommunications services throughout Europe.

KPN EuroRings licensed the data after McNicholas recommended it as an efficient and cost-effective solution for asset management. The company has taken data for urban and rural areas around London and Kent, allowing McNicholas to track 480 kilometres of fibre-optic cable network to its geographic location. This will assist routine maintenance and enable workers to log incident information when a call out occurs.



Orange® is a major user of GI for vital tasks such as network planning, mast site analysis and radio propagation. It has licensed a range of value-added datasets through our Platinum Partner Dotted Eyes®; this information is available both for desktop analysis and for Intranet access via web browsers using MapInfo® technology.

'Working in partnership with the UK's national mapping agencies we were able to create a customised solution using a consistent suite of digital maps that cover both Great Britain and Northern Ireland. This unique application incorporates our CoverMap service of site-centred extracts from the OS MasterMap Topography Layer, along with PointX and a number of other complementary Ordnance Survey data products.'

Jamie Justham, Dotted Eyes.

The screenshot shows the 'UK Coverage' page on the Orange website. It features a map of the United Kingdom with orange and yellow overlays indicating coverage areas. The map is titled 'UK Coverage: Present Coverage'. To the right of the map is a search bar with the text 'Enter postcode or place name' and a search button. Below the search bar is a 'coverage' section with a dropdown menu set to 'Present Coverage' and two radio button options: 'High quality voice and standard data' (selected) and 'Variable quality voice and standard data'. There is also a 'tools' section with a compass icon and a vertical scale bar. At the bottom of the map area, there is a scale bar from 0 to 4 km and copyright information: 'Map Data Dotted Eyes © Crown Copyright 2003 Licence no 100019918' and '© Orange Personal Communications Services Ltd. This coverage information was last updated on 7/12/2004'.



In April Network Rail signed a three-year agreement to receive large-scale data for asset management, highlighting the importance of GI to the transport sector.

Network Rail is responsible for maintaining and upgrading 16 000 kilometres of railway route. It distributes 32 000 Land-Line® tiles to users of its GIS and to contractors and consultants employed on over 400 projects. This is a mutually beneficial relationship as we gain vital intelligence back from Network Rail's contractors about changed features on the rail network that are not easily accessible to our data collectors.

'We are delighted to have entered into this new agreement with Ordnance Survey. High-quality data is critical to support the significant investment Network Rail is devoting to its GI strategy. This new agreement gives fresh impetus and incentive for both companies to work together to add value to the rail content of Ordnance Survey data products.'

Keith Whitehead, Network Rail's Manager of Mapping and Land Information.

The consumer market has seen impressive growth at a rate that defies the trend in the wider UK publishing industry, which has experienced a reduction in map sales.

We achieved record sales between April and September 2003, with revenue up by 13% against the same period in 2002. Contributing to this success was the increase in European visitors and the mild weather, complementing our own work with retailers both at head office and branch level.

In large retail chains such as Waterstone's® and Ottakar's®, we are improving our display and point-of-sale fixtures to make it easier for customers to identify and select the right map for their needs. Similarly, in the independent retailers we are introducing adaptable display units to make it easier for customers to recognise our products. We are also investing in our online map shop to give our customers greater choice and accessibility through e-channels.

