

Value to the nation

The economic impact of Ordnance Survey



Ordnance Survey: the data access backbone of Great Britain

For more than 230 years, Ordnance Survey (OS) has adapted to the changing needs of the nation. From its origins in military mapping in 1791, OS has continually innovated - from paper maps to digital data and location intelligence - supporting every major sector of the economy. Today, OS's trusted data underpins everything from transport networks, housing and property markets, utilities and telecommunications to emergency response, environmental management and logistics. By maintaining the most authoritative view of Great Britain's geography, OS provides the insight and confidence needed to deliver public services, drive economic growth and tackle future challenges. As it has throughout its history, OS will continue to help Great Britain navigate change, make better decisions and plan for the future.

Stimulating economic activity

The scale of OS's contribution is significant. Over the 10-year period from FY2020-21 to FY2029-30, its impact is estimated to **exceed £10 billion**. During this time, OS activities are expected to generate around £1.2 billion in direct Gross Value Added (GVA), rising to £2.2 billion when indirect effects are included.

OS also underpins sectors that contribute £960 billion to UK GDP and supports public services with a combined annual expenditure of more than £700 billion. Together, this represents 35% of UK GDP and 55% of total UK public spending.

Beyond its economic impact, OS delivers substantial social value. We estimate that **every £1 of public funding invested in OS generates £9.50 in societal benefit**, demonstrating a strong return for the UK.

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Trusted data. National value

Today, OS holds more than 600 million location features describing Britain's geography and makes on average 30,000 updates every day to reflect how it is constantly changing.

That data underpins everything from emergency services, planning and utilities to transport, telecommunications, national security and outdoor navigation products. It helps organisations plan accurately, operate efficiently, manage risk and make better decisions at both local and national level.

Supporting a secure and resilient society

The strongest quantified impacts are in sectors where accurate, trusted location data is fundamental.

The largest estimated benefits are in emergency services (£4.1 billion), land and property (£2.4 billion) and utilities (£1.6 billion), followed by telecommunications (£760 million), transport (£750 million), risk preparedness and mitigation (£630 million), customer and consumer products (£260 million) and environment (£110 million).

In emergency services alone, it's estimated that OS data contributes £4.1 billion of quantified impact, including support for ambulance response, police, fire and rescue services, and NHS systems.

OS data underpins the UK property market, supporting land registration, property transactions and planning. With the housing market worth an estimated £379 billion in 2024, OS data delivers around £2.4 billion in annual economic benefits in this sector, helping make transactions faster, safer and more efficient.

Skills for the next generation

The value of OS data extends beyond core infrastructure. It supports geospatial skills and education across schools, colleges and universities, with 600,000+ pupils reached since 2020, 10,000+ teachers trained since 2020, and 536 licences to universities between April 2020 and December 2025.

Founded by OS, Geovation is an innovation hub that helps unlock the value of geospatial and property data by supporting entrepreneurs and startups developing solutions to real-world challenges. Through its Geovation's Location Intelligence and PropTech Accelerator programme, delivered with HM Land Registry, Geovation has helped hundreds of businesses bring innovative products and services to market, improving areas such as property transactions, planning, infrastructure, housing delivery and sustainability. By connecting innovators with data, expertise and industry networks, Geovation drives economic growth and helps turn trusted data into practical solutions that benefit businesses, government and citizens.

A critical national asset

OS data is a critical national asset, delivering economic, societal and environmental value across Britain. It supports businesses to innovate, underpins essential public services, and provides the trusted location insight needed to make confident decisions about people, places and infrastructure. From driving growth and improving service delivery to supporting resilience and environmental stewardship, OS's accurate, authoritative and interoperable data helps Britain function effectively today while providing the foundations to plan and prepare for the future.

Stimulating the economy

£10.6bn+

Economic impact over 10 years

OS underpins economic activity across a broad range of sectors that rely on trusted location data to plan, operate and innovate. Collectively, these sectors contribute £960 billion to UK GDP. OS also supports public services with an annual expenditure of more than £700 billion.

The following figures illustrate the economic value supported by OS in key sectors, demonstrating how location data delivers benefits across the economy, from land & property and transport and to utilities, telecommunications and the emergency services.

Economic benefits of OS data



£4.1bn

Emergency Services

OS data delivers an estimated £4.1 billion in value for emergency services



£750m

Transport

OS data generates over £750 million in impact across the transport sector



£2.4bn

Land & Property

OS data helps create an estimated £2.4 billion of economic value in the land & property sector



£630m

Risk preparedness & Mitigation

OS data delivers nearly £630 million in value for risk preparedness



£1.6bn

Utilities

OS data generates £1.6 billion in monetised value for the utilities sector



£260m

Outdoor leisure

OS data in consumer outdoor products is estimated to generate £260 million



£760m

Telecommunications

OS data delivers over £760 million in benefits to the UK telecommunications sector



£110m

Environment

OS data supports environmental governance and assessment, generating an estimated £110 million



Emergency Services

OS data delivers an estimated £4.1 billion in value for emergency services, alongside significant non monetised benefits. It helps reduce ambulance response times - cutting delays and contributing to improved health outcomes. OS also supports police, fire and rescue services through better coordination, route planning and efficient deployment of the right resources.

The NHS uses OS data for detailed spatial analysis of health outcomes, service planning and public health investigations, including mapping infection patterns to enable faster, more targeted responses to epidemics and pandemics, strengthening overall national resilience.

“By underpinning ambulance response, OS data provides a real, tangible impact on daily life. In critical moments, it can make the decisive difference between life and death.”

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£4.1bn



Land and Property

OS data plays a critical role in supporting the UK housing market, underpinning the buying, selling and registration of land and property. With property transactions contributing an estimated £379 billion to the UK economy in 2024, accurate location and boundary data helps ensure transactions are completed quickly, safely and efficiently. OS data delivers an estimated £2.4 billion in annual economic benefits through improved land registration, housing and planning policy, and survey and risk services. Trusted property and location data provides a consistent view of land and property, improving property identification, risk assessment and data matching. This reduces manual checks and processing time, generating around £160 million in efficiency savings for mortgage underwriting and related activities, while strengthening trust and helping to prevent fraud.

“For land registration, there simply is no alternative to OS data: it underpins the entire system.”

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£2.4bn

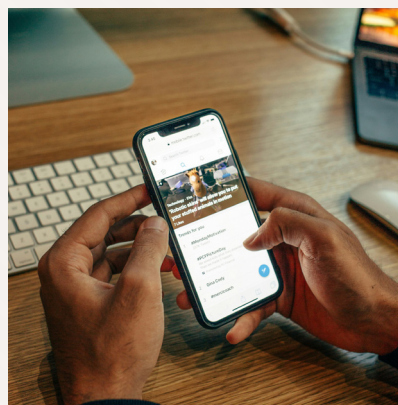


Utilities (Energy and Water)

OS data generates £1.6 billion in monetised value for the utilities sector by supporting more efficient and safer management of water, gas and electricity networks. It enables accurate property identification, helping homeowners and policymakers better target energy efficiency retrofits, reducing wasted installations, lowering energy costs and cutting emissions. OS data underpins all major utility providers and plays a central role in the National Underground Assets Register - the national map of underground assets, which reduces accidental strikes, service disruption and safety risks by improving visibility of pipes and cables.



£1.6bn



Telecommunications

OS data delivers over £760 million in benefits to the UK telecommunications sector by reducing the costs of planning and maintaining fixed and mobile network infrastructure. Its granular, authoritative detail has underpinned fibre rollout over the past decade and will increasingly support emerging technologies such as 5G and 6G as fibre networks near completion. By enabling providers to identify coverage gaps and optimise asset placement at property level, OS data supports more effective, efficient and future-ready telecoms infrastructure planning.



£760m



Transport

OS data generates over £750 million in impact across the transport sector by improving efficiency, cutting costs and reducing emissions. It supports transport planning and operations, from routine road maintenance to major infrastructure projects such as airport expansions. A key benefit is route optimisation for freight, logistics and delivery services, creating more than £500 million in value - largely through time savings - particularly significant given the UK delivers around 5 billion parcels annually. OS data also underpins safer school routes and better walking and cycling infrastructure, supporting active travel in both urban and rural areas.

“Due to the high accuracy and granular detail of OS data, organisations can plan routes more effectively and achieve superior last-mile optimisation.”

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£750m

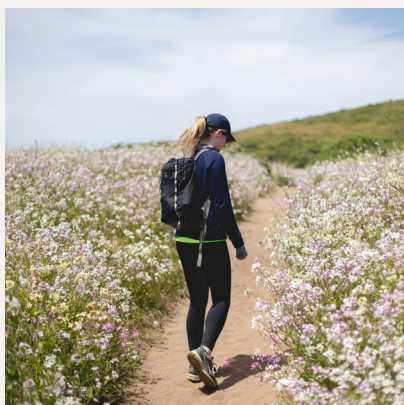


Risk preparedness & mitigation

OS data delivers nearly £630 million in value for risk preparedness and mitigation, with the largest impact in flood management and growing benefits for wildfire planning. As climate change increases flooding risk, local authorities and government bodies rely on authoritative OS data to improve flood mapping, mitigation and response, generating around £590 million in value - mainly by reducing economic losses to homes, businesses and supply chains, and informing insurance and financial risk management. Improved flood risk accuracy also helps save around £190 million in annual flood defence spending. In addition, OS data supports wildfire mitigation and response, contributing over £40 million in benefits by strengthening planning, climate resilience and environmental protection.



£630m



Outdoor leisure

The added value of OS consumer outdoor products is estimated at nearly £260 million, helping millions of people explore the outdoors with confidence. The growing OS Maps digital platform reached 536,000 subscribers in 2025-26, supporting people to get outside and improve their physical and mental wellbeing, while OS's iconic paper maps remain an essential companion for outdoor recreation, education and navigation. Together, digital and printed products provide complementary ways to access trusted mapping, with more than 764,000 paper maps sold in 2024-25, demonstrating the continued demand for authoritative mapping both on and off screen.



£260m



Environment

OS data supports environmental monitoring, policy development and regulatory compliance across the UK, generating an estimated **£110 million** in value alongside a range of wider societal and environmental benefits that are difficult to quantify.

Environmental organisations use OS data to monitor land use, track development, manage natural habitats and support decarbonisation initiatives. Its authoritative geographic framework enables datasets from different organisations to be linked and analysed consistently, helping to inform policy and decision-making.

OS data also supports the measurement of asset energy performance. Datasets help assessors accurately locate properties, verify boundaries and match Energy Performance Certificates to the correct address, improving efficiency and reducing costs. This enables more effective targeting of retrofit programmes, helping reduce emissions and lower energy bills.

OS data also supports greenspace mapping, helping planners assess access to parks and green spaces, identify underserved communities and target investment where it can deliver the greatest benefit for health, wellbeing and environmental outcomes.



£110m

Talk to us

If you would like to find out how authoritative geospatial intelligence can transform your organisation's strategic decision-making and long-term resilience planning, contact Ordnance Survey at www.ordnancesurvey.co.uk or speak to your OS account manager.

os.uk

About the study

This report summarises the 2026 independent economic impact study of Ordnance Survey undertaken by [know.consulting](#). The study provides an up to date assessment of the economic impacts associated with Ordnance Survey's data and work in the UK over the period FY 2020/21 to FY 2029/30.

* All quotes in this report are drawn from interviews conducted by know.consulting with PSGA users. Quotes have been anonymised to protect participant confidentiality.

know.consulting