



Ordnance Survey

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Agenda

1. Business strategies
2. OS Products
3. OS Licences



Business strategies

B2C - Consumer

- Outdoor Leisure
- Personal Navigation.



B2B – Commercial



Land & Property - driving the intelligent use of Ordnance Survey data to support the decision making process for example in property management, site analysis and the more traditional uses such as planning applications and conveyancing.



Banking, Finance & Insurance - defining the market and the strategy to develop the enterprise-wide use of Ordnance Survey data within this sector.



Transport – focussing on how the commercial sector of the transport market can use Ordnance Survey data to increase business efficiencies, increase customer satisfaction and reduce costs



General Commercial – expanding and enabling the use of our data in other commercial markets such as retail marketing and manufacturing

B2G – PSMA (and OSMA)



- A **centrally funded** agreement between Government and Ordnance Survey allowing free access to our data at the point of use from April 2011.
- Covers eligible **public sector** bodies from Central Government, Local Government and Health in England and Wales.
- Provides a set of **core datasets** from Ordnance Survey – GB coverage (including OS OpenData products)
- It is a **ten year** agreement with **wider licensing rights** to ...
- Enable more effective **joint working** between public sector bodies and private organisations that support your “core business” and create a **collaborative partnership** between public sector users of GI and Ordnance Survey.





Ordnance Survey products

Products in Collective Agreements

Product	PSMA	OpenData	One Scotland
MiniScale®	✓	✓	✓
1:250 000 Scale Colour Raster	✓	✓	✓
1:50 000 Scale Colour Raster	✓	✗	✓
1:50 000 Scale Gazetteer	✓	✓	✓
1:25 000 Scale Colour Raster	✓	✗	✓
1:10 000 Scale Raster	Withdrawn Mar 2013	✗	✓
OS Street View®	✓	✓	✓
OS Locator™	✓	✓	✓ TBC
Code-Point®	✓	Open version	✓
Code-Point® with polygons	✓	✗	✓
Strategi®	✓	✓	✓
Meridian™ 2	✓	✓	✓
OS VectorMap™ Local (vector and raster)	✓	✗	✗
OS VectorMap™ District	✓	✓	✓ TBC
Boundary-Line™	✓	✓	✓
Land-Form PANORAMA®	✓	✓	✓ TBC
Land-Form PROFILE®	✗	✗	✗
Land-Form PROFILE® Plus	✗	✗	✗
AddressBase®	✓	✗	✓
ADDRESS-POINT®	Withdrawn Oct 2014	✗	✓
OS MasterMap® Address Layer	Withdrawn Oct 2014	✗	✓
OS MasterMap® Address Layer 2	Withdrawn Oct 2014	✗	✗
OS MasterMap® Imagery Layer	✗	✗	✗
OS MasterMap® ITN Layer	✓ + paths	✗	✓
OS MasterMap® Topography Layer	✓	✗	✓
Points of Interest	✗	✗	✗

OS MasterMap® Topography Layer

Open Data	PSMA	One Scotland
✘	✔	✔



- The OS MasterMap® Topography Layer is Ordnance Survey's flagship large-scale vector dataset
- Almost half a billion features, from the built and natural landscape, detailing the surface features of Great Britain
- Extensively attributed and topologically structured
- Cartographically highly detailed and customisable
- Nine themes: roads and paths, land, buildings, water, rail, height, heritage, structures and administrative boundaries

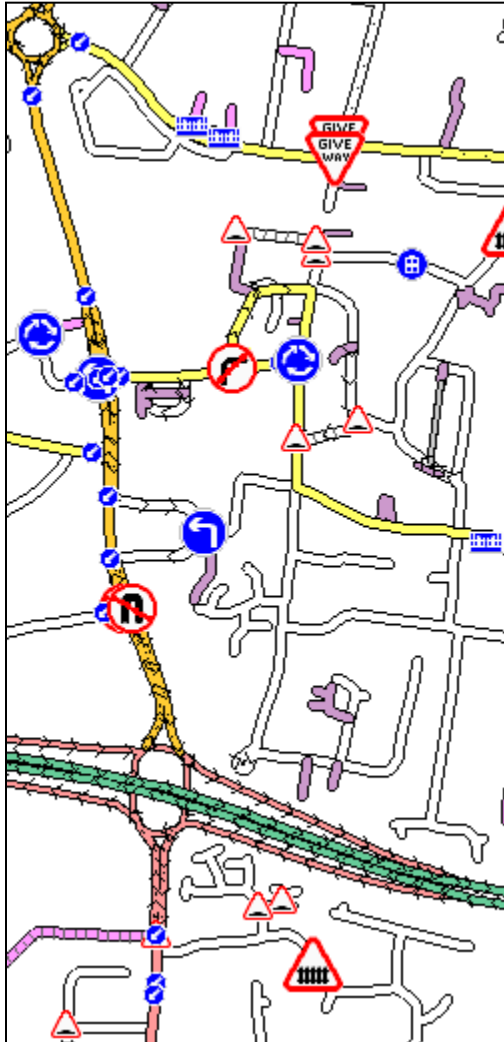
Suggested applications:

- Accurately position and record assets
- Vector base for easier data capture
- Facilitates the Digital National Framework (DNF)
- Street and feature-level detail useful for site visit substitution, planning applications, property extents and so on.

Coverage	Order by	Data source	Update interval
Great Britain	User defined by polygon	Photogrammetry and ground survey	6 weekly
Transfer format	Supply media	Precision	Styling
GML	DVD or FTP	0.001 m	Available in xml

OS MasterMap® Integrated Transport Network™ Layer

Open Data	PSMA	One Scotland
✘	✔	✔



- Ordnance Survey's premium roads data set representing all the surfaced roads of Great Britain and their routing information
- Road Routing Information (RRI) including road signs and restrictions that may affect a driver's choice of route
- All road classes from motorways to alleys
- HGV routing assistance including heights, weights and widths
- Also includes Ferry Links and Urban Paths

Suggested applications:

- Telematics, logistics and fleet management
- In-car navigation
- National transport modelling
- Route optimisation

Coverage	Order by	Data source	Update interval
Great Britain	User defined by polygon	Topography Layer and ground surveyors	6 weekly
Transfer format	Supply media	Precision	Styling
GML	CD, DVD or FTP	0.001 m	Not supplied

Open Data	PSMA	One Scotland
✘	✔	✔



- **The definitive source of address and property information:**
 - Three levels: AddressBase, AddressBase Plus and AddressBase Premium
 - UPRN allows the linking of information together
 - Royal Mail Postcode Address File
- Level of attribution increases through the product suite
- Built in links to OS MasterMap® Topography Layer and ITN
- Ordnance Survey coordinates to place address on a map
- Differing levels of classification depending upon level of product
- **Suggested applications:**
 - All the usefulness of other addressing products and more
 - Demography analysis
 - Sustainable town/city planning

Coverage	Order by	Data source	Update interval
Great Britain	User defined by polygon	Royal Mail PAF®, Local Authorities & Ordnance Survey	6 weekly
Transfer formats	Supply media	Precision	Styling
GML and CSV	Download, CD, DVD	0.1 m	Not Supplied

OS VectorMap™ District

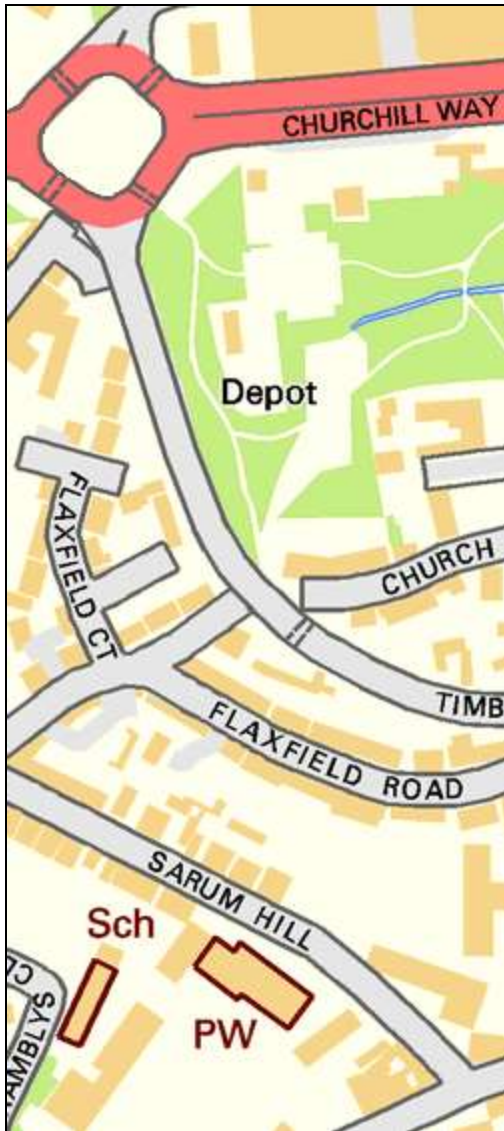


- Simple vector data at a nominal scale of 1:25 000
- A styled raster version is available through OS OpenData
- Features differentiated by descriptions and feature codes
- Tile based with no explicit topology (unstructured)
- Includes contours, simplified built-up areas, roads, water features and cartographic display features

Suggested applications:

- Perfect for custom backdrop and context mapping between 1:15 000 and 1:35 000 scales
- Ease of styling gives customers the flexibility to make sure their own data stands out compared to the background
- Along with other vector products it facilitates consistent vector styling through the zoom states and scales

Coverage	Order by	Data source	Update interval
Great Britain	National Grid squares (download only)	Various	TBA
Transfer formats	Supply media	Tile size	Styling
SHP and TIFF	CD, DVD or download	10 km by 10 km	Not supplied



- 1:10 000 scale raster in edge-matched tiles
- Street atlas style simplification
- Includes a colour palette that can be customised to enhance or hide features
- Specifically designed for quick download speed and online applications

Suggested applications:

- Internet mapping
- Street maps
- Clear and uncluttered large scale backdrop mapping for overlaying user data
- Reports and presentations

Coverage	Order by	Data source	Update interval
Great Britain	User defined by tile	Generalisation of Ordnance Survey large-scale datasets	Biannual: May and November
Transfer format	Supply media	Tile size	Resolution
TIFF (OpenData) and JPEG	CD, DVD or download	5 km by 5 km	254 dpi

Code-Point® and Code-Point® Open



- Code-Point® provides a precise geographical location for each postcode unit in the United Kingdom
- Geographical location for Code-Point® is taken from Ordnance Survey's ADDRESS-POINT®
- Includes National Health Service and local government area codes down to ward level
- OS Code-Point® Open is the OS OpenData version of Code-Point® and is available for Great Britain
- Certain fields are excluded from OS Code-Point® Open including the information on individual delivery points

Suggested applications:

- Quick online location searching for the public
- Routing and navigation devices
- Marketing, statistical and crime analysis

Coverage	Order by	Data source	Update interval
United Kingdom (Great Britain for the open version)	United Kingdom (Great Britain for the open version)	Royal Mail® and Gridlink®	Quarterly: February, May, August & Nov
Transfer formats	Supply media	Precision	Styling
CSV (OpenData) and NTF	CD, DVD or download	1.0 m	Not supplied



Ordnance Survey licensing

Licence rights

- **Core Business**
 - Provides greater flexibility for public sector business
- **Contractor licence**
 - Provides onward supply to contracted third parties
- **End User licence**
 - Provides onward supply **to anyone** for public sector business
- **Joint Initiative**
 - Allows cross border activity with Scotland

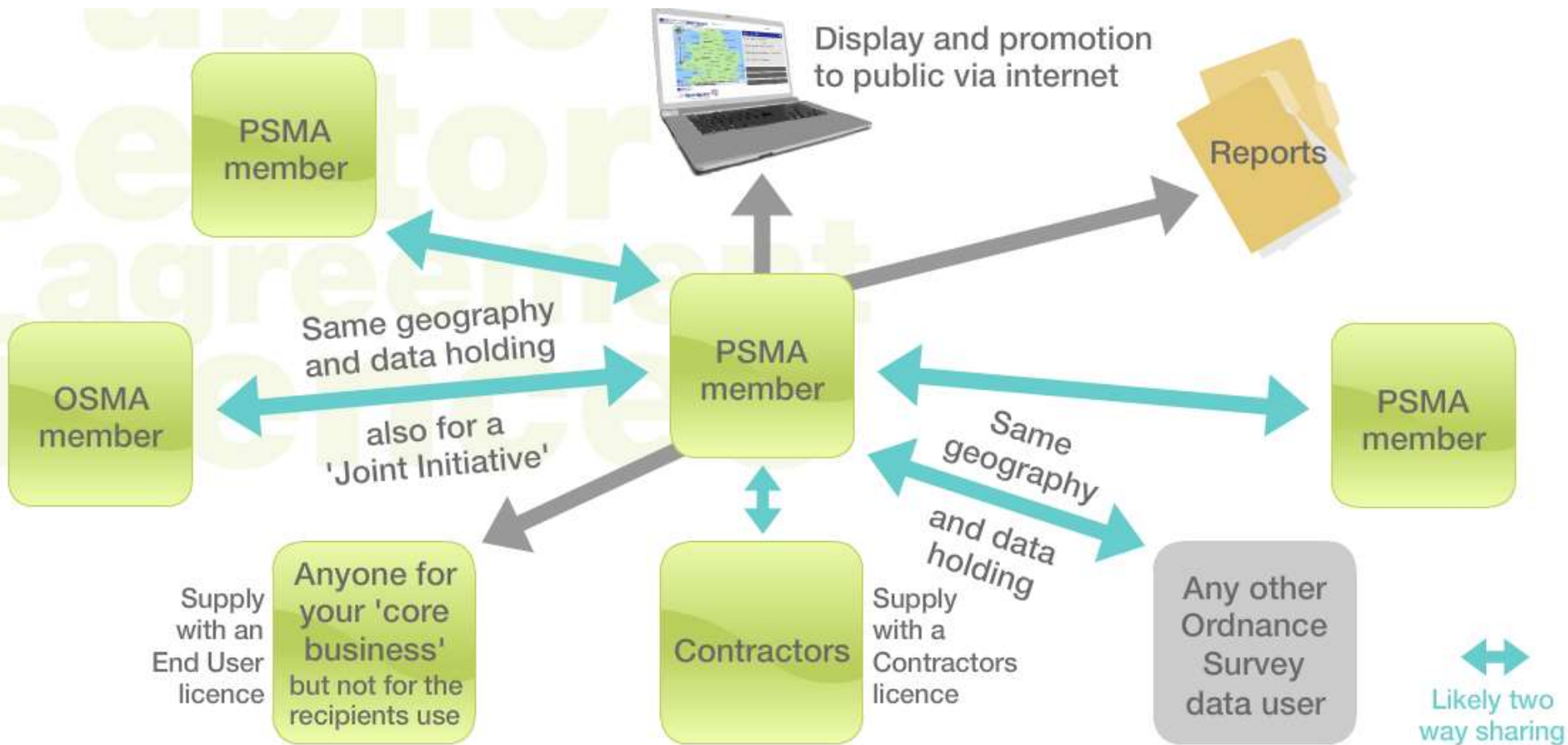
Core Business

- Means any public sector activity - excluding *commercial purposes* and/or any activities that are *competing activities*
- Core Business includes, without limitation, creating and monitoring policy, operational management of Government, delivering Government business and public services and performing any function required by statute (in each case other than for *commercial purposes*)
- Core Business also includes the provision of Government services in electronic form other than for *commercial purposes* and/or any activities which are *competing activities* and where this includes providing Base Data, Withdrawn Data or Derived Data to third parties this must be subject to an End User Licence or a Contractor Licence

Contractor Licence or End User Licence?

- Use the contractor licence where you have a formal arrangement (contract or similar) in place (perhaps the result of a Tender)
- Use the End User Licence where you need to provide maps to individuals or organisations with which you do not have any formal relationship but who will be supporting you in delivering any aspects of your core business.

Data provision: both Ordnance Survey and other Licensed Derived Data



Partner contracts

Partner Contract/Product Matrix	1:10 000 Scale Raster	1:25 000 Scale Colour Raster	1:50 000 Scale Colour Raster	Code-Point®	Code-Point® with Polygons	Land-Form PROFILE® (Contours)	Land-Form PROFILE® (DTM)	Land-Form PROFILE® PLUS	Points of Interest	OS MasterMap® Integrated Transport Network™ (ITN) Layer Roads and Road Routing Information (RRI)	OS MasterMap® ITN Layer Roads	OS MasterMap® ITN Layer Urban Paths (new)	OS MasterMap® Topography Layer	OS MasterMap® Topography Layer (Hydrology royalties)	OS MasterMap® Topography Layer (tracks and paths royalties)	OS VectorMap® Local	OS VectorMap® Local – Black and White Raster	OS VectorMap® Local – Colour Raster	OS VectorMap® Local – Colour Raster Backdrop	AddressBase®	AddressBase® Plus	AddressBase® Premium	ADDRESS-POINT®	OS MasterMap® Address Layer	OS MasterMap® Address Layer 2	OS MasterMap® Imagery Layer
Distribution Contract has replaced: DDA, Address DDA, POI DDA, Land-Form Profile PLUS DDA, Export of VPE SUC, Generalised Roads SUC, Plan Design Build SUC, Gazetteer Dataset SUC.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Navigation Contract has replaced: Navigation Products SUC.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Consumer Applications and Websites Contract has replaced: CWS SUC, LBS SUC, and PUS SUC.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Printed Products Contract has replaced: Reports SUC, Publishing SUC, Plot of VPE SUC.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
View Tracking & Scheduling Contract has replaced: View of VPE SUC, ASP Tracking SUC, Fleet SUC, ASP Car Share SUC, Car Sharing Product SUC, LSS SUC, WDP SUC.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

- OS customers have an additional option if they want to undertake a commercial activity such as journey planning and don't want to pay for OS data outright (the data is charged on a per click royalty basis).



Free to:

- Copy, distribute and transmit the data.
- Adapt the data.
- Exploit the data commercially – sublicensing, combining or by including it in your own product or application.

Users must:

- Acknowledge.
- Require sub-licensees to acknowledge the data.
- Ensure that data not used in a way that suggests the data provider endorses you or your use of the data.
- Not misrepresent the data or it's source.

'Free to use data'

We define 'Free to Use Data' as follows:

Free to use data means data created by you:

a) using a Topographic Dataset as a source to infer the position of the Data you create; or

b) which copies in part a Feature (copying in part meaning where the Data created partially coincides with a Feature in the source Topographic Dataset);

in each case provided that the Data:

(i) does not copy a Feature in whole, and does not copy Feature Attribution in whole or in part;

(ii) does not represent a Feature or Feature Attribution in the source Topographic Dataset;

(iii) is not a substitute for a Feature or Feature Attribution in the source Topographic Dataset; and

(iv) can be used independently of Licensed Data, and in each case only to the extent that the Data incorporates Intellectual Property Rights owned by Ordnance Survey on behalf of the Crown and which is licensed by Ordnance Survey under delegated authority from the Controller of Her Majesty's Stationery Office.

Contact for further information

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