



Landmark and the PGA

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AGI Cymru Tuesday 29th November 2011

Introduction

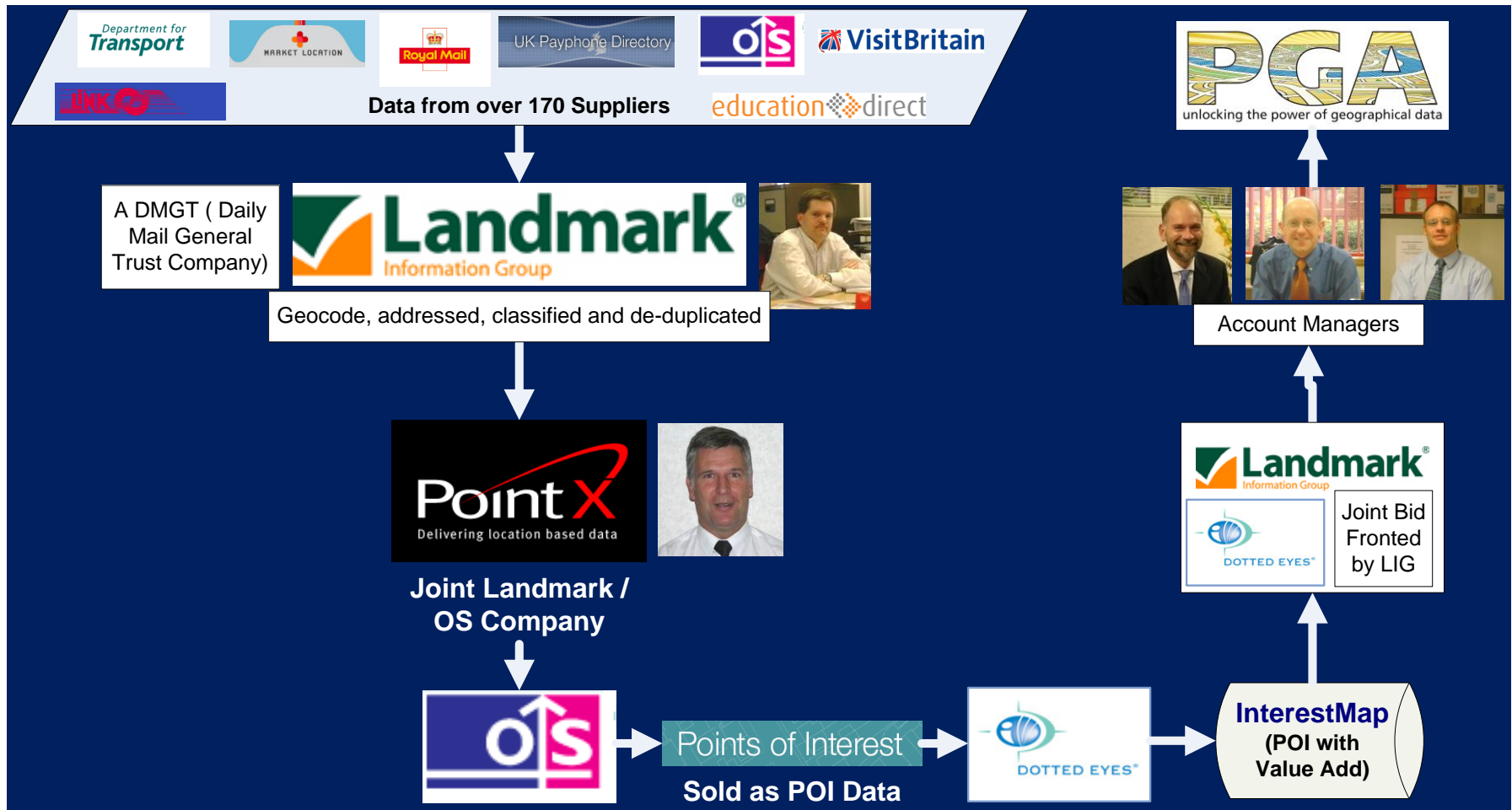
- PGA exists alongside the PSMA - 31st March 2013
- Joint Partnership with Dotted Eyes
- InterestMap is Points of Interest data
- MarkerMap is a Postcode product with many additions and is ideal for thematic map reporting
- InterestMap and MarkerMap free for PGA members
- Product development is driven by PGA member requests and suggestions
- We hope to supply data under the PSMA in future



InterestMap

- National Points of Interest database
- Provides essential information for businesses delivering location based services as well as users in central government, local authorities, emergency services and the commercial sector
- Containing both addressable and non-addressable information
- Enhanced features for ease of use developed by our partners Dotted Eyes

Where Does InterestMap Data Come From?



InterestMap

- Joint Venture company between Landmark & Ordnance Survey
- Points Of Interest (POI) data - Location details of business, leisure sites and geographic features in GB
- Over 4 million records in national GB coverage
- Classifications: 9 Groups, 49 Categories and 600 Classes
- Find or geocode addresses using full postcode
- OS MasterMap TOID and Version included for each record, enabling association to area features in the OS MasterMap Topography Layer
- Telephone numbers & weblinks provided
- Via Dotted Eyes the product is ready to use, as a .TAB file for MapInfo software or .SHP for ESRI software. Also available as text file format

InterestMap – Changes Driven by PGA Members

- Telephone Numbers
- Web Links
- Routing - how far and where the feature is from Ordnance Survey's Integrated Transport Network (ITN)
- Brand / Trade Names
- Qualifier information. Examples include:
 - Bus Stops - SMS information
 - Cash Machines - Public Accessibility
 - Places of Worship - Denomination of religion
- Features within Olympic sites
- UPRN (coming soon)



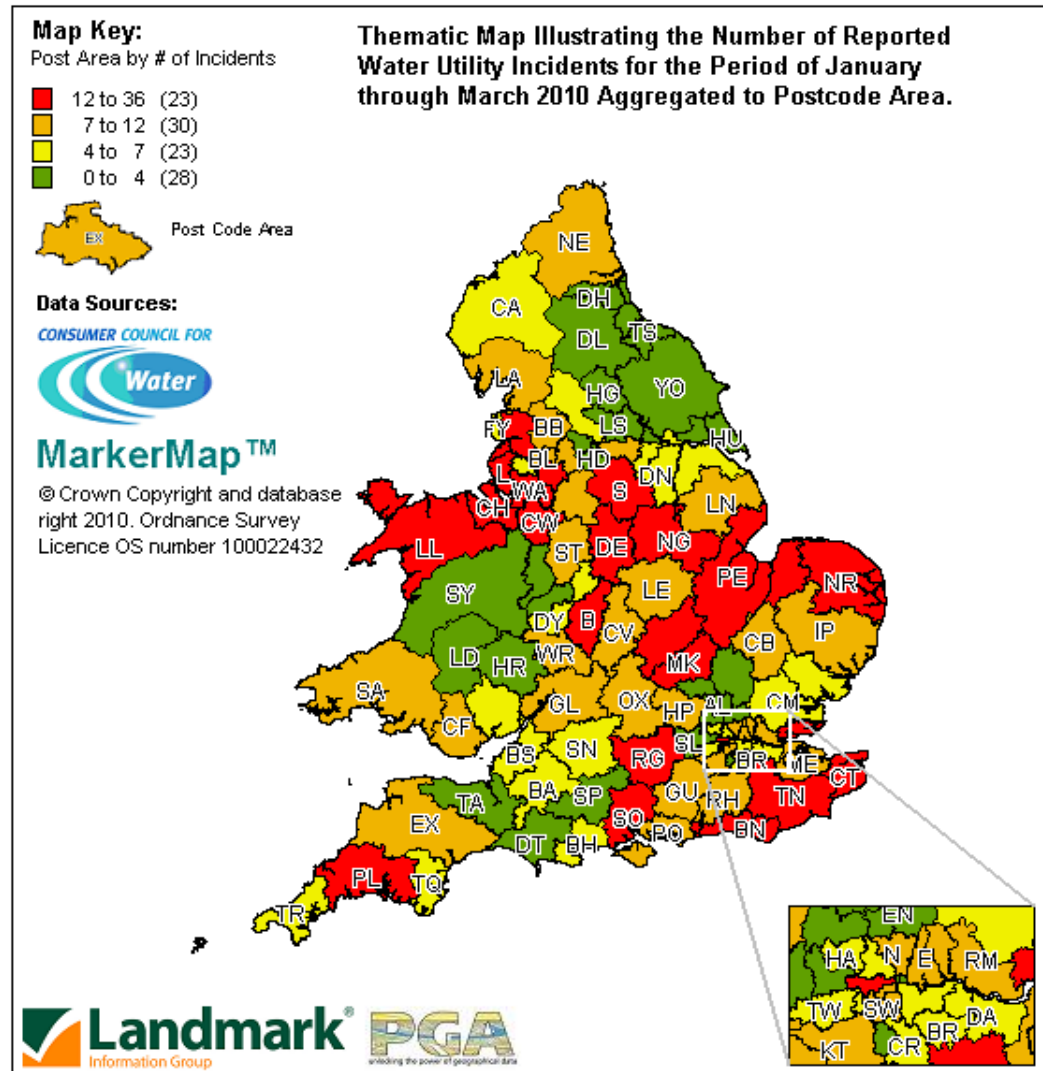
Places of Worship

- InterestMap reports over 49,000 Places of Worship across Great Britain. Records can be assigned one of 29 major Religion Qualifier denominations.
- Where specific sub-class assignments can be made these have been allocated for example “Baptist (Christian)”, “Elim Pentecostal Church (Christian)”, Mormonism (Christian).
- Denomination can be easily hidden if the use is sensitive.



MarkerMap

- MarkerMap contains Ward data as well as Postcodes
- Contains historical postcodes
- Formatted in standard 'letter format'
- Read to use formats
- Ideal for thematic map reports



Summary

- InterestMap and MarkerMap will both continue to be centrally funded by DCLG until at least 31st March 2013
- The Landmark team are here to help you make the best use of the products
- We are all keen to see innovative uses of the data
- We are always keen to receive suggestions for enhancements as this drives the development of the products

Contact

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