

SLA
The Society for
Location Analysis

The locational data market

SLA Event 11th September

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Agenda

- 6.30 Welcome
- 6.35 The SLA and address datasets
(Jonathan Reynolds, University of Oxford)
- 6.45 Royal Mail Pinpoint presentation
(Gill Moore & Nick Staddon)
- 7.10 Pinpoint: a welcome extension to Britain's National Spatial Address Infrastructure, or the declaration of Address War 3?
(Prof Bob Barr, OBE)
- 7.35 The Location Analyst's view
(Andy Thompson, Head of Network Planning & Property Insight, Sainsburys)
- 7.45 Panel session (all)

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Forthcoming events

SLA
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- 23rd October (am)
SLA Forum: Innovations in location analysis
Venue: CBRE
- 6th November (evening)
The Changing High Street
(joint event with SPR)
Venue: CBRE

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Pinpoint?

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- Once upon a time ...
- There was another Pinpoint ...
- PinPoint Analysis founded in 1983
- A certain P Sleight, Marketing Director
- Pioneering innovation in spatial analysis
- Launched PinPoint Address Code



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SLA stance

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- OS has had a product in the market since the early 90s: AddressPoint, recently renamed AddressBase
- The question of affordability
- Public sector users have free access courtesy of the Public Sector Mapping Agreement
- .. But what of small or medium-sized (or even only moderately rich) firms?

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SLA stance

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- Recently, ONS was forced to spend £10mn on reconciling the 3 available sources to create an address file for the 2011 Census
- This came to the attention of government, which expressed extreme displeasure, and insisted that work should start on a National Address Gazetteer (or NAG to its friends)

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- In Dec. 2010 the government announced proposals to create a definitive NAG for England & Wales;
- A joint venture was set up between OS and the Local Government Group (called GeoPlace)
- However, the good news was tempered in that two-tier access was proposed:
 - NAG would be free to the public sector via PSMA
 - All other users would be charged, on similar terms to OS' other addressing products, e.g. AddressPoint

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SLA stance



- The problem with this, from the private sector point of view, is that NAG would be charged at a rate varying from £24K p.a. to a single user, up to £189K p.a. to a user with 100 seats.
- The question of affordability for all but the largest commercial firms still extant
- MRS CGG lobbied govt., pointing to the fact that a single definitive address file, available to all, ideally as Open Data, but failing that, on 'reasonable' terms, would encourage innovation, allow small start-ups to flourish, and boost the economy.

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SLA stance



- In the middle of 2011, the government's Transparency Board minutes for 8/6/11 said:

'The Board set out their view that a single national address file, created by the merging of the GeoPlace data and the Postcode Address File, needed to be available as a public good and as core data infrastructure'

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SLA stance



- Imagine our dismay, therefore, when NAG subsequently emerged as a single line on OS' sales list, branded as AddressBase.
- We await the government decisions following the consultations on Open Data, and the Public Data Corporation; sincerely hoping that among the recommendations, will be a decision to free up NAG to all users
- .. But the Treasury still appear to want the money which OS earns!

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