



## OVERVIEW

Postal geography is the most common method of analysing and mapping corporate information for business users due to the almost universal knowledge of the Postcode by consumers and businesses alike.

Many businesses hold postcoded address databases of their customers. The use of digital Postcode geography, allows the relationship between the customer and their geographic location to be established.

Postcode information may be mapped to analyse various relationships including the distribution of customers or sales by product line or period. Postcode information may also be mapped against one of the many geodemographic or business datasets to provide broader market analysis.

### APPLICATIONS

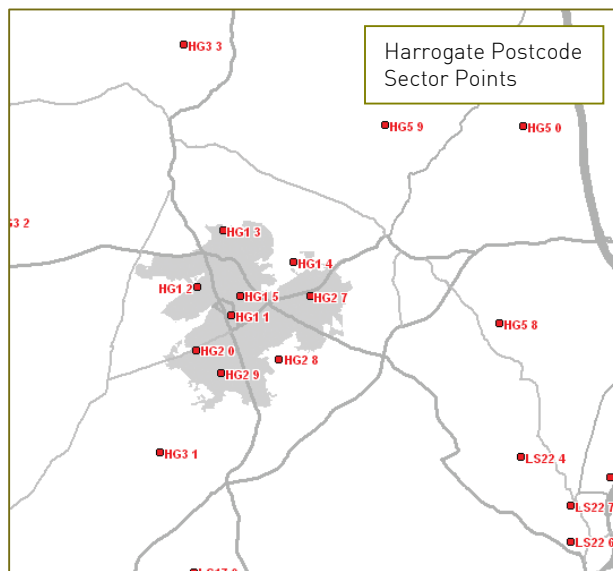
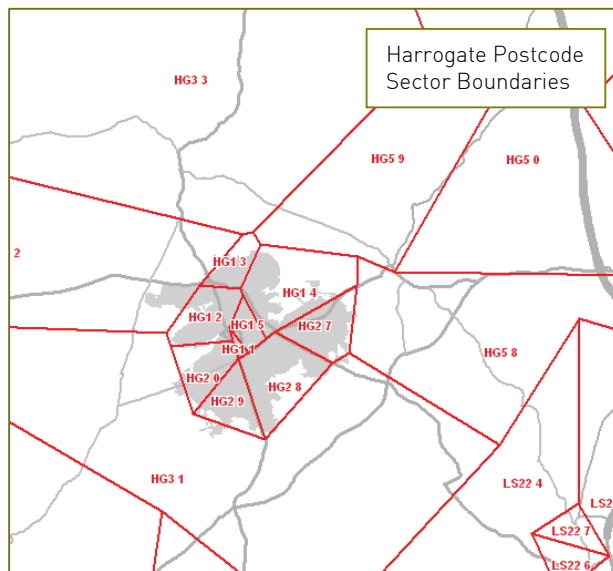
Used for all market analysis applications including direct marketing, retail planning and media analysis
Management of sales territory structures on a local level
Integrate with data e.g. Census to display geodemographic trends and patterns
Geographic Searching
Thematic Mapping
Mapping Sector based information on regional or national basis

### KEY FEATURES/ BENEFITS

Incorporates the latest Postcode changes across the Geoplan range
Produced directly from Geoplan Pro Postcode Sector boundaries
Non-critical boundary points have been removed enabling fastest drawing speeds and minimum storage requirements
Produced in association with Royal Mail
Postcode District and Area boundaries provided
Includes Postcode Point data for alternative geographical analysis
Easily match to internal data sets

### PRODUCT CONTENT

Defined by the outward portion of the full Postcode and the first digit of the inward portion (e.g. HG1 5 from HG1 5AW)
Latest Postcode Geography (updates every six months)
UK coverage: Includes England, Wales, Scotland and Northern Ireland. Also includes the Channel Islands and the Isle of Man, providing extensive Postcode coverage.
Contains all Postcode Sectors (Geographic and Non-Geographic)
Attributes include Postcode Sector area size
Data is supplied with OSGB map projection



Digital sample data NOW available covering the HG Postcode Area can be downloaded from [www.geoplan.com](http://www.geoplan.com) or please ring on 01423 569538

CONT



## SUPPLY OPTIONS

Data is available in all major GIS and desktop mapping systems including GeoAnalyser, MapInfo, ArcInfo and ArcView

Data can be supplied via CD or via our FTP server

## OTHER OPTIONS

Specialised formats

Alternative map projections

Additional attributes e.g. Administrative geography

## EXTRA FEATURES PROVIDED

### Postcode District Boundaries

Postcode Districts divide the country into approximately 3,000 areas, defined by the outward portion of the Postcode (e.g. HG1 from HG1 5AW).

### Postcode Area Boundaries

The least detailed level of Postal geography in the UK, Postcode Areas divide the country into 124 areas, defined by the first one or two characters of the Postcode (e.g. HG from HG1 5AW).

### Postcode Points (District and Area)

With each Postcode boundary level there is also equivalent Point data representing the geographic centre of each boundary at Postcode Area and District level.

### Non-Geographic Postcodes

Not all Postcodes are represented by a boundary due to their usage and size of area e.g. PO Boxes. Geoplan though, provides separate data files so Non-Geographic Postcodes can be matched and accounted for. These files are provided at Postcode District and Sector level (where applicable).

### Six Monthly Updates

Geoplan updates its entire Postcode product range every six months to provide the most up to date and accurate dataset available and to ensure the best possible match between data products.

### Technical Support

When purchased with Geoplan's ESP (Enhanced Support Programme) technical support is provided to give you assistance with your data. Geoplan's support team has a wealth of knowledge and can help you get the most out of your data.

## PRICING

Prices quoted are for single user. For information on multi-user licenses please contact us on 01423 569538.

Single User License	£500
Single User License with  (Enhanced Support Programme)	£700
Single User Updates	£125

## FURTHER PRODUCTS AVAILABLE

If this product does not meet your requirements please speak with one of Geoplan's experienced sales consultants for advice on our other standard data sets, or consultancy options.

- Postcode Boundaries
- Postcode Points
- Postcode Databases
- Administrative Data
- Media Boundaries
- Demographic Databases
- Business Databases
- European Maps
- World Maps
- Map Bases

Copyright: GEOPLAN © Geoplan Spatial Intelligence Ltd 2010. Postcodes are copyright of the Post Office 2010. Samples are shown with TeleAtlas map base, which can be purchased separately (© TeleAtlas 2010). © Royal Mail Group plc 2010. All rights reserved.

Reproduction: This information sheet has been designed, published and distributed by Geoplan Spatial Intelligence Limited. No reproduction, copying, scanning, storing or transmission, through any medium, of this publication or any part of it is permitted without the express written consent of Geoplan. © Geoplan Spatial Intelligence Limited 2010. All rights reserved.

Disclaimer: Every effort has been taken to ensure that the information contained within this information sheet is accurate and correct at the time of going to print. However, this information is subject to change without notice.

### GEOPLAN SPATIAL INTELLIGENCE LIMITED

Bilton Court Wetherby Road Harrogate North Yorkshire HG3 1GP  
tel: 01423 569538 fax:01423 819494 email: info@geoplan.com

www.geoplan.com

03/10