



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.

The Postcode Address File, or PAF, is the most up-to-date and complete address database in the UK, containing over 27 million addresses. PAF is an invaluable tool for creating and maintaining mailing-lists and databases, helping you to reduce the number of returned or undelivered items, sharpen your customer profiling, and improve customer satisfaction.

APPLICATIONS

Used for all market analysis applications including direct marketing, retail planning, media analysis

Management of territory structures on a local level

Integrate with data e.g. Census to display geodemographic trends and patterns

KEY FEATURES / BENEFITS

A unique database on which the Royal Mail stores all UK Postcodes together with their correct address details

Data can be updated daily, monthly or quarterly in complete editions and stand-alone updates, or a combination of both

Extracts of PAF based on selected Postcode Areas are also available

PRODUCT CONTENT

Latest Postcode geography (provided every six months or quarterly on request)

UK coverage: Includes England, Wales, Scotland and Northern Ireland. Also includes the Channel islands, and also the Isle of Man providing extensive Postcode coverage.

Contains address details for every household in the UK including: Organisation, Sub-Building Name, Building Name, Building Number, Thoroughfare Name, locality, Posttown, County and Postcode.

27,000,000 UK addresses

1,300,000 organisation names

180,000 large business addresses

1,760,000 Postcodes

SUPPLY OPTIONS

Available in Comma Delimited Text format

Data can be supplied via CD or via our FTP server

Organisation	Department	POBox	SubBuilding	Building	BuildingNumber	Dependant	Thoroughfare	DoubleDependant	Depen
Post Office					11		Cambridge Road		
				Market H 1;			Victoria Gardens		
Julian Graves, Caffè Latino,WH Smith Ltd, Bay Tradin			Unit 11, Unit 8, Moss 4, Unit 13, Unit 10, Ma				Victoria Shopping Centre		
			Unit 19, Unit 21, Unit 23, Unit 30, Unit 20				Victoria Shopping Centre		
G3, Athena			F7, F12				Victoria Gardens		
			F13, F11				Victoria Gardens		
T.K. Maxx			Flat 1, Flat 2, F1 30a				Commercial Street		
Harrogate Lanesborough Club, Nallo			wide Autocem 10-12,		16		Bower Road		
					14		Bower Road		
Acklams Motorcycles, D M D Leisure Ltd			11-13,		7		Bower Road		
			Flat 1-5, 7a, 9, 9				Bower Road		
The Howson Affair, Central Garage			15b, Rear Of 17-19				Bower Road		
			Flat 1, Base 15a, ...		15, 19, 21, 23, 17, 23, 15, 21		Bower Road		
The Coach & Horse, The West Park Hotel, Lynn Worme			23-24, 21 16, 19, 20, 17, 25, 18, 27, 17, 27,				West Park		
			Flat, 20a, 25a; 10;				West Park		
Muckles, Becks, West Park Interiors, Lym			Moscowear, C 12-14, 8 11, 7, 12,				West Park		
			Flat A, Flat A, F15-6, 3a, 9 1-2, 3, 1, 14, 4, 1, 14, 2, 3, 1, 14, 2,				West Park		
Ocean Hair, A.C. Daniel, Joinery, Nicks Place, Katana, B 67a, 88-7, 6, 6, 8,					4		Union Street		
Food Express, Dynasty Chinese Restaurant, Time, Ra 14 16, ...			10, 12, 18, 2, 4, 6, 8,				Kings Road		
			Flat 1, Flat 2, F1 Richmond Court				Union Street		
Biscaya Bay Restaurant, Caesons Dental, Bulmer & Co, Clarke H 11, 14, 2, 2, 4, 3, 5, 6							Mount Parade		
			Flat 1, Flat 2, F1 5a, 16a; 1 1; 10, 12, 16, 18, 20, 22, 4, 7, 8, 9,				Mount Parade		
Howard Reynolds Accountancy, Keepsafe Co			Rear Of 11,				Granville Road		
			10; 11; 12; 13; 14; 15; 16; 17; 18; 1				Granville Road		
Scorpion Tattoo, Gamesstation			2d Oxford Buildings; 2c Oxford Building;				Cheltenham Parade		
			2a Oxford Buildings; 2b Oxford Building;				Cheltenham Parade		
Gravelly Fisheries, Close Shaw, Shoaligarns, Fined E			8-12, 4-4 16, 20, 32, 22, 16, 22, 24, 34				Cheltenham Parade		
			Flat 14, 26, 22				Cheltenham Parade		
Rajput Restaurant, The Gaffer, G.W. Johnson Motorcyc			9-11, ...		3, 5, 13		Cheltenham Parade		
			Flat 1, Flat 2, F 13-15;		7, 9, 3, 3, 11		Cheltenham Parade		
Horoscope, East End Est, Cattleman's Association, Beni			23-25, ...		1, 16, 17, 21, 27, 29, 31, 35, 5, 7, 9		Cheltenham Crescent		
			The Maisonet, 21a		15, 19, 33, 37, 39, 19,		Cheltenham Crescent		
Trotters Bar					15		Cheltenham Road		
Fat Pedros, Crusade Exhibition Services LTD, H B Dobson (Gas)			14, 46; 6, 2, 14, 46				Cheltenham Mount		
			Flat 1, Flat 1, F1 Mill House 22, 28, 30, 32, 34, 36, 38, 4, 40, 42				Cheltenham Mount		
			Apartment 1, A 2a				Cheltenham Mount		
The House, Zizzi, Loch Fyne Restaurants, Ram Media Town Cei 4, ...							Cheltenham Crescent		
McTague Of Harrogate, H O Personnel Harrogate He			17-19, ...; 5, 7, 1, 5				Cheltenham Mount		
			Flat, Flat 1, Flat 9a, 5, 7, Tc 11, 15, 3, 9, ...				Cheltenham Mount		
Junc Creative Consultants			2 Hyde House				Victoria Avenue		

EXTRA FEATURES PROVIDED

Quarterly Updates

Geoplan update their entire Postcode product range every quarter so all data products will have the best possible match available.

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 with which they can assist you getting the most out of your data.

Digital sample data NOW available covering the HG Postcode Area can be downloaded from www.geoplan.com or please ring on 01423 569538.

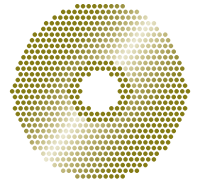
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CONT

www.geoplan.com

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OTHER OPTIONS

Royal Mail PAF Data can be purchased by selected Postcode Area instead of UK supply

Bespoke PAF supplies

Specialised formats

PRICING

Price quoted is for single user. **For information on multi-user licenses please contact us on 01423 569538.**
Please note: Price quoted is per user, per annum and subject to annual RPI increase.

Single User License

£1,000 per user, per annum

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