

Royal Mail Pinpoint®

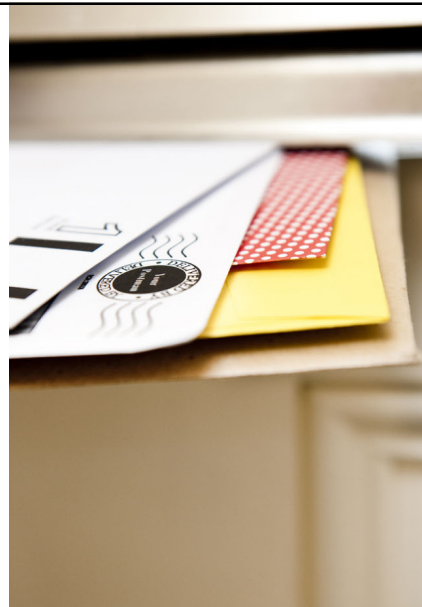
Gill Moore

Changing the market



Why Create Pinpoint?

- Royal Mail is developing innovative projects which utilise existing assets to generate new revenues as mail volumes fall
- We have over 20 years experience in collecting and licensing data
- Pinpoint is a market lead project - it has been developed by working with companies in this market



Market demand

- Free data available in the market is of poor quality and not developed to meet mapping market needs, rather it has been adapted by the market
- Available accurate data is expensive
- Market has tried a number of means to get data including collecting data themselves – this is expensive for them to do and hard to maintain



What is Pinpoint?

- The Geospatial address of every delivery point in the UK
- Each record will contain the following:-
 - Location of access point to the delivery point
 - Location of the bottom of the entrance to the delivery point
 - The Height data for both locations
- Database will cover whole of the UK including Northern Island, Channel Islands and IOM



Pinpoint USP's

- Data is collected by trained staff
- We visit every delivery point to collect data
- Data collected to set rules
- A robust quality assurance process ensures data accuracy
- Data will be maintained on a daily basis



Data Capture Process

Creating a new view of the UK



Pinpoint Data Capture

- Delivery Point
- Access Point



- Measuring the geographic position of the Access and Delivery Point of every UK UDPRN
- Uses handheld GPS receiver and laser range finder device linked to a hand held computer (PDA) to record the measurement
- Ongoing updates of additions and deletions



PDC - the technology

Handheld devices



Data capture interface



Seq	Address	
005	21 Abbey Close, Taffs Well, CARDIFF, CF15 7RS	N
006	20 Abbey Close, Taffs Well, CARDIFF, CF15 7RS	N
007	19 Abbey Close, Taffs Well, CARDIFF, CF15 7RS	N
008	18 Abbey Close, Taffs Well, CARDIFF, CF15 7RS	N



PDC – the technology

Hard to Capture Geography



Data capture interface



PDC – Data Capture Process

- Data is captured by trained and dedicated Royal Mail Operational staff with knowledge of the local area
- Specialist equipment is being used including
 - Handheld GPS receiver to record precise geographic position data
 - Laser range finder to pinpoint geographic position data to the access and delivery point
 - Handheld computer to record the measurement details
- Processes and equipment have been fully tested and evaluated during a comprehensive assurance phase
- Data will be captured over a 12mth period ending July 2013 and will be available as we complete a postcode area



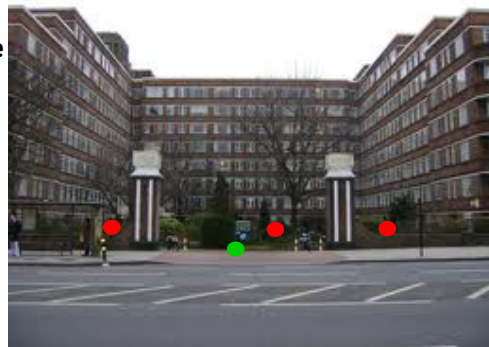
Data capture exceptions

- There are a small number of place we will not be able to capture data
 - Residential property on military bases
 - Properties Royal Mail do not deliver to – lighthouses, very rural locations
 - Where permission is required to enter a private site – mobile home sites, sheltered housing
 - Businesses inside shopping malls where no GPS signal is available. Access Point and Delivery Point will be the main entrance to the shopping mall
 - Multiple residences will be captured as one Access Point and one Delivery Point where individual external doors are not visible
 - PO Box addresses – these are located at Royal Mail Delivery Offices
- We will collect data that may look incorrect
 - Houseboats on rivers and canals
 - Islands with no roads
- We will not release data relating to sensitive addresses e.g. refuges
- No personal data (e.g. names) or images of properties will be captured during the project



Multiple residence with one Access Point and many Delivery Points

- Property with one communal entry point for a number of addresses
- The Access Point measurement should be taken at the point where the thoroughfare ends and the boundary of the apartment building begins. Each Delivery Point is then associated with a number of addresses and the same Access Point



Key

- Delivery Point
- Access Point



Multiple residence with one Access Point and more than one Delivery Point

- Property with one Access Point, where a number of addresses may share the same Delivery Point
- The Access Point measurement should be taken at the point at which the thoroughfare ends and the boundary of the apartment building begins (not visible on the image).
- The Delivery Points should be the base of each entry point. The Access Point and Delivery Points are then associated with one or more addresses.



Note: Property with 3 delivery points:

- 1 Delivery Point is a multiple residence
- 1 Delivery Point to the side for a basement flat
- 1 Delivery point to the side is for a higher level flat
- Multiple Residence Properties may be listed as one or as multiple.

Key

- Delivery Point
- Access Point



Residential address above a business accessed from the rear

- Residential property above shops where the Access Point and Delivery Point are behind the main building and not visible from the road
- The Access Point measurement should be taken at the point the thoroughfare ends and the boundary of the building begins, the Delivery Point is as the base of the door



Key

- Delivery Point
- Access Point



What does Pinpoint data do?

- Data allows you to understand the delivery points relationship with the public footpath
- Shows exactly where a front door/access point is
- Height data allows you to understand at premise level properties height (z)
- Shows properties with communal entrances



Data Maintenance



Royal Mail

Keeping up to date

- **Not Yet Built** - this file has all un-built properties in the UK
- These are regularly checked to see if they have been built and are capable of receiving mail
- Once confirmed a delivery point is added to the Just Built file
- This will trigger a request for action at the local delivery office to capture geolocation of the delivery point



Royal Mail

Just Built Stats

Month	2004	2005	2006	2007	2008	2009	2010	2011
Jan	N/A	26,508	18,486	27,631	22,435	13,720	18,788	14,502
Feb	N/A	21,336	16,877	19,634	26,269	21,809	17,472	14,166
Mar	N/A	27,984	20,063	20,380	31,424	19,079	20,646	16,760
Apr	N/A	24,723	21,007	29,919	26,527	21,540	16,501	17,300
May	N/A	31,079	19,596	18,501	24,016	27,302	21,982	21,728
June	N/A	24,246	18,606	27,368	33,363	29,821	14,886	23,702
July	N/A	24,048	28,019	33,636	30,316	23,019	17,540	19,825
Aug	3,412	28,434	17,996	20,636	22,179	19,768	21,723	20,853
Sept	5,965	26,518	20,898	27,120	27,996	24,505	15,423	17,067
Oct	9,233	30,242	29,841	24,016	25,072	22,638	19,372	20,240
Nov	19,660	24,901	19,797	26,722	27,840	19,634	21,179	21,345
Dec	12,894	11,256	22,990	30,197	18,298	23,924	12,145	19,374
TOTALS	51,164	301,275	254,176	305,760	315,735	266,759	217,657	226,862



Thank you

