

PREFACE

This User Guide contains information on using **InterestMap™**, helping you to understand the data and its potential uses in more detail.

This user guide has been checked and every attempt has been made to ensure the information in it is accurate and up to date. If you find any errors or omissions in the data or have suggestions how this guide can be improved please don't hesitate to contact Dotted Eyes at the address listed in the 'Contact Information' section.

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Product Performance

If you have any problems with or identify any errors in the data, or in this User Guide please contact us using the details in the 'Contact Information' section.

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1:10 000 Scale Raster	1:25 000 Scale Colour Raster	1:250 000 Scale Colour Raster
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OS MasterMap Imagery Layer	OS MasterMap Integrated Transport Network™ Layer	OS MasterMap Topography Layer
Points of Interest		

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1:50,000 Scale Vector	DTM (50m GRID)	Enhanced DTM (10m GRID)
Large Scale Vector	OSNI Road Network	Parliamentary Constituency Map
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PRODUCT INFORMATION

InterestMap is derived from Ordnance Survey Points of Interest data covering Great Britain (not including Northern Ireland, Eire, the Isle of Man or Channel Islands).

It consists of a layer of points, ideally suited for scales on screen in the range 1:1,000 to 1:10,000. This is a vector layer of points Indexed on record name for use with the Find command in a GIS.

PRODUCT FEATURES & USAGE

- Location details of business, leisure sites and geographic features in GB;
- Over 4 million records in national GB coverage;
- 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;
- Ready to use, as a .TAB file for MapInfo software or .SHP for ESRI software. Also available as text file format.

PRODUCT TECHNICAL INFO

A workspace (for use in MapInfo Professional GIS) or project file (for use in ESRI ArcGIS) opens all the layers and sets zoom layer thresholds that determine when the layers are visible.

The British National Grid co-ordinate system is used.

The storage space required is about 2GB for full GB coverage in MapInfo TAB format.

Main formats available: MapInfo TAB, ESRI SHP, AutoCAD DXF and others.

InterestMap is licensed for internal business use by a specified number of users and includes hard copy prints up to A3 in size. After the first year there is an annual charge equal to the initial price, including one update per year.

The product is supplied on CD-ROM / DVD-ROM as appropriate, and can be supplied via secure ftp site on request.

ADDED VALUE

In producing InterestMap, Dotted Eyes adds value to the OS Points of Interest product in a number of ways;

- Supplied in a variety of formats “ready to go” for use with all common GIS software;
- Creation of “Classification Type” column to allow for ease of searching for specific point types;

- Inclusion of a Primary Care Organisation field, showing the PCO that the Point lies within;
- Workspace/Project files supplied to allow the user to quickly and easily open the datasets with logical zoom layering of features and labels.

PRODUCT COVERAGE & SUPPLY

- Great Britain; or
- Selected area.

InterestMap is updated on a quarterly basis taking into account changes that have occurred over the previous 3 months, these updates are available in March, June, September and December. Updates to the product will only be supplied annually unless otherwise arranged.

INTERESTMAP EXPLAINED

FEATURES

InterestMap has 1 feature class.

- Point Features.

Each feature has two components;

- Feature position;
- Feature Attribute data.

List of Columns in Each Layer

InterestMap

Fields 21

TAB Format

Record_Type
Unique_Reference_Number
Toid
Toid_Version
Name
Address_Detail
Street_Name
Locality
Post_Code
Verified_Address
Pointx_Classification_Code
Code_Description
Easting
Northing
Longitude
Latitude
Provenance
Date_Of_Supply
Positional_Accuracy_Code
Pco_Name
Legend

SHP Format

RECORDTYPE
UNIQUE_REF
TOID
TOID_VER
NAME
ADDRESS
ST_NAME
LOCALITY
POST_CODE
VERIFIED_A
CLASSIFICN
CODE_DESCR
EASTING
NORTHING
LONGITUDE
LATITUDE
PROVENANCE
SUPPLIED
POSITIONAL
PCO_NAME
LEGEND

Columns Descriptions

RECORD TYPE

This identifies the record type and is used to facilitate updates. Currently only one value, L (load), is used. In the future, however, this may be expanded to provide more information on change.

UNIQUE REFERENCE NUMBER

This unique numeric identifier is allocated for each record within the database. It will be retained by the record throughout its life cycle and will never be reused. In general, as only one record represents the feature, the URN will be persistent. The URN would change if a new supplier is found for that type of feature.

There may be more than one supplier for any type of feature. Wherever practical, only one supplier's data will be used for any single feature, although it is not always possible to do this. A URN may also alternate when a supplier provides multiple instances of the same feature. This means that duplication is kept to minimum.

The value of a unique reference is twofold. Firstly, the most efficient way to hold this data is in a tabular form, usually within either a GIS or a database. When searching, storing, indexing and retrieving data, such technology can use unique references to speed up these processes and also increase the efficiency with which the system stores the data. Secondly, having a unique reference for a feature means any ambiguity between features that may be very alike or identical in every other respect can be removed.

TOID

This is a unique identifier provided on features within Ordnance Survey's OS MasterMap Topography Layer product. The coordinate assigned to the Points of Interest feature is compared against OS MasterMap Topography Layer and the TOID is allocated based upon where this coordinate falls. In most cases this will be within a building where the activity or resource takes place. In some instances, the position of the Points of Interest cannot be established to this level of accuracy. The TOID assigned in these cases will come from the feature within which the coordinates locate the point, but that feature could be an entirely different type of feature, such as the road or the pavement or even an adjacent premise.

TOID VERSION

This identifies which version of the TOID is used for each record. Currently the TOID and versions are updated in the following manner. PointX takes a full copy of OS MasterMap Topography Layer. A process is run to update all TOIDs and versions within Points of Interest to match those in PointX's copy of OS MasterMap Topography Layer. As and when new Points of Interest features are created or amended a process is run against the full OS MasterMap copy to pick up the relevant TOIDs/versions. These created or amended features are supplied to customers in their quarterly updates. However, PointX does not take a full resupply of the latest copy of OS MasterMap Topography Layer before each Points of Interest update, so it is probable that a certain number of TOIDs/versions will be different between a customer's holding of OS MasterMap Topography Layer and their holding of Points of Interest.

NAME

This is the name of the organisation or feature provided by the data supplier, for example, Southampton General Hospital. Where the source of the data does not specify a specific name for the premise, then the activity or function is reported, based on the classification.

ADDRESS DETAIL

For records that have an address successfully matched against Ordnance Survey address data, this attribute will contain the building name or number, with a sub-premise name and dependent thoroughfare if applicable.

For an unmatched address, any entry in this field is drawn from any location information that was provided with the data from the original supplier. Any location information contained within the source data may be used, such as a building name, but it cannot be guaranteed as being valid for the feature identified. It is therefore

imperative to take the verified address attribute value into account when using other address attributes.

STREET NAME

For records that have been successfully matched against Ordnance Survey address data this will contain the name of the thoroughfare that the feature is located on. For an unmatched address, any entry in this field is drawn from any location information that was provided with the data from the original supplier. It may or may not be the road on which the feature is located. As with any attribute that forms part of the address, always check the verified address attribute for the feature's status.

LOCALITY

For records that have been successfully matched, this will contain the name of the postal town in which the feature is located. For extra clarification, when an address has a locality within it, both will appear as the attribute; the locality will prefix the postal town. The two elements, locality and post town, are separated by a comma.

With an unmatched address, any available information supplied with the data may be used, but it cannot be guaranteed that it is the correct postal town. As with any attribute that forms part of the address, always check the verified address attribute for the feature's status.

POST CODE

For features that have been successfully matched, this will contain the postcode in which the feature is located. With an unmatched address, any available information supplied with the data may be used, but it cannot be guaranteed that it is the correct or full postcode. There might be no postcode supplied at all. As with any attribute that forms part of the address, always check the verified address attribute for the feature's status.

VERIFIED ADDRESS

The verified address attribute indicates the confidence with which the address attributes can be used, and its suitability for applications. The attribute has a value of either Y or N, indicating whether the provided address has been matched against Ordnance Survey address data by PointX and amended accordingly (Y), or has not been matched against Ordnance Survey address data (N). In the latter case, any information supplied by the source of the data will be included in the relevant field as outlined below.

For example, if features are supplied with only a postcode or partial postcode, the information will be included in the postcode attribute field but the verified address value will be 'N'.

The customer ultimately must use these quality indicators to determine the appropriateness of the data for the applications in question. For example, for some applications they may only wish to use records with a verified address value of Y.

POINTX CLASSIFICATION CODE

This attribute contains an eight-digit number made up of the group, category and class numbers of the feature.

CODE DESCRIPTION

This attribute contains the textual description which is associated with each POINTX CLASSIFICATION CODE.

EASTING

The X element of the record's National Grid reference. This is provided to a resolution of one metre in most cases.

NORTHING

The Y element of the record's National Grid reference. This is provided to a resolution of one metre in most cases.

LONGITUDE

The X element of the record's geographical reference. This is supplied in decimal degrees, using the WGS84 datum.

LATITUDE

The Y element of the record's geographical reference. This is supplied in decimal degrees, using the WGS84 datum.

The coordinate attributes are used by GIS to create points in their correct National Grid position. It is not essential to use a GIS. The file format can be imported into many databases or spreadsheets as a table, although it will not be possible to view the data over a map without some spatially enabled system.

PROVENANCE

*This new field is due to be populated by Ordnance Survey in due course – **it has been left intentionally blank for the time being**. It will contain the name of the source organisation supplying each record to PointX.*

DATE OF SUPPLY

This is the release date of the data.

POSITIONAL ACCURACY CODE

This field provides an indication of the positional accuracy of the record in the form of a numeric code. This code can be used to link to the positional accuracy look-up table to identify the textual description associated with this numeric code. The 4 accuracy codes are as follows;

<i>Code</i>	<i>Description</i>
<i>1</i>	<i>"Positioned to the address or location"</i>
<i>2</i>	<i>"Positioned to an adjacent address or location"</i>
<i>3</i>	<i>"Positioned to the road within the address or location"</i>
<i>4</i>	<i>"Positioned within the geographical locality"</i>

In summary, all the attribution within Points of Interest builds upon the classification to provide a means of searching by function – for example, all banks, all estate agents – to searching for a business or activity that has very specific criteria, such as by name or along a street or within a particular postcode area

PRIMARY CARE ORGANISATION

This field contains a lookup between the Point of Interest and the Primary Care Organisation that it falls within. This is done by means of a geographic query with the Primary Care Trust Table within the DoctorMap product. This column can be used to directly join the table with the "PCO_Name" column within DoctorMap in a GIS.

LEGEND

The first four digits of the classification code, defining the category, which is suitable for styling by the use of thematic symbols.

For further information about InterestMap please refer to Points of Interest User Guide available for download from www.ordnancesurvey.co.uk or contact Dotted Eyes using the contact details in the front of this User Guide.

Legend

01 Accommodation, eating and drinking

01 Accommodation



02 Eating and drinking



02 Commercial services

03 Construction services



04 Consultancies



05 Employment and career agencies



06 Engineering services



07 Hiring and contract services



08 IT, advertising, marketing and media services



09 Legal and financial



10 Personal, consumer and other services



11 Property and development services



12 Recycling services



13 Repair and servicing



14 Research and design



15 Transport, storage and delivery



03 Attractions

16 Botanical and zoological



17 Historical and cultural



18 Recreational



19 Landscape features



20 Tourism



04 Sport and entertainment

21 Entertainment support services



22 Gambling



23 Outdoor pursuits



24 Sports complex



25 Venues, stage and screen



05 Education and health

26 Animal welfare



27 Education support services



28 Health practitioners and establishments



29 Health support services



31 Primary, secondary and tertiary education



32 Recreational and vocational education



06 Public infrastructure

33 Central and local government



34 Infrastructure and facilities



35 Organisations



07 Manufacturing and production

37 Consumer products



38 Extractive industries



39 Farming



40 Foodstuffs



41 Industrial features



42 Industrial products



09 Retail

46 Clothing and accessories



47 Food and drink and multi item retail



48 Household, office, leisure and garden



49 Motoring



10 Transport

53 Air



54 Road and rail



55 Walking, riding and cycling



56 Water



57 Transport Access Points



QUALITY STATEMENT

InterestMap is derived from the Ordnance Survey Points of Interest dataset. Points of Interest adheres to the following quality assurances;

SOURCE

There are two main sources of data that provide approximately 80% of the Points of Interest features. The authoritative source for a type of feature is used to build the dataset where possible. More than 170 suppliers are used to create the data set.

Provenance	Contribution
Ordnance Survey	46%
Thomson Directories / Market Location	37%
Department for Transport (NaPTAN)	9%
UK Payphone Directory	4%
LINK Interchange Network Ltd (Cash Machines)	1%
Education Direct	1%
Beechwood House Publishing Ltd (Health Data)	1%

Additional Suppliers to Points of Interest (supplying <1% of total features)

Asda Stores Ltd;
Association of Scottish Visitor Attractions;
Avon & Somerset Constabulary;
Avon Ambulance Service;
Avon Fire Brigade;
Bedfordshire & Hertfordshire
Ambulance and Paramedic Service;
Bedfordshire and Luton Fire and Rescue Service;
Bedfordshire Police;
BP Oil UK;
Buckinghamshire Fire & Rescue Service;
Cambridgeshire Constabulary;
Cambridgeshire Fire & Rescue Service;
Central Scotland Fire Brigade;
Central Scotland Police;
Cheshire Constabulary;
Cheshire Fire Service;
City of London Police;
Cleveland Fire Brigade;
Cleveland Police;
Cornwall County Fire Brigade;
COsys Management Information Services (Golf Courses);
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Cumbria Ambulance Service;
Cumbria Constabulary;
Cumbria Fire Service;
Derbyshire Constabulary;
Derbyshire Fire & Rescue;
Devon & Cornwall Constabulary;
Devon Fire & Rescue;
Dorset Ambulance Service;
Dorset Fire and Rescue Service;
Dorset Police;
Driving Standards Agency®;
Dumfries & Galloway Fire Brigade;
Durham and Darlington Fire and Rescue Authority;
Durham Constabulary;
Dyfed-Powys Police;
East Anglian Ambulance Service;
East Midlands Ambulance Service;
East Sussex Fire and Rescue Service;
Essex Ambulance Service;
Essex County Fire and Rescue Service;
Essex Police;
Esso Retail Petroleum Services Ltd;
Fife Constabulary;
Fife Fire & Rescue Service;
Gloucestershire Ambulance Service;
Gloucestershire Constabulary;
Gloucestershire Fire & Rescue;
Grampian Fire Brigade;
Grampian Police;
Greater Manchester Ambulance Service;
Greater Manchester Fire Service;
Greater Manchester Police;
Gwent Police;
Hampshire Ambulance Service;
Hampshire Constabulary;
Hampshire Fire & Rescue;
Hereford & Worcester Ambulance Service;
Hereford & Worcester Fire Brigade;
Hertfordshire Constabulary;
Hertfordshire Fire & Rescue;
Highlands & Islands Fire Brigade;
Historic Houses Association;
Humberside Fire Brigade;
Humberside Police;
Isle of Wight Ambulance Service;
Isle of Wight Fire & Rescue;

Kent Ambulance Service;
Kent County Constabulary;
Kent Fire Brigade;
Lancashire Ambulance Service;
Lancashire Constabulary;
Lancashire Fire and Rescue Service;
Leicestershire Constabulary;
Leicestershire Fire & Rescue;
Lincolnshire Ambulance Service;
Lincolnshire Fire & Rescue;
Lincolnshire Police;
Little Chef®;
London Ambulance Service;
London Fire Brigade;
London Metropolitan Police;
Lothian & Borders Fire Brigade;
Lothian & Borders Police;
Mersey Regional Ambulance Service;
Merseyside Fire Service;
Merseyside Police;
Mid & West Wales Fire & Rescue Service;
Moto®;
Murco Petroleum Limited;
National Association of Citizens Advice Bureaux;
National Trust for Scotland;
Norfolk Constabulary;
Norfolk Fire Service;
North East Ambulance Service;
North Wales Fire And Rescue Service;
North Wales Police;
North Yorkshire Fire and Rescue Service;
North Yorkshire Police;
Northamptonshire Constabulary;
Northamptonshire Fire and Rescue Service;
Northern Constabulary;
Northumberland Fire and Rescue Service;
Northumbria Police;
Nottinghamshire Fire and Rescue Service;
Nottinghamshire Police;
Oxfordshire Ambulance Service;
Oxfordshire Fire Service;
PointX;
RoadChef Motorways Ltd;
Royal Berkshire Fire & Rescue Service;
Royal Mail®;
Royal Society for the Protection of Birds;

Scottish Ambulance Service;
Scottish Court Service;
Shaw & Sons Limited (Law Courts);
Shell Oil Products Ltd;
Shropshire Ambulance Service;
Shropshire Fire & Rescue;
Somerset Fire Brigade;
South Wales Fire Service;
South Wales Police;
South Yorkshire Ambulance Service;
South Yorkshire Fire & Rescue;
South Yorkshire Police Headquarters;
Sport Scotland;
Sports Council for Wales;
Staffordshire Fire and Rescue Service;
Staffordshire Police Headquarters;
Strathclyde Fire Brigade;
Strathclyde Police;
Suffolk Fire Service;
Suffolk Police;
Surrey Ambulance Service;
Surrey Fire & Rescue;
Surrey Police;
Sussex Ambulance Service;
Sussex Police;
Tayside Fire Brigade;
Tayside Police;
Tees, East and North Yorkshire Ambulance Service;
Texaco Ltd;
Thames Valley Police;
The Court Service;
Total UK Limited;
Transport for London;
Two Shires Ambulance Service;
Tyne & Wear Fire Brigade;
Warwickshire Ambulance Service;
Warwickshire Fire and Rescue Service;
Warwickshire Police;
Welcome Break Group Ltd;
Welsh Ambulance Service;
West Mercia Constabulary;
West Midlands Ambulance Service;
West Midlands Fire Service;
West Midlands Police;
West Sussex Fire & Rescue Service;
West Yorkshire Fire Service;

West Yorkshire Metropolitan Ambulance Service;
West Yorkshire Police®;
West Country Ambulance Service;
Wiltshire Ambulance Service;
Wiltshire Constabulary;
Wiltshire Fire Brigade.

CURRENCY

After the initial full supply, the customer will receive full re-supplies containing any updates to their selected dataset. A full re-supply has the same customer order criteria as the original full supply. Supply of updates is nominally on a quarterly basis.

Please see the Points of Interest pages on the Ordnance Survey website for further information on release dates. The suppliers of the source data provide updates at different frequencies. For example, some may provide their new, amended or deleted features every two months whilst with others it may be every six months or only once a year. This means that the currency of the data will vary and customers may notice a time lag between a change to a building's activity on the ground and that change being reported within Points of Interest.

ACCURACY AND RESOLUTION

Each point that is intended to represent a building will fall within the footprint of the relevant building in the OS MasterMap Topography Layer. The coordinates are expressed to a resolution of at least 1 metre and often to 0.1 metre.

The resolution of all reported records will be to 0.1 m where the coordinates are derived from Ordnance Survey address data. It will be 1 m where the feature's coordinates have been derived from Ordnance Survey large-scale topographic data. The accuracy will depend on the positional accuracy value assigned and is independent of the resolution.

This gives a capture scale equal to or better than Ordnance Survey large-scale topographic data, which is captured between 1:2,500 scale (with a 1.1 m average positional accuracy) and 1:1,250 scale (which has an average accuracy of 0.4 m).

Ordnance Survey data and specialised geocoding software is used to achieve this and to provide a confidence level indicator of positional accuracy for each record. Data that cannot be given coordinates due to insufficient location or address detail are not included.

The positional accuracy falls into one of the following categories:

- Positioned to the location or address;
- Positioned to an adjacent location or address;

- Positioned to the road within the address or location;
- Positioned within the geographic locality.

The majority of records are positioned on or adjacent to the address or location of the feature.

A very small proportion of records are positioned to the road within the address or location or within the geographic locality of the feature. This is used only for ATMs (cash machines) and public telephones, where the data is sourced from a single authoritative and non-duplicated source.

All geometries are represented as points. If the positional accuracy is stated as '1' the coordinates should fall within the footprint of the real-world feature in question, typically a building or structure.

Where the positional accuracy is stated as '2' the coordinates will either be placed centrally in the text that relates to the feature – and may be within the extent of the feature – or will be positioned close to the true location of a part of the feature. In practice, it will probably be within 10 metres of either the feature or an edge of the feature's geographic extent, although this cannot be guaranteed.

A positional accuracy of '3' indicates that the coordinates are placed centrally on the correct road. As road lengths vary and the central position could be very near or a long way from the true location on the road, it is difficult to say exactly how far these instances might be shown from their true location. In the majority, it is to be expected that the assigned coordinate could be up to a kilometre away, with a small number being even farther.

A positional accuracy of '4' means that the location assigned is in the correct geographic locality, such as the right village or industrial estate, and that it has not been possible to locate to a specific relevant road. Depending on how big the geographic locality in question is, the record's true location could in reality be up to a few kilometres from the reported coordinates.

It is very important that customers take the positional accuracy value of the feature into account when using it in applications.

COMPLETENESS

Most Points of Interest categories are between 81% to 100% complete. The completeness of the data set is improved and maintained through:

- use of the most definitive sources for the data wherever possible;
- rigorous update cycles;
- customer feedback.

Field checking, postcode recoding, quality audits, and customer feedback are used to check that the attributes have the correct type of information, so that, for

example, the easting and northing attributes have coordinates, not text. The checking is done on a monthly or quarterly basis.