

Marker Map™

User guide



DOTTED EYES® GEOGRAPHICAL INFORMATION CONSULTANTS

PREFACE

This User Guide contains information on using **MarkerMap™**, 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

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Boundary-Line™	Meridian™ 2	OS MasterMap Address Layer
OS MasterMap Imagery Layer	OS MasterMap Integrated Transport Network™ Layer	OS MasterMap Topography Layer
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Pointer Plus		

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PRODUCT INFORMATION

MarkerMap is a specific postcode point product based on the full Ordnance Survey Code-Point data set. The information is made up of digital vector data and consists of separate points (MarkerMap Points) for over 1.7 million unit postcodes (e.g. SW1A 0AA) in the United Kingdom (UK). The optional polygon regions (MarkerMap Regions) are the result of tessellating these points. Higher-order boundaries (Area, District and Sector level) are aggregated using the postal hierarchy.

PRODUCT FEATURES & USAGE

- An economical planning or marketing tool for users not requiring individual addresses;
- Find or geocode addresses using full postcode (average 17 households or 2.6 organisations);
- Coincident points are dispersed by up to 5m to ensure they can all be seen on the map;
- Simple positional accuracy indicator, from A (within building) to Z (no coordinates);
- Number of households and organisations (delivery points) given for each postcode;
- Optional boundaries constructed as natural neighbourhoods around the points, supplied as polygon regions;
- Fit with CoverMap layers or PlannerMap, TrackerMap, RoverMap and RangerMap images;
- Available as full national coverage or smaller 'cut-out' extracts (priced per record).

PRODUCT TECHNICAL INFO

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

MarkerMap is suitable for scales on screen in the range 1:500,000 to 1:500. More layers become visible as you zoom in. The location of points uses a resolution of 1m.

The British National Grid co-ordinate system is used. The coastline fits exactly with AdminMap or MagnaMap (derived from the Ordnance Survey Boundary-Line data set).

The storage space required is about 140MB for points only or 770MB for points and polygons for full UK coverage in MapInfo TAB format.

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

ADDED VALUE

In producing MarkerMap, Dotted Eyes adds value to the OS Code-Point product in a number of ways;

- Supplied in a variety of formats “ready to go” for use with all common GIS software;
- Creation of Sector, District and Area tables to allow for a broader view of the data;
- 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

MarkerMap is updated on a quarterly basis taking into account changes that have occurred over the previous 3 months.

MARKERMAP EXPLAINED

FEATURES

MarkerMap has 2 feature classes.

- Point Features;
- Polygon Features.

Each feature has two components;

- Feature position;
- Feature Attribute data.

Feature Layer Description

MarkerMap Area Boundaries

Fields 3

TAB Format

Area
Households
Organisations

SHP Format

AREA
HOUSEHOLDS
ORGANISTNS

MarkerMap District Boundaries

Fields 3

TAB Format

District
Households
Organisations

SHP Format

DISTRICT
HOUSEHOLDS
ORGANISTNS

MarkerMap Sector Boundaries

Fields 3

TAB Format

Sector
Households
Organisations

SHP Format

SECTOR
HOUSEHOLDS
ORGANISTNS

MarkerMap Unit Boundaries

Fields 4

TAB Format

Postcode
Sortable
Households
Organisations

SHP Format

POSTCODE
SORTABLE
HOUSEHOLDS
ORGANISTNS

MarkerMap Unit Points

Fields 12

TAB Format

Postcode
Sortable

SHP Format

POSTCODE
SORTABLE





Households	HOUSEHOLDS
Organisations	ORGANISTNS
PO_Boxes	PO_BOXES
Quality	QUALITY
Eastings	EASTINGS
Northings	NORTHINGS
Longitude	LONGITUDE
Latitiude	LATITUDE
Local_Govt_Code	GOVTCODE
Stacked_Streets	STACKED

For further information about MarkerMap please refer to Code-Point 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

Postcode Unit Points

- Accurate to building
- Accurate to building, moved
- Within 50m of building
- Within 50m of building, moved
- ◇ Postcode unit mean
- ◇ Postcode unit mean, moved
- ▲ Royal Mail's POSTZONE
- ▲ Royal Mail's POSTZONE, moved
- ★ Postcode sector mean
- ★ Postcode sector mean, moved

-  Postcode Unit Boundaries
-  Postcode Sector Boundaries
-  Postcode District Boundaries
-  Postcode Area Boundaries

QUALITY STATEMENT

MarkerMap is derived from the Ordnance Survey Code-Point dataset. Code-Point adheres to the following quality assurances.

SOURCE

To the PAF address records for Great Britain, Ordnance Survey add National Grid coordinates, mainly to 0.1 m resolution, and other information to produce the product called ADDRESS-POINT. This unique product thereby provides highly accurate positioning of all postal addresses in Great Britain.

ADDRESS-POINT is then used to create Code-Point.

CURRENCY

Because of the dynamic nature of the source information, any comprehensive, national list of postal addresses can never practicably be 100% correct. The currency of the data will necessarily be impacted by the time taken to collect and incorporate additions, changes and deletions from the real world into the PAF, then into ADDRESS-POINT and hence into Code-Point.

COMPLETENESS

The Code-Point product contains a point reference for every postcode unit in England, Scotland, Wales and Northern Ireland that is contained in Royal Mail's PAF product at the time of creation of the dataset, with the following exceptions:

- postcodes for which there is no data of sufficient quality in ADDRESS-POINT;
- postcodes for which there is no data that lies within the coastline in ADDRESS-POINT (some postcodes fall outside the coastline);
- postcodes that relate to PO boxes.