

'This describes the situation at the time of writing but much discussion is under way and the situation may well change'

Ordnance Survey

APPSI – 17th September 2009

Re-cap: New Business Strategy was announced at Budget 2009

- **Self-funded revenue model to maintain data quality and responsiveness**
 - Experience supports link between revenue and quality
 - Feedback for greater customer focus and responsiveness
 - Affordability within fiscal envelope

- **Emphasis on stimulating innovation from use and re-use of information**
 - Capture more benefits for economy and society
 - Underpin existing GI market and grow market by encouraging new entrants
 - Support citizen engagement, efficient public services and effective public policy-making
 - Recognition that historic barriers need to be brought down

- **Ensuring that Ordnance Survey is sustainable for the medium-term**
 - Strong market forces driven by technology are profoundly changing the way data is collected and used
 - Ordnance Survey needs to adapt to ensure the continued provision of essential high quality GI data at good value for its customers

Focus since April has been on delivery – October is a key milestone

➤ Innovation

- Enhanced OS OpenSpace service now has more than 2000 registered developers
- Commercial upgrade path (OS OpenSpace Pro) up and running
- GeoVation network being promoted through developer events

➤ Pricing & Licensing

- New one-page licences in place that allow experimentation with any datasets for free
- New framework has been discussed with OPSI in preparation for publication in October
- Roll out of changes to customers through to April 2010

➤ Public Sector

- Working with Local and Central Government on a partnership approach to data provision and use

➤ Cost Reduction

- Consulting with Unions on programme of voluntary redundancies

➤ Innovative New Entity – “Skunk Works”

- Business Plan well developed for B2C proposition

Challenging questions remain – APPSI's thoughts would be welcome

➤ **Government as a customer of geospatial information**

- Are there certain datasets that should be promoted as standard references for efficiency purposes? Which? How?
- Should the more highly specialist requirements of certain parts of Government be treated differently?
- Are there certain datasets that should be procured by Government and made available for free and / or for re-use? Which? How should they be procured/made available?

➤ **How would any changes impact on the market?**

- How can we structure a solution to stimulate the market, rather than disrupting it?
- What implications would change have for Ordnance Survey's public task and its commercial business model?

➤ **How do we drive the Government leadership necessary to deliver change?**

- Government policy in this area needs to be consistent – this is not currently the case
- Ordnance Survey should contribute to a solution but it can't lead or impose a solution. Who should take the lead?

The next 3 – 6 months are critical and good communication will be needed

- **Delivery of Strategy as announced**
 - Particularly the new licensing framework in October
- **Making Public Data Public project**
 - Shareholder Executive are engaging with the Tim Berners-Lee's Cabinet Office team on both the "data.gov" initiative and the wider policy proposals
- **PBR update on the HMT Operational Efficiency Programme**

We welcome APPSI's views on how to best drive both policy and delivery