

Landmark Solutions launches 'Points of Interest – Northern Ireland'

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- Over 60,000 business records geocoded to deliver greater insight on Northern Ireland -

Landmark Solutions (<http://www.landmarksolutions.co.uk/>) , part of Landmark Information, has announced the launch of a new Points of Interest data service for Northern Ireland, following the signing of a POINTER reseller agreement with Land & Property Services (LPS) – part of the Department of Finance (DoF) for Northern Ireland.

The new 'Landmark Points of Interest – Northern Ireland (POI NI)' service provides access to geocoded data for over 60,000 business records across the region. Using POINTER data from LPS, this includes everything from accommodation to animal welfare centres, to bakeries, botanical gardens, churches and more.

It offers central and local government departments the opportunity to access a wealth of data to assess opportunities, high street trends or research general points of interest on any given area in Northern Ireland.

Rick Crowhurst, Public Sector Manager of Landmark Solutions added: "Building on the skills, knowledge and systems honed within Landmark since the Great Britain Points of Interest data was launched in 2001, we have been able to expand the dataset to include one of the most vibrant and fast developing areas of the UK."

Jim Lennon, Chief Survey Officer, Land & Property Services said: "We are delighted to be working with Landmark to make Points of Interest data for Northern Ireland available for the first time. This product builds on POINTER, the definitive spatial address database for Northern Ireland, to provide accurate information on a host of features for the whole of the UK, and extending the reach into Northern Ireland was the obvious next step."

Steve Clarke, Product Manager for Landmark POI NI said: "The data is extensive; for every record listed, we have address-matched to LPS POINTER data and added a unique property reference number. Where addresses haven't been matched automatically, our team has used geospatial tools to manually locate and geocode, so nothing is missed. We've also added Irish grid and latitude and longitude co-ordinates. Every record is then assigned a classification creating the most comprehensive, reliable and up to date geocoded listing of Northern Ireland's key points of interest."

The data contained in 'Landmark Points of Interest – Northern Ireland' will be updated, validated and quality checked on an ongoing basis, with a release to be made available on a quarterly basis. Plans are in place to expand the data to include other non-business data, based on future demand and customer requirements.

For more information, visit www.landmarksolutions.co.uk

Ends

Notes to Editors:

Landmark Points of Interest – Northern Ireland (POI NI):

From accountants to astrologers, from banks to bouncy castles, from cafes to country parks; POI NI includes

- 4,500 Health Practitioners
- 6,000 Eating & Drinking establishments

Land & Property Services:

Land & Property Services (LPS) collect, process and manage land and property information, which underpins the collection of rates, in support of the Executive's commitment to economic and social development in Northern Ireland.

About Landmark Information:

Landmark Information uses data and technology to help customers in the residential and commercial property, land and environmental industries streamline their operations and reduce risk. It combines complex property and environmental data into sophisticated risk models and solutions to enable customers to make smarter decisions, and build workflow solutions that allow customers to carry out tasks more efficiently and effectively.

Landmark Information is an international business which is headquartered in the UK and is part of Daily Mail and General Trust plc (DMGT).

The group includes Landmark Solutions, which provides a range of secure data and geospatial cloud services to government departments, public sector organisations, utilities providers and other national operations.

Landmark Solutions is registered with a range of public sector purchasing frameworks including G-Cloud, Digital Outcomes and Specialists 2, Technology Services 2 and the Fusion21 Consultancy framework.

www.landmarksolutions.co.uk
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