PUBLIC SECTOR GEO-STAKEHOLDER IDENTIFICATION, MAPPING & ENGAGEMENT

The Public Service Geo-Stakeholder Solution

2021 Product Overview Pack

OSCAR

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Introduction & Key Benefits

We are proud to introduce our Geo-Stakeholder solution that identifies and maps public sector organisations and key-stakeholders within specific geographic variables. Information can be delivered with relevant geo-tags for inclusion in your own GIS or it can be mapped for you, enabling you to identify and reach the right stakeholders, at a moments notice. Covering every Public Service organisation, all key post and stakeholders and with 35 years of experience in our field, we are able to offer a truly bespoke and unique approach backed by the most accurate and largest Public Sector database in the UK. Subscribers benefit from the ongoing work of our 15 internal researchers, guidance from a dedicated account manager as well as our proprietary and industry leading live database selection and delivery systems.

 Prices start at £100 per month, on a rolling monthly subscription, with an initial 12 month term.

- Coverage - All stakeholders, organisations, wards and political affiliations.

- Delivery - All coverage can be mapped or provided in CSV, XML or JSON for mapping purposes.

- Geo - Geospatial statistical units, area codes and geographic cartesian coordinates are all available.

- Accurate - Over 1,500 updates per day. We spend £350,000 annually on post holder and organisational research.

- Compliant - software for data selection & delivery - we have invested £400,000 in our data management and delivery in the past 5 years.

- Bespoke - Over 2,000,000 possible data selection combinations.

- Reliable - Based on secure UK servers; our proprietary online systems, data access and reports run 24/7 & 365 days a year with over 99.8% uptime in the past 12 months. All data downloads, feeds and reports are LIVE and reflect the latest changes and updates.

Public Service Geo-Stakeholder Solution
Service Overview

Prices start at £100 per month, on a rolling monthly subscription, with an initial 12 month term.

Data

- Over 300,000 Post Holders covering 800 job functions across 200 Org Types; the complete Intelligence and Benchmark database of UK Public Services.

- 90,000 Public Sector and Service organisations are provided with detailed categorisation, demographics and core contact information.

- Over 1,500 updates per day and over 2,000,000 possible data selection combinations.

- Bespoke selections, field, format & delivery options are available to suit each client - including CSV, XML, JSON & API.

Mapping

- A geographical Stakeholder Data Feed with mapping, enables you to identify and communicate with the right influencers, quickly and efficiently.

- Includes the setup and delivery of a bespoke feed of data, based on your specific geographic data points.

- All Key stakeholders, organisations, wards and political affiliations can be mapped or provided in CSV, XML or JSON for mapping purposes.

- Geospatial statistical units, area codes and geographic cartesian coordinates are all available.

Post Holder Data

The Geo-Stakeholder solution includes access to the Post Holders that you request and includes unlimited updates and downloads via our award winning, online database selection and download system.

This information will be provided with the requested Geo-tags and is available mapped or is provided in a format suitable for mapping. Data is selectable in a number of ways, including by Organisation Type, Job Function and Management Level.

Over 1,500 updates are made per day and we spend £350,000 annually on post holder and organisational research. All data downloads, feeds and reports are LIVE, reflect the latest changes and updates and are available to you 24/7 & 365 days per year. 179,000 changes were made across the base 205,000 records we hold in the last 12 months alone.

Area of Government	Number of Records
Local Government Officers	25,004
Local Government Councillors	20,253
Parish Councils	13,880
Central Government and QUANGOS	8,895
MPs	1,777
Schools	35,662
Further and Higher Education	12,554
NHS	100,859
NHS Management	15,400
NHS GP Surgeries and CCG	35,700
NHS Consultants	52,460
Housing Associations	7,922
Care Homes	22,077
Dentists	10,700
Complete Organisational Database	90,202
Total	259,583

Post Holder Data - Functional Areas

Functional Area	# of Functions	Contact Count	Functional Area	# of Functions	Contact Count
Seniority	9	305,567	IT/Computing	32	10,164
Administration/Planning	18	26,764	Land/Property/Estates	11	8,444
Adult Services	18	4,770	Legal/Law and Order	2	2,638
Board/Committee	33	8,252	Library/Information	7	7,336
Building & Engineering	3	2,097	Mayors/Leaders/Chairmen	15	4,925
Cabinet Members	41	10,624	Medical/Clinical	44	123,957
Children's Services	27	5,607	Opposition Spokesman	37	739
Communications	4	5,295	Partnership/Coordination	11	5,401
Dual Membership	8	1,830	Personnel/Human Resources	5	7,335
Economic Development	9	2,722	Political Affiliation	21	22,056
Education	82	17,557	Purchasing/Procurement	16	4,391
Emergency	3	3,057	Recreation/Sports	6	2,925
Environmental	14	5,605	Regulation/Control	8	3,934
Exec Cttee Chair/Convener/Spokesman	40	5,432	Regulatory Cttee Chair/Spokesman	45	11,442
Financial	14	10,294	Regulatory Cttee Vice Chair	2	747
First Elected	26	34,816	Scrutiny Committee Chairs/Conveners	39	5,666
Food	2	878	Scrutiny Committee Membership	5	9,999
Gender	2	20,256	Social Security/Welfare/Employment	7	1,127
Health	26	41,467	Term Ends	4	20,237
Heritage/Museums	1	797	Training	4	3,416
Housing	10	6,343	Transport/Highways	13	2,988

Organisational **Data**

The Geo-Stakeholder solution includes access to the Organisations that you request but we can provide access to every Public Sector Service in the UK. Provided with detailed categorisation, demographics and core contact information. Primary Uses include Credit Checking and Approval Matching, Industry and Customer Benchmarking and Analysis as well as the bedrock and cornerstone of any Public Sector Research Project or Reports.

Subscription Includes:

- Continuous Live Updating and Bespoke Delivery.

- Granular Organisational Categorisation across Three Levels.

- Identification of Publicly Funded Entities.

- Hierarchies, Group Structures and Organisational Relationships.

- Unique ORG ID's with full integrity and Official ID's for many organisations.

Area of Public Services	Number of Organisations
Local Government	737
Parish Councils	11,439
Central Government and QUANGOS	1,416
Schools	33,654
Further and Higher Education	670
NHS	10,389
Housing Associations	1,814
Care Homes	20,302
Dentists	9,781
Total	90,202

35,539 organisational changes, mergers, new organisations and updates have been made to the Oscar organisational database over the past 12 months.

Geographic **Data**

We can identify the local, regional and national Public Sector organisations and the Political and Management stakeholders that matter most to your organisation or project. We combine our own live database of all 90,000 Public Service organisations and their 300,000 management and political post holders with Geographic, ONS, Government and Regulatory data to build bespoke data feeds identifying and providing the right organisations and stakeholders, based on any geographical locations or boundaries. This is fed directly into your systems, saves hours of desk and telephone research time as well as the management of multiple, disparate datasets whilst also providing a GEO overview of your entire audience.

You can base your selections on the following geographic data points:

Postcode	Political Region
Ward	Country
Constituency	Cartesian Coordinates (Easting/Northing)
Devolved Constituency	Latitude / Longitude
ICB	Grid Reference
Local Authority	Local Authority Code
Middle Layer Super Output Area (MSOA) & Codes	County
Lower Layer Super Output Areas (LSOA) & Codes	Rural / Urban

Data & Stakeholder Mapping Feeds
Case Studies

Care Home Provider:

Challenge - To communicate with all Key-stakeholders and influencers that are responsible for each of the homes within their group, via an integrated GIS.

Solution - Having been provided with a list of each of the home sites in the group, we were able to identify the relevant Constituencies, MPs and devolved Members responsible for each site. At a Local Government level, we provided the ward councillors and cabinet members responsible for Social Care. For the NHS, CCGs, Secondary Care Trusts and Health Boards we provided the appropriate commissioners. The data was built into a live bespoke feed to be called into the clients own system on demand.

Benefits - The data was immediately available saving time and huge research costs. The information is based upon exact geography for each home, ensuring the correct stakeholder is contacted in each case. The information is also updated daily and so remains accurate throughout the duration of their license.

Water Utility Company:

Challenge - When issues arose with supply, staff members would need to reach out to key-stakeholders as well as the vulnerable within their region quickly and efficiently.

Solution - Based on the area covered by this regional operator we identified all required stakeholders, including Schools, Parish Councils, Local Authorities and MPs with ward, constituency and parish codes delivered via a live XML datafile called via an API into the clients own GIS system.

Benefits - There is no longer a need to interrogate google or search for disparate, decaying datasets as all information is delivered on demand and held centrally. The time saved in reaching vulnerable individuals can save lives and is ultimately priceless.

Data & Stakeholder **Mapping Example**

The following example shows all key organisations and political control for TQ1 1DE, Torquay.

All data points and stakeholders can be mapped as required.

Try it here - Demo

TQ1 1DE

Council: Torbay Council ☑
Political Control: No Overall Control Council

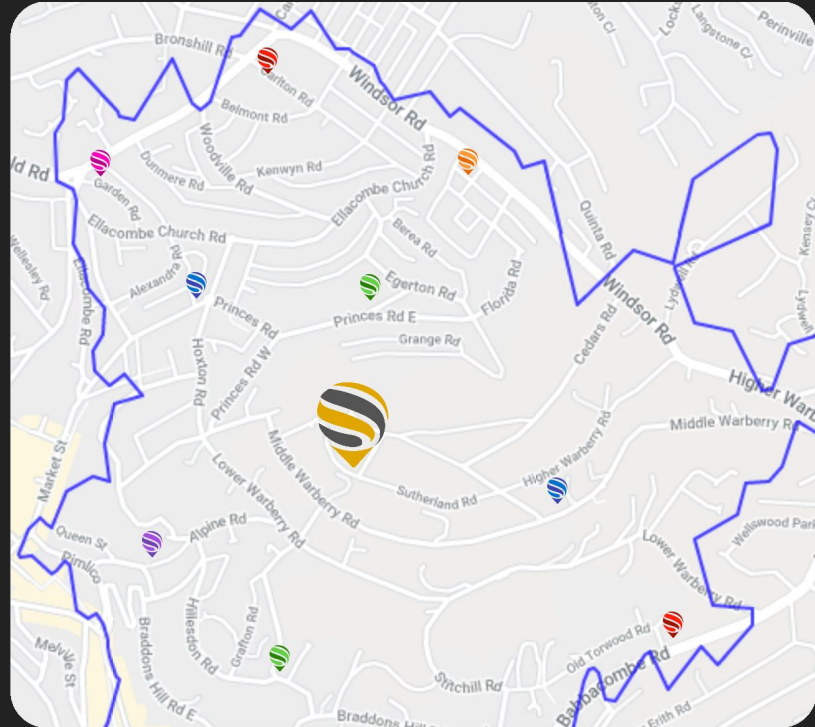| Political Affiliation	Councillors
Conservative	15
Liberal Democrat	12
Independent	8
Total	35

Ward: Tormohun
Councillors:
Councillor Mandy Darling (Liberal Democrat)
Councillor Nick Pentney (Liberal Democrat)
Councillor Cordelia Law (Liberal Democrat)
Constituency: Torbay
MP: Mr Kevin Foster (Conservative)

Oscar Research
About Us

Our history can be traced back to 1984, and a small database maintained by two Ex-Local Government Managers. We have grown significantly since and our experiences over the last 35 years has enabled us to offer unrivalled service to anyone wanting to understand and communicate to and within the UK Government and Public Services.

Our team now has over 300 years Public Sector experience between them, coupled with the extensive and unique organisational, functional and management categorisation of our database, we can provide the most targeted and effective data and information solutions available.

With our Headquarters in Torquay, Devon and Offices in Wales, Essex and Northumberland, we are a small flexible organisation, with all development, research and sales done by our own specialist team of 25 employees. All staff have either direct experience of working in the UK Public Sector, or many years working with associated Government data. Our staff turnover is perhaps uniquely low, with just one staff member leaving for pastures new in the past decade.

Our database is the basis for a range of lists, products, consultancy and bespoke services that we provide to a wide and diverse set of clients from small specialist suppliers to the largest Government departments. We are proud of our company, our service and the reputation and relationships that have been built over the past 35 years.

Our Ethos

Our aim is simple, to share our Public Sector knowledge by providing accurate, effective and efficient database and information solutions and to develop lasting relationships with our clients. We also strive to share our information and research with the Public Sector in order to promote an open exchange of data and to give something back for the ongoing help and support we receive in keeping our database up-to-date.

Testimonials

"We switched to Oscar last year and haven't looked back. The online selection tool is incredibly easy to use, and the breadth of data available has allowed us to create campaigns targeting a wide and varied audience. The customer service has been excellent and nothing is ever too much to ask. We're looking forward to many more years working with team." - UNIVERSITY OF CENTRAL LANCASHIRE

"We had Oscar pull together some market data for us. The data we received was receptive and compliant. What we really like about the Oscar data is the live updates, this means for us that we are sending marketing information to the most relevant people. We have also received excellent service from Oscar, they helped us set up the data and email platform and kept in contact the whole way." - BAILEY INSTRUMENTS

"We have found Oscar Research's databases to be very useful and accurate on a number of occasions. They are also friendly, helpful and quick to respond to any query or problem. We would happily recommend their services." - YOUGOV

"We have used Oscar Research on a few occasions when we have wanted to communicate to a wide stakeholder audience. The service we receive is always prompt and helpful. We often need both email and postal addresses for the groups we are mailing to and Oscar Research provides a list that is tailored to our needs." - OFFICE FOR NATIONAL STATISTICS

"I have always found Oscar-Research to be extremely helpful in obtaining data related to local government. Their dataset is very comprehensive on local government officers and councillors." - LOCAL GOVERNMENT INFORMATION UNIT

"I have worked with Oscar research for many years and they have always supplied accurate data. However where they go the 'extra mile' is in the selections they help you with, using their specialist knowledge of the public sector. Quality, Service and the best price. Keep up the good work." - MRM WORLDWIDE

"Would highly recommend Oscar Research! The team have been extremely helpful in the two years we have used them. Never had any issues & the data supplied is always flawless." - YO TELECOM

...so say HELLO!

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