

United Kingdom



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Introduction

United Kingdom Address Data Information

This chapter provides an overview of the United Kingdom Address dataset and available Additional Datasets.

GBR Address Dataset

Dataset Code:	GBR
Approximate Data Size:	400MB
Data Source:	The Royal Mail's Postcode Address File (PAF). All data, extracts and updates © Royal Mail Group PLC.
Update Frequency:	Monthly or quarterly
Expiry:	<p>The quarterly data release dates are:</p> <ul style="list-style-type: none">• March• June• September• December <p>Data files will expire 8 months after creation. March data will expire in November of the same year, for example.</p> <p>Ensure every data update is applied promptly, otherwise the data may expire and the product will become unusable.</p>

The Postcode Address File is compiled, updated and supplied by Royal Mail. Experian receives new PAF data from Royal Mail on a monthly basis.

In addition to cleaning, reformatting and compressing the PAF, Experian also enhances the data supplied from Royal Mail.

Additional Datasets For GBR Address Data

In addition to the GBR Address Data, there are several Additional Datasets available to enhance your data. Each Additional Dataset includes a comprehensive set of DataPlus sets.

This section provides an overview of the available Additional Datasets for the GBR Address Data. For each Additional Dataset there is a separate Additional Data Guide, which can be accessed online at www.edq.com/documentation/data/datasets.

No Additional Datasets are available when using Pro or Pro Web with Street Level Validation (SLV). For more information, see "Street Level Validation" on page 7.

The following Additional Datasets are available for GBR Address Data:

- GBRNAM Names Additional Dataset ([page 5](#));
- GBRBUS Business Additional Dataset ([page 5](#));
- GBRBUX Extended Business Additional Dataset ([page 5](#));
- GBRFER Full Electoral Register Additional Dataset ([page 5](#));
- GBRPTR Pointer Address Additional Dataset ([page 5](#));

- GBR Suppression Additional Datasets ([page 6](#));
- GBR Multi-Year Additional Datasets ([page 6](#));
- GBR Utility Additional Datasets ([page 6](#));
- GBRNYB Not Yet Built Additional Dataset ([page 6](#));
- GBMRMF Multiple Residence Additional Dataset ([page 7](#)).

The GBR Address Dataset must be installed to use any of the Additional Datasets.

GBRNAME Names Additional Dataset

The Names dataset includes information from Experian's ConsumerView, which is a comprehensive database of UK consumers consisting of; the edited Electoral Register (this excludes individuals who have opted out of having their names and addresses published), information from Experian's own data assets, and significant data contributions from partner organisations. The Names dataset also contains some Date Of Birth data.

For more information, see the United Kingdom With Names Additional Data Guide.

GBRBUS Business Additional Dataset

While the standard PAF datastore for the United Kingdom (GBR) does contain some organisation information, the United Kingdom with Businesses (GBRBUS) data supplements the standard PAF with organisations listed in Experian's National Business database. The GBRBUS data also contains additional information, such as SIC codes. When Experian Products are configured to use GBRBUS data, they will search for organisations in both the Experian and Royal Mail data. This provides a more comprehensive coverage of business addresses in the UK.

For more information, see the United Kingdom With Business Additional Data Guide.

GBRBUX Extended Business Additional Dataset

The Extended Business dataset is a superset of the GBRBUS Business Additional Dataset, including further information: for example, the Trading Name at Location and the Registered Business Name (as registered with Companies House).

It also contains DataPlus sets which return classification codes, business telephone numbers, registration numbers (as held by Companies House) and the Experian Online Key.

For more information, see the United Kingdom With Extended Business Additional Data Guide.

GBRFER Full Electoral Register Additional Dataset

The Full Electoral Register contains the name and address of every individual registered to vote. The Full Electoral Register also contains some date of birth information; for example, if an individual is due to reach their eighteenth birthday during the following year then their date of birth is also included.

Use of the Full Electoral Register is restricted to organisations who are legally entitled to use it for specified purposes.

For more information, see the United Kingdom With Full Electoral Register Additional Data Guide.

GBRPTR Pointer Address Additional Dataset

The Pointer data contains Pointer® Plus address data. Pointer holds address information for every property in Northern Ireland. Pointer contains data from Ordnance Survey of Northern Ireland (OSNI), Royal Mail, and the Valuation and Lands Agency, and is maintained by OSNI. The dataset contains both postal (PAF and new postal addresses not yet entered into PAF) and non-postal (objects without postal address information) addresses.

For more information, see the United Kingdom With Pointer Additional Data Guide.

GBR Suppression Additional Datasets

GBR Suppression data contains additional information associated with some addresses, which indicates that an address may not be useful to your organisation. There are a number of reasons why certain customers' addresses may be unsuitable for business use; these depend upon the particular Suppression set. The available Suppression sets are:

- Telephone Preference Service (TPS);
- Mailing Preference Service (MPS);
- National Change Of Address NCOA Update (NCOA);
- Universal Suppression Service NCOA Suppress (USS);
- Absolute Contacts (ABC);
- Absolute Movers (ABS);
- Goneaway Suppression File;
- Mortality Suppressions (MSS);
- Mortascreen Mortalities (MOR);
- The Bereavement Register.

Use of the NCOA Update dataset is restricted to certain organisations, who can use the data for marketing purposes.

For more information, see the United Kingdom With Suppression Additional Data Guide.

GBR Multi-Year Additional Datasets

The Multi-Year datasets can only be used with NameTracer Pro V5.00 (and above).

The GBR Multi-Year datasets contain Names data from a variety of sources, going back a maximum of seven years. The available Multi-Year datasets are:

- Experian ConsumerView (ENC) Additional Dataset;
- Experian Full Electoral Register (EFR) Additional Dataset;

For more information, see the United Kingdom With Multi-Year Additional Data Guide.

GBR Utility Additional Datasets

The Utility datasets contain gas and electricity meter number data for all properties in the UK. The Gas data sources are National Grid Gas Network, which supplies gas to 95% of UK properties. The Electricity data is sourced from the electricity suppliers, such as EDF. The available Utility datasets are:

- Gas Additional Dataset;
- Electricity Additional Dataset.

For more information, see the United Kingdom With Utility Additional Data Guide.

GBR NYB Not Yet Built Additional Dataset

The Not Yet Built Additional Dataset contains address information relating to properties which are either still at the planning stage or which are under construction.

For more information, see the United Kingdom With Not Yet Built Additional Data Guide.

GBRMRF Multiple Residence Additional Dataset

The Multiple Residence Dataset contains detailed address information for properties that receive deliveries for more than one household to a single delivery point. This information is supplied and updated monthly by the Royal Mail.

The information on multiple residences will only be returned if there is an address structure (for example, Upper Flat or Flat A).

For more information, see the [United Kingdom With Multiple Residence Additional Data Guide](#).

Areas Covered

The additional datasets contain information for all addresses in the following areas:

	England	Scotland	Wales	N. Ireland	Isle of Man	Channel Islands
GBRNAM Names	✓	✓	✓	✓	✓	✓*
GBRBUS Business	✓	✓	✓	✓	✓	✓
GBRBUX Extended Business	✓	✓	✓	✓	✓	✓
GBRFER Full Electoral Register	✓	✓	✓	✓	✓	✓*
GBRPTR Pointer				✓		
GBR Suppression	✓	✓	✓	✓	✓	✓
GBR Multi-Year	✓	✓	✓	✓	✓	✓*
GBR Utility	✓	✓	✓	✓		
GBRNYB Not Yet Built	✓	✓	✓	✓		
GBRMRF Multiple Residence	✓	✓	✓	✓		

*The Experian Full Electoral Register and Experian ConsumerView currently only contain Jersey addresses.

Dual Search Data Mappings

Dual search data mappings allow simultaneous searching against two base datasets in Pro Web. The United Kingdom dataset can be combined with the Gazetteer (LPG) dataset to create dual search data mappings. The Gazetteer dataset must be the primary dataset in the data mapping.

For more information about using dual search data mappings in Pro Web, see the [LPG Data Guide](#).

Street Level Validation

Pro and Pro Web are available with Street Level Validation (SLV). This restricts some of the functionality of these products. Pro or Pro Web with SLV will only accept the entry of postcodes and PO Box numbers into the Single Line engine. No other search engines are available with SLV, and no other address elements can be searched upon.

If you are using Pro Plug and Go or the Pro Web Rapid Addressing - Standard Scenario, the options to select the Typedown and Keyfinder engines will be disabled. If you add lead information to your search (for example, premises numbers) the information will be carried forward to your returned address, but will not be searched against and will not be validated.

Some DataPlus sets will not work with SLV. If a DataPlus set requires address elements that are not available with SLV, then that DataPlus set will not be available. For a list of the address elements supported with SLV, see ["Address Elements" on page 10](#).

Using Wildcards With Street Level Validation

When using Pro or ProWeb with SLV, the '?' wildcard can be used when entering a postcode, but the '*' wildcard is not supported.

If the * wildcard is used, functionally it is the same as the ? wildcard.

For example, if you were searching on the postcode HP14 4XW but were unsure of the last character, you could enter:
hp144x?

This would return a picklist of possible results, and you could pick the correct address and have returned:

Bradenham Beeches
Walters Ash
HIGH WYCOMBE
Buckinghamshire
HP14 4XW

Searching For PO Boxes With Street Level Validation

PO Box numbers, unlike other lead information, will be searched against and validated. If a piece of lead information is validated to be a PO Box number, "PO Box" will be added to the returned address, even if this was not initially typed as part of the search.

Conversely, if po box is typed before an entered address but is not found to be a registered PO Box, it will be handled like any other lead information (and therefore not validated) and the "PO Box" will be removed.

Search Result	Example
"PO Box" entered and validated	In Pro, type: po box 42548, e16wd This will successfully return the PO Box address: PO Box 42548 LONDON E1 6WD
"PO Box" entered but not validated	In Pro, type: po box 11, mk178ht This will return an address, but as the PO Box is not found and validated, the 11 will be handled like any other lead information (and therefore not validated) and the "PO Box" will be removed. The following address will be returned: 11 Salford Road Aspley Guise MILTON KEYNES MK17 8HT

SearchResult	Example
"PO Box" not entered but validated	In Pro, type: 1385,s92wu Although the "PO Box" prefix has not been typed, Pro can confirm that 1385 is a PO Box, and "PO Box" is automatically added. The following address is returned: PO Box 1385 SHEFFIELD S9 2WU

Postcode Substitution

If an unrecognised postcode format is entered when using SLV, the incode (the second half of a UK postcode) will be checked for possible common mistakes. For example, if the entered postcode was sw11 1 sqr, which does not fit with any current format of UK postcodes, Pro or Pro Web would recognise that the initial s of the incode (sqr) should be a 5 to make the postcode valid, and correctly returns:

Wycliffe Road
LONDON
SW11 5QR

To show that a postcode substitution has taken place, the following message would appear in the status bar:

Postcode substitutions made

The outcode (the first half of the postcode) must be correct for an address to be validated. Postcode substitution will not take place on the outcode.

List Of Available Data Files

File Name	File Type	Comment
.dts	Dataset	Main address data.
.zlx	Single Line Index File	Indexing data for use with Single Line searching.
.tpx	Typedown Index File	Indexing data for use with Typedown searching.
.dap	DataPlus Set	DataPlus data. page 14 for more information about the available DataPlus sets.
.zlb	Single Line Index File for Batch	Indexing data for use by the Batch and verification engines.
.gdx	Index file for dual search data mappings	Indexing data for use with simultaneous searching against GBR and LPG datasets in Pro Web (see " Dual Search Data Mappings " on page 7).

About This Data

This chapter provides detailed information about the GBR Address Dataset.

Area Covered

The datasets contain information for addresses in the following areas:

	England	Scotland	Wales	N. Ireland	Isle of Man	Channel Islands
GBR Address	√	√	√	√	√	√

Address Elements

The following address elements are stored within the GBR data files.

Address Element	Available in SLV?	Example	Element Code
Organisation	No	Experian Ltd	O11
Department	No	Sales	O21
Whole PO Box	Yes	PO Box 12	B11
PO Box (Name)	Yes	PO Box	B111
PO Box (Number)	Yes	12	B112
British Forces Post Office (BFPO)	Yes	BFPO 10	B12
BFPO (Name)	Yes	BFPO	B121
BFPO (Number)	Yes	10	B122
Sub-building name	No	Flat 2	P22
Whole Sub-building number	No	1G	P21
Sub-building number (Primary)	No	1	P211
Sub-building number (Additional)	No	G	P212
Building name	No	Ocean Towers	P12#
Whole Building number	No	27a	P11
Building number (Primary)	No	27	P111
Building number (Additional)	No	a	P112
Whole Dependent thoroughfare	Yes	Gorse View	S21
Dependent thoroughfare (Name)	Yes	Gorse	S211
Dependent thoroughfare (Descriptor)	Yes	View	S212
Submitted Dependent thoroughfare	Yes		S21*
Whole thoroughfare	Yes	Peak Lane	S11
Thoroughfare (Name)	Yes	Peak	S111
Thoroughfare (Descriptor)	Yes	Lane	S112
Submitted thoroughfare	Yes		S11*
Double dependent locality	Yes	Kingston Gorse	L41
Dependent locality	Yes	East Preston	L31

Address Element	Available in SLV?	Example	Element Code
Submitted PNR Locality	Yes	Clapham	L32
Town	Yes	Littlehampton	L21
County	Yes	West Sussex	L11
PNR county ⁺	Yes	West Midlands	L12
Postcode	Yes	BN16 1RW	C11
Country ⁺	Yes	United Kingdom	X11
Two character ISO country code ⁺	Yes	GB	X12
Three character ISO country code ⁺	Yes	GBR	X13
Delivery Point Suffix ⁺	No	1A	A11

⁺Elements that only appear in the address if their position is fixed.

^{*}Elements that are only returnable if included in the search when using Pro.

Address Element Definitions

Abbreviations

In the United Kingdom, two types of address element are often given in abbreviated form: the thoroughfare (and dependent thoroughfare) descriptor and the county name. The abbreviated form depends on your configuration. Examples of these are shown in the following table:

Element	Abbreviated Form	Expanded Form
Thoroughfare:	Acacia Ave	Acacia Avenue
	High St	High Street
County:	Bucks	Buckinghamshire
	Middx	Middlesex

Both full and abbreviated names will be recognised during searching. The Format Options for your address layout determine which version is returned.

Postally Non-Required Localities (PNRLs)

A Postally Non-Required Locality (PNRL) is a name that is commonly used to identify part of a town, but is not officially required in addresses. They tend to be found in larger towns, especially London; for example, Clapham.

Many companies have customer addresses that include locality information which is not supplied in the standard PAF. This PNRL information is not required by Royal Mail for an item of mail to arrive at its destination. However, Experian sources a separate file from Royal Mail containing this PNRL information and builds it into the PAF so that the information can be returned when using an Experian Product.

If a PNR locality is searched on, by default Pro will include it in the returned address. A returned address does not include a PNR locality if it is not inserted during the search.

You can use the Auto Formatting pane in the Configuration Editor to suppress these (and other) elements from a returned address. See the Configuration Help file for more information.

Postal counties

Royal Mail removed postal county information from the PAF as the information was no longer necessary for the successful delivery of mail. However, Experian integrates the information back into the GBR data so that the postal county field can still be returned if required.

Element code L11 contains the postal county defined by Royal Mail when counties were part of the PAF. Element code L12 contains the PNR counties information. With a similar concept to a PNRL, a PNR county is county information used to identify for example major cities, such as Norwich or Sheffield, but which has never been needed to ensure successful delivery of an item of mail.

Postcode Structure

All addresses have a postcode. A postcode, for example TW11 9LY, is composed of two parts: an outcode and an incode.

The outcode (for example TW11) is used to route mail to the correct local area for delivery. The incode (for example 9LY) is used to sort the mail at the local area delivery office. In addition, postcodes can be split into these component parts:

Postcode Component	Corresponding To	Number In UK
TW	Area	124
TW11	District	Approx. 2,950
TW11 9	Sector	Approx. 10,500
TW11 9LY	Full postcode	Approx. 1.8 million

On average, a postcode contains 15 delivery points, each of which is uniquely identified by the delivery point suffix. This is a two-character code (a numeric character followed by a letter). It never appears in addresses.

Valid Postcode Formats

There are six valid postcode formats. In the following list, 'A' indicates an alphabetic character and 'N' indicates a numeric character.

Outcode	Incode	Example
AN	NAA	M2 5BE
ANN	NAA	M33 3AB
AAN	NAA	DN5 7XY
AANN	NAA	DN16 1AA
ANA	NAA	W1A 4WX
AANA	NAA	EC1A 1HA

An additional limitation applies to the incode section of the postcode. The last two characters, AA, cannot be any of the following: C, I, K, M, O or V.

Postcode recodes

Every 6 months, Royal Mail changes a number of postcodes. Experian retains a list of all postcodes that have been recoded since 1990 and integrates them back into the PAF. This enables you to search using an old postcode and receive the recoded postcode in the results.

British Forces Post Office (BFPO) Addresses

British Forces Post Office (BFPO) addresses provide postal delivery details for members of the UK Armed Forces. Each BFPO corresponds to a location in the UK or around the world, for example BFPO 61 is Milan, Italy.

Each BFPO address also has a UK-style postcode. This is designed to enable members of the Armed Forces serving overseas to access services that require a UK postcode. All BFPO addresses have the post town 'BFPO' and their postcodes begin with BF1. For example, when using Pro, searching for BFPO 61 with the Single Line engine will return the following address:

BFPO 61
BFPO
BF1 2AY

BFPO postcodes are regarded as large user delivery points, although they are not indicated as such when using the GBR PAF DataPlus set ([see page 30](#)).

Default Address Format

The following GBR address layouts are defined in Pro and Batch:

Layout Name	Description
QASStandardLayout < Default >	United Kingdom addresses do not have a standard number of address lines. However, common practice, which these recommended layouts follow, displays the address over five lines: Line 1 Line 2 Town County Postcode Lines 1 and 2 contain the details of the organisation, sub-premises, premises, building name, and street address / PO Box. The postal town should be returned in capital letters.
Strict Postal	Royal Mail address layout with PNR localities and counties suppressed. Four address lines with the town in upper case. The town and postcode are fixed to the last two address lines.
Database (Plug and Go only)	As < Default>, but the end of line paste sequence is a {tab} instead of {Enter}.
Microsoft Word (Plug and Go only)	This is a Word-compatible layout with a UK barcode which contains five address lines, with the town in upper case. No elements are fixed and blank lines are suppressed during pasting. A UK barcode is returned after the address. PNR localities are returned if searched upon.
< Default > (when using Edited or Full Electoral Register data)	As < Default > but the Names elements are fixed to an extra line.

About DataPlus Information

You can configure your Experian Products to use any of the available DataPlus sets that are available for GBR data. Please refer to the relevant section of the product documentation for information on configuring Experian Products to return DataPlus information.

Each DataPlus set (.dap) is divided into one or more items. Experian Products can be configured to return these items via the Configuration Editor (using the element name) or the configuration file (using the code name). This section details the DataPlus sets currently available for GBR Address Data.

If you are using any Additional Datasets with the GBR Address Data, more DataPlus sets will be available. For more information about the DataPlus sets for a particular Additional Dataset, see the relevant Additional Data Guide.

Imputed Data

An imputed field is one where data does not exist for all addresses. In such a scenario, the gaps in the data are filled (imputed) using neighbouring data. Certain DataPlus elements contain imputed information by default.

You can configure your Experian Product to either return or suppress this information.

For example:

GBRWPT.Party	Standard DataPlus item. Value may be imputed.
GBRWPT.Party.NotImputed	This code can be appended to any DataPlus set to prevent the return of imputed values. If there is no non-imputed value available in the raw data for the DataPlus set for this postcode, the element will be blank.
GBRWPT.Party.IsImputed?	<p>This code can be appended to any DataPlus set to highlight whether the returned DataPlus information is imputed.</p> <p>The value of this item will either be Y or N, depending on whether the returned DataPlus information is imputed.</p> <p>If the standard DataPlus value has been imputed by Experian, the value of this item is Y and the non-imputed item will be blank.</p> <p>If the standard DataPlus value has been taken straight from the raw data, then this value will be N and the NotImputed item will be populated with the same data as the standard DataPlus item.</p>

In each of the following sections, the imputed fields (which can be returned or suppressed) are shown for each DataPlus set.

DataPlus Sets for GBR Address Data

The following DataPlus sets are available with GBR Address Data:

DataPlus Set	File	Available in SLV?	Description
GBR 100m Postzon (Gridlink) Grid References	gbrgrd.dap	Yes	See page 16
GBR CodePoint (Gridlink) Grid References	gbrcpt.dap	Yes	See page 17
GBR Government	gbrgov.dap	Yes	See page 18
GBR 1998 Ward	gbrw98.dap	Yes	See page 19
GBR Health	gbrhel.dap	Yes	See page 21
GBR Westminster Parliament	gbrwpt.dap	Yes	See page 23
GBR Scottish Parliament	gbrspt.dap	Yes	See page 23
GBR Mosaic (Household)	gbrmhh.dap	No	See page 25
GBR Mosaic (Postcode)	gbrmpc.dap	Yes	See page 26
GBR Public Sector Mosaic (Postcode)	gbrpsp.dap	Yes	See page 27
GBR Public Sector Mosaic (Household)	gbrpsh.dap	No	See page 28
GBR PAF	gbrpdp.dap	No	See page 29
GBR Barcode	gbrbar.dap	Yes	See page 29
GBR Just Built	gbrjbf.dap	No	See page 30
GBR UDPRN	gbrudp.dap	No	See page 30
GBR FSS '4 (Postcode)	Gbrfp4.dap	Yes	See page 31
GBR FSS '4 (Household)	Gbrfh4.dap	No	See page 32
GBR Experian Patient Propensity Data (Postcode)	gbrepp.dap	Yes	See page 33
United Kingdom Location Essential	gbrgeo.dap	No	See page 34
United Kingdom Location Complete	gbrisg.dap	No	See page 34

GBR 100m Postzon Grid References

Identifier: GBRGRD

GBRGRD is a coordinate DataPlus set that returns a grid reference for a Postcode with a resolution of 100m. All returned grid coordinates have a total of 10 digits (5 digit Easting, 5 digit Northing), with leading zeros where necessary. However, some parts of the North of Great Britain can have a leading 1.

The returned grid reference is the closest to the centroid property in the address postcode. There are no 100m grid references for the Channel Islands or the Isle of Man. 100m Grid reference is found in the Postzon file supplied by Royal Mail.

Element	Code	Description
100mRaw Easting	RawEast	Native OS or OSNI grid-reference. (Northern Ireland uses a different projection to the rest of the UK.)
100m Raw Northing	RawNorth	Native OS or OSNI grid-reference. (Northern Ireland uses a different projection to the rest of the UK.)
100mOS Easting	OSEast	100m OS Easting grid-reference. (Northern Ireland is mapped onto a standard UK projection.)
100m OS Northing	OSNorth	100m OS Northing grid-reference. (Northern Ireland is mapped onto a standard UK projection.)
100m Latitude	Latitude	WGS84 projection compatible with the GPS system and returned to six decimal places.
100m Longitude	Longitude	WGS84 projection compatible with the GPS system and returned to six decimal places.
100m OS Landranger	OSLand	OSLand-ranger format derived from OSEast and OSNorth.

Postcodes are returned to a resolution of 100m. So, a property can be located anywhere within the 100m grid sector.

Imputed Data

For this DataPlus set, you can choose whether you want to return or suppress imputed information for all elements. See ["Imputed Data" on page 14](#) for details about controlling the imputing of data.

GBR CodePoint Grid References

Identifier: GBRCPT

GBRCPT is a coordinate DataPlus set that returns a unique national grid coordinate for each postcode in Great Britain to a resolution of 1 metre. The grid reference given is that of the centroid property in the postcode. Values are returned to a resolution of 1 m. Grid resolution refers to a property being within the 1 m grid sector box, anchored in the bottom left-hand corner by a grid reference. So, the property can be anywhere within that 1 m grid sector box.

All grid coordinates have a total of 14 digits (7 digits Easting, 7 digits Northing). However, 6 digit Eastings and Northings may also be returned, as leading zeros are removed. CodePoint includes the 121 postcode areas in England, Scotland, Wales and Northern Ireland, but does not include postcode areas for the Isle of Man or the Channel Islands.

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Element	Code	Description
Code-Point Easting	Easting	Native OS or OSNI grid-reference. (Northern Ireland uses a different projection to the rest of the UK.)
Code-Point Northing	Northing	Native OS or OSNI grid-reference (Northern Ireland uses a different projection to the rest of the UK.)
Code-Point Positional Quality Indicator	PQI	Assesses the quality of the grid based on the quality of the AddressPoints used.
Code-Point PO Box Indicator	POBox	Value is always “Yes” or “No”, depending on whether the postcode is a PO Box.
Code-Point Delivery Points	DPCount	Indicates the number of delivery points on PAF for the current postcode.
Code-Point Delivery Points with Positional Quality Indicators	DPsMatchPQI	Represents the number of matched addresses within the postcode that have the same PQI in AddressPoint as the PQI given to this postcode.
Code-Point Domestic Delivery Points	DPsDom	Represents the number of non-PO Box delivery points with no PAF organisation name.
Code-Point Non-Domestic Delivery Points	DPsNonDom	Represents the number of non-PO Box delivery points which have a PAF organisation name.
Code-Point PO Box Delivery Points	DPsPOBox	Represents the number of PO Box delivery points.
Code-Point Address Points PAF Matched	APsMatchPAF	Represents the number of good AddressPoints after de-duplication of AddressPoints with the same coordinates.
Code-Point Non-PAF Delivery Points	DPsNotOnPAF	Represents the number of Delivery Points on PAF unmatched to OS data.

GBR Government

Identifier: GBRGOV

The GBRGOV DataPlus set returns details of the Local Authority Electoral Ward for a given postcode. In addition, you can specify that other details are also returned, such as Local Authority District Code, Local Education Authority Code, Government Office Region and the European Electoral Region.

A Local Authority Electoral Ward is the lowest denominator of administrative boundary division. The size of a Ward is decided to ensure 'Electoral Equality'. This is the belief that each elector should have a vote of equal weight. In practice, this means that a rural Ward tends to be much larger, geographically, than an urban Ward, in order that the electors from both have an equal amount of representation by their respective councillors. A Ward can be represented by one or more councillors, and could cover about 2 to 4 thousand people in a rural area, and considerably more people in an urban area.

Census Output Areas (OAs) are the lowest geographical level at which census estimates are provided, each OA contains on average 125 households that tend towards homogeneity. This data was collected during the 2011 UK Census. Please note this field will be blank if the returned address has no grid reference.

Ward boundaries are decided upon by one of the Local Government Commissions working in alliance with the Local Authority, in a Periodic Electoral Review (PER).

This DataPlus set returns the Ward that covers the majority of the submitted postcode. A small percentage of postcodes are split between two or more Wards.

The data is supplied to Royal Mail by the Office of National Statistics (ONS) every month, who update the Postcode files on a quarterly basis, and supply them to Experian. Typically, most changes occur in February or March, when Local Authority Wards are revised before elections in May.

The ONS introduced new nine-character codes for geographical areas in January 2011. As of September 2014, the linkage between the old and new formats is no longer provided by the ONS, therefore some postcodes may not return the old format. The GBRGOV DataPlus set includes both the old and new versions of the European Electoral Region, Government Office Region, Local Authority and Local Authority Ward codes.

Element	Code	Description
European Electoral Region Code	EERCode	Official code given to the European Electoral Region by the ONS in January 2011.
European Electoral Region Code Pre-2011	EERCodePre2011	Official code for the European Electoral Region, as used by the ONS before January 2011.
European Electoral Region Name	EERName	Official name given to the European Electoral Region.
Government Office for Region Code	GORCode	Official code given to the Government Office Region by the ONS in January 2011.

Element	Code	Description
Government Office for Region Code Pre-2011	GORCodePre2011	Official code for the Government Office Region, as used by the ONS before January 2011.
Government Office for Region Name	GORName	Official name given to the Government Office Region.
Local Education Authority Code	LEACode	Official code given to the Local Education Authority.
Local Education Authority Name	LEAName	Official name given to the Local Education Authority.
Local Authority Code	LACode	Official code given to the Local Authority by the ONS in January 2011.
Local Authority Code Pre-2011	LACodePre2011	Official code for the Local Authority, as used by the ONS before January 2011.
Local Authority Name	LAName	Official name given to the Local Authority.
Local Authority Ward Code	WardCode	Official code given to the Local Authority Ward by the ONS in January 2011.
Local Authority Ward Code Pre-2011	WardCodePre2011	Official code for the Local Authority Ward, as used by the ONS before January 2011.
Local Authority Ward Name	WardName	Official name given to the Local Authority Ward.
Census Output Area	CensOutArea	Census Area output code.

Imputed Data

For this DataPlus set, you can choose whether you want to return or suppress imputed information for all elements except for the “Local Authority Ward Code”, “Local Authority Ward Code Pre-2011”, “Local Authority Ward Name” and “Census Output Area”. See ["Imputed Data" on page 14](#) for details about controlling the imputing of data.

GBR 1998 Ward

Identifier: GBRW98

Until January 2024 the GBR 1998 Ward DataPlus set returned historical Local Authority Electoral Ward details from 1998. Since our data supplier no longer provides and maintains this information, the 1998 Ward Code and Name fields will no longer be updated, and the product will return empty values. The fields will return no information to avoid disrupting existing integrations.

Currently the GBRGOV data asset provides more recent ward codes and names information that can be used instead of GBRW98.

See "GBR Government" on page 18 for more information about Electoral Wards.

Element	Code	Description
1998 Ward Code	1998WardCode	Depreciated element, always blank, e.g. “ ”.
1998 Ward Name	1998WardName	Depreciated element, always blank, e.g. “ ”.

GBR Health

Identifier: GBRHEL

For a given address the GBRHEL DataPlus set returns the following information:

- National Health Service Authority (or equivalent)
- Primary Care Organisation (or equivalent)
- Electoral Ward
- Clinical Commissioning Group (or equivalent)

The data is supplied to Royal Mail by the Office of National Statistics (ONS) every month, who update the Postzon files on a monthly basis. Experian receives the updates each quarter.

The ONS introduced new nine-character codes for geographical areas in January 2011. As of September 2014, the linkage between the old and new formats is no longer provided by the ONS, therefore some postcodes may not return the old format. The GBRHEL DataPlus set includes both the old and new versions of the NHS Authority, Primary Care Organisation and Local Authority Ward codes.

See ["GBR Government" on page 18](#) for information about Electoral Wards.

The organisation of the National Health Service (NHS) is different in each of the four countries of the UK.

England

From April 2013 more than 200 Clinical Commissioning Groups (CCGs) were created to replace the 152 Primary Care Trusts. Each GP surgery has to belong to one of these GP-led organisations.

Scotland

Scotland has 14 Health Boards which form a single local health care system and report directly to the Scottish Executive Health Department (SEHD).

The Health Boards were introduced in 1974 and are composed from groups of the local government districts that existed in Scotland between 1975 and 1996.

Wales

The current structure of health administration in Wales came into effect on 1 October 2009. This structure has 7 Local Health Boards (LHBs) and 3 NHS Trusts within the NHS Wales Department of the National Assembly. The 7 LHBs replace the previous 22 LHBs and 7 NHS Trusts and are responsible for delivering all healthcare services within a geographical area.

Northern Ireland

Northern Ireland has 4 Health and Social Services Boards (HSSBs), which report to the Department of Health, Social Services and Public Safety (DHSSPS) of the Northern Ireland Executive. HSSBs were introduced in 1973 and are constituted from groups of district council areas. The HSSBs are named Northern, Southern, Eastern and Western.

In 2002, the HSSBs were subdivided into a total of 15 Local Health and Social Care Groups (LHSCGs), responsible for the planning and delivery of primary and community care in Northern Ireland. Each LHSCG covers one or more district council areas, with the exceptions of Belfast and Strabane district council areas which each split between two LHSCGs.

Although the Isle of Man and the Channel Islands are covered by the NHS, they are not part of the UK. Accordingly the four health authorities on these islands (Isle of Man; Jersey; Guernsey; Alderney) are not included in the GBR dataset.

Element	Code	Description
NHS AuthorityCode	AuthorityCode	Official NHS Authority code, as used by the ONS before January 2011.
NHS Authority Code 2011	AuthorityCode2011	Official code give to the NHS Authority by the ONS in January 2011.
NHS AuthorityName	AuthorityName	Official name given to the NHS Authority.
Primary Care / Local Health Code	PCLHCode	Official Primary Care Trust or Local Health Group code, as used by the ONS before January 2011.
Primary Care / Local Health Code 2011	PCLHCode2011	Official code given to the Primary Care Trust or Local Health Group by the ONS in January 2011.
Primary Care / Local Health Name	PCLHName	Official name given to the Primary Care Trust or Local Health Group.
Local Authority Ward Code	WardCode	Official Local Authority Ward code, as used by the ONS before January 2011.
Local Authority Ward Code 2011	WardCode2011	Official code given to the Local Authority Ward by the ONS in January 2011.
Local Authority Ward Name	WardName	Official name given to the Local Authority Ward.
Clinical Commissioning Group Current Area Code	CCGCode	The 9 character area code for: <ul style="list-style-type: none"> - Clinical Commissioning Group in England (E.g. E38000056) - Local Health Board (LHB) in Wales - Community Health Partnership (CHP) in Scotland - Local Commissioning Group (LCG) in Northern Ireland - Primary Healthcare Directorate (PHD) in the Isle of Man
Clinical Commissioning Group Current AreaName	CCGName	Official name given to the area. E.g. NHS Eastern Cheshire
Clinical Commissioning Group Former/DH Area Code	DOHCode	Department of Health area code. E.g. 01C

Imputed Data

For this DataPlus set, you can choose whether you want to return or suppress imputed information for all elements except for the "Local Authority Ward Code", "Local Authority Ward Code 2011" and "Local Authority Ward Name". See ["Imputed Data" on page 14](#) for details about controlling the imputing of data.

GBR Westminster Parliament

Identifier: GBRWPT

The GBRWPT DataPlus set returns the member of Parliament, the political party to which they belong and the parliamentary constituency name for a given postcode.

There are approximately 650 parliamentary constituencies represented at Westminster, although this number will change over time according to the findings of the Boundary Commission.

The Boundary Commission uses the boundaries of counties, districts and wards to establish constituency boundaries. The aim is to include whole wards within each constituency. When changes are made to county, district or ward boundaries, this Commission will conduct a review to bring the boundaries of parliamentary constituencies back into line with the new local authority boundaries. General reviews are conducted every 8-12 years, although interim reviews may be conducted at other times.

This DataPlus set returns the constituency that covers the majority of the submitted postcode. A small number of postcodes are split between two or more constituencies.

The data is supplied to Royal Mail by the Office of National Statistics (ONS) every month, who update the Postcode files on a monthly basis. Experian receives the updates each quarter.

Element	Code	Description
Parliamentary Constituency Code	ConstitCode	Official code given to the Parliamentary Constituency.
Parliamentary Constituency Name	ConstitName	Official name given to the Parliamentary Constituency.
Member of Parliament	MPName	Name of the MP representing their constituency.
Member of Parliament's Party	Party	Name of the party to which the MP belongs.

Imputed Data

For this DataPlus set, you can choose whether you want to return or suppress imputed information for all elements. See ["Imputed Data" on page 14](#) for details about controlling the imputing of data.

GBR Scottish Parliament

Identifier: GBRSPPT

The GBRSPPT DataPlus set returns the details of the Scottish Parliament constituency, including the name and party of the Member of the Scottish Parliament (MSP). Details of the electoral region, and the MSPs for that region are also returned.

The majority of MSPs are elected from single member constituencies, in the same way as Westminster MPs. However Scotland is also divided into eight large electoral regions. Each electoral region elects seven additional MSPs on a party list system. Therefore each Scottish address will have eight MSPs associated with it; a constituency member and seven regional members.

This DataPlus set will only return information for addresses in Scotland.

Element	Code	Description
Parliamentary Constituency Code	ConstitCode	Official code given to the Scottish Parliamentary Constituency.
Parliamentary Constituency Name	ConstitName	Official name given to the Scottish Parliamentary Constituency.

Element	Code	Description
Parliamentary Region Name	Region	Official name given to the Scottish Parliament electoral region.
Parliamentary Region Code	RegionCode	Official code given to the Scottish Parliament electoral region.
Member of Parliament	MPName	Name of the MSP representing the constituency.
Member of Parliament's Party	Party	Name of the party to which the MSP belongs.
Regional Member of Parliament 1	RegionalMSP1	Name of the first MSP representing the electoral region.
Regional Member of Parliament's Party 1	RegionalMSP1party	Name of the party to which the first regional MSP belongs.
Regional Member of Parliament 2	RegionalMSP2	Name of the second MSP representing the electoral region.
Regional Member of Parliament's Party 2	RegionalMSP2party	Name of the party to which the second regional MSP belongs.
Regional Member of Parliament 3	RegionalMSP3	Name of the third MSP representing the electoral region.
Regional Member of Parliament's Party 3	RegionalMSP3party	Name of the party to which the third regional MSP belongs.
Regional Member of Parliament 4	RegionalMSP4	Name of the fourth MSP representing the electoral region.
Regional Member of Parliament's Party 4	RegionalMSP4party	Name of the party to which the fourth regional MSP belongs.
Regional Member of Parliament 5	RegionalMSP5	Name of the fifth MSP representing the electoral region.
Regional Member of Parliament's Party 5	RegionalMSP5party	Name of the party to which the fifth regional MSP belongs.
Regional Member of Parliament 6	RegionalMSP6	Name of the sixth MSP representing the electoral region.
Regional Member of Parliament's Party 6	RegionalMSP6party	Name of the party to which the sixth regional MSP belongs.
Regional Member of Parliament 7	RegionalMSP7	Name of the seventh MSP representing the electoral region.
Regional Member of Parliament's Party 7	RegionalMSP7party	Name of the party to which the seventh regional MSP belongs.

Imputed Data

For this DataPlus set, you can choose whether you want to return or suppress imputed information for all elements. See ["Imputed Data" on page 14](#) for details about controlling the imputing of data.

GBR Mosaic (Household)

Identifier: GBRMHH

This DataPlus set is not available if you are using an SLV licence. See "Street Level Validation" on page 7 for more information.

The GBRMHH DataPlus set returns Experian’s UK MOSAIC 7 demographic data relevant to a given household, as updated in 2021.

Mosaic synthesizes over 850 million pieces of information, in order to create an easy to understand segmentation that allocates 49 million individuals and 26 million households into one of 15 Groups and 66 detailed Types. More than 450 data variables from a combination of Experian proprietary, public and trusted third party sources – including research findings and behavioural data – is used to build a pin-sharp picture of the latest UK consumer and social trends.

UK MOSAIC 7 includes data for England, Scotland, Wales and Northern Ireland. No data is available for the Isle of Man or the Channel Islands.

For more information about UK MOSAIC 7, please visit the UK MOSAIC 7 website:

www.Experian.co.uk/marketing-services/products/mosaic-uk.html

Element	Code	Description
MOSAIC Household Type Code	TypeCode	2 digit MOSAIC Type code, e.g. “28”.
MOSAIC Household Type Name	TypeName	MOSAIC Type name, e.g. “Modern Parents”.
MOSAIC Household Group Code	GrpCode	Single character MOSAIC Group code, e.g. “B”.
MOSAIC Household Group Name	GrpName	MOSAIC Group name, e.g. “Prestige Positions”.

GBR Mosaic (Postcode)

Identifier: GBRMPC

The GBRMPC DataPlus set returns Experian's UK MOSAIC 7 demographic data relevant to a given postcode, as updated in 2021.

Mosaic synthesizes over 850 million pieces of information, in order to create an easy to understand segmentation that allocates 49 million individuals and 26 million households into one of 15 Groups and 66 detailed Types. More than 450 data variables from a combination of Experian proprietary, public and trusted third party sources – including research findings and behavioural data – is used to build a pin-sharp picture of the latest UK consumer and social trends.

UK MOSAIC 7 includes data for England, Scotland, Wales and Northern Ireland. No data is available for the Isle of Man or the Channel Islands.

For more information about UK MOSAIC 7, please visit the UK MOSAIC 7 website:

www.Experian.co.uk/marketing-services/products/mosaic-uk.html

Element	Code	Description
MOSAIC Postcode Type Code	TypeCode	2 digit MOSAIC Type code, e.g. "28".
MOSAIC Postcode Type Name	TypeName	MOSAIC Type name, e.g. "Modern Parents".
MOSAIC Postcode Group Code	GrpCode	Single character MOSAIC Group code, e.g. "B".
MOSAIC Postcode Group Name	GrpName	MOSAIC Group name, e.g. "Prestige Positions".

GBR Public Sector Mosaic (Postcode)

Identifier: GBRPSP

Public Sector Mosaic is Experian’s unique sector specific socio-demographic segmentation system. Like the GBRMOS data, the segmentation has 11 groups and 61 types, but GBRPSP includes more public sector focused segment descriptions. Public Sector Mosaic is available at postcode and household level (see [page 29](#)). It enables public sector organisations to apply policy decision, communications activity and resource strategies at the appropriate level of geography.

To find out more visit:

www.business-strategies.co.uk/publicsector

Element	Code	Description
Public Sector MOSAIC Postcode Type Code	TypeCode	3 character MOSAIC Type code, e.g. “B08”.
Public Sector MOSAIC Postcode Type Name*	TypeName	MOSAIC Type name, e.g. “Families and singles living in developments built since 2001”.
Public Sector MOSAIC Postcode Group Code	GrpCode	Single character MOSAIC Group code, e.g. “B”.
Public Sector MOSAIC Postcode Group Name*	GrpName	MOSAIC Group name, e.g. “Younger families living in newer homes”.

** Some of the Mosaic Type and Group names are very long. You should ensure you set the line width to the maximum 120 characters if you are returning Mosaic names. For information about setting line widths see your product documentation.*

GBR Public Sector Mosaic (Household)

Identifier: GBRPSH

This DataPlus set is not available if you are using an SLV licence. See "Street Level Validation" on page 7 for more information.

Public Sector Mosaic is Experian’s unique sector specific socio-demographic segmentation system. Like the GBRMOS data, the segmentation has 11 groups and 61 types, but GBRPSH includes more public sector focused segment descriptions. Public Sector Mosaic is available at household and postcode level (see page 28). It enables public sector organisations to apply policy decision, communications activity and resource strategies at the appropriate level of geography.

To find out more visit:

www.business-strategies.co.uk/publicsector

Element	Code	Description
Public Sector MOSAIC Household Type Code	TypeCode	3 character MOSAIC Type code, e.g. "B08".
Public Sector MOSAIC Household Type Name*	TypeName	MOSAIC Type name, e.g. "Families and singles living in developments built since 2001".
Public Sector MOSAIC Household Group Code	GrpCode	Single character MOSAIC Group code, e.g. "B".
Public Sector MOSAIC Household Group Name*	GrpName	MOSAIC Group name, e.g. "Younger families living in newer homes".

* Some of the Mosaic Type and Group names are very long. You should ensure you set the line width to the maximum 120 characters if you are returning Mosaic names. For information about setting line widths see your product documentation.

GBR PAF

Identifier: GBRPDP

This DataPlus set is not available if you are using an SLV licence. See ["Street Level Validation" on page 7](#) for more information.

The GBRPDP DataPlus set returns a PAF Organisation Key, a PAF Delivery Point Type, a PAF Address Key and all categories of PAF Delivery Point Aliases for a given address. This information enables you to uniquely identify a delivery point record, but only within a given release of PAF.

The PAF Address Key is a unique 8-digit number assigned by Royal Mail to each address on PAF. The PAF Address Key alone is not always sufficient to uniquely identify an individual delivery point because there can be more than one delivery point at the same address. For example, an address may contain a residential delivery point, and one or more small user organisation delivery points. Delivery points at the same address will usually, but not always, have the same postcode.

The PAF Organisation Key is an 8-digit number assigned by Royal Mail which uniquely identifies a small user organisation.

The PAF Delivery Point Type is a 1 character field assigned by Royal Mail which distinguishes between small user organisations or residential delivery points, and large user organisations.

The PAF Delivery Point Aliases (Building Name, Also Known As, Department, Organisation Description, Organisation Residential, Trading Name, Miscellaneous, Welsh Alternative) are variable length fields, which include all delivery point aliases of a given category. In case there are several delivery point aliases of one category, these aliases are separated by the `|` symbol.

Element	Code	Description
PAF Address Key	AddrKey	PAF Address Key.
PAF Organisation Key	OrgKey	PAF Organisation Key.
PAF Delivery Point Type	Type	PAF Delivery Point Type: "L" = large user organisation, "O" = small user organisation, "R" = small user residential.
PAF Building Name Delivery Point Alias	BldgNameAlias	PAF Building Name Delivery Point Alias.
PAF Also Known As Delivery Point Alias	AlsoKnownAs	PAF Also Known As Delivery Point Alias.
PAF Department Delivery Point Alias	Department	PAF Department Delivery Point Alias.
PAF Organisation Description Delivery Point Alias	OrganisationDescription	PAF Organisation Description Delivery Point Alias.
PAF Organisation Residential Delivery Point Alias	OrganisationResidential	PAF Organisation Residential Delivery Point Alias.
PAF Trading Name Delivery Point Alias	TradingName	PAF Trading Name Delivery Point Alias.
PAF Miscellaneous Delivery Point Alias	Misc	PAF Miscellaneous Delivery Point Alias..
PAF Welsh Alternative Delivery Point Alias	WelshAlternative	PAF Welsh Alternative Delivery Point Alias

GBR Barcode

Identifier: GBRBAR

The GBRBAR DataPlus set returns a Royal Mail barcode for a given postcode.

Each PAF Delivery Point has a unique barcode associated with it. This is based upon the postcode and delivery point suffix for that address.

Element	Code	Description
Customer Barcode	CustBar	Customer Barcode sequence (hexadecimal).

Before using the GBR Barcode DataPlus set, you should ensure that the QuickAddress 4State Barcode font is installed on your system. This font ensures that the barcode is displayed correctly. It is installed along with the program files for your Experian Products and is called QUICASB_.TTF.

GBR Just Built

Identifier: GBRJBF

This DataPlus set is not available if you are using an SLV licence. See ["Street Level Validation" on page 7](#) for more information.

The GBRJBF DataPlus set returns the date (in the form YYYYMMDD) that a residence was added to the Royal Mail PAF file, providing it has been added within the last six months.

This information is updated monthly by the Royal Mail.

Element	Code	Description
Date Made Live on PAF	JustBuiltDate	The date when the address was added to the Royal Mail's Postcode Address File (PAF).

The Royal Mail Just Built information is not available for Jersey, Guernsey, or the Isle of Man.

GBR UDPRN

Identifier: GBRUDP

This DataPlus set is not available if you are using an SLV licence. See ["Street Level Validation" on page 7](#) for more information.

The GBRUDP DataPlus set returns the Unique Delivery Point Reference Number (UDPRN) for the address, as assigned by Royal Mail.

Element	Code	Description
UDPRN Key	Udprn	The unique delivery point reference number, an 8 character code assigned to every delivery point in the Royal Mail's Postcode Address File (PAF).

GBR Financial Strategy Segments '4 (Postcode)

Identifier: GBRFP4

The GBRFP4 DataPlus set returns Experian's Financial Strategy Segments data relevant to a given postcode, as updated in 2021. In the UK, a single postcode corresponds to an average of 15 household addresses. This data is also available at household level (see [page 33](#) for more information).

Financial Strategy Segments data has been developed to provide financial market analysis, and is based on 12 months of intensive research into the UK population's financial behaviour. As such, it enables businesses to predict the financial behaviours of people living within a given postcode, including factors such as personal equity, investments, borrowings and debt.

GBRFP4 data classifies each of the 1.8 million postcodes in Britain into one of 55 types, which are subdivided between 15 groups. The data incorporates England, Scotland, Wales and Northern Ireland postcodes. No data is available for the Isle of Man or the Channel Islands.

For more information about Financial Strategy Segments, please visit the Financial Strategy Segments website:

<http://www.Experian.co.uk/business-strategies/financial-strategy-segments.html>

Element	Code	Description
FSS '4 Postcode Type Code	TypeCode	This postcode's FSS '4 Type code. For example, 02.
FSS '4 Postcode Type Name	TypeName	This postcode's FSS '4 Type name. For example, Portable Assets.
FSS '4 Postcode Group Code	GrpCode	This postcode's FSS '4 Group code. For example, A.
FSS '4 Postcode Group Name	GrpName	This postcode's FSS '4 Group name. For example, Bright Futures.

GBR Financial Strategy Segments '4 (Household)

Identifier: GBRFH4

This DataPlus set is not available if you are using an SLV licence. See "Street Level Validation" on page 7 for more information.

The GBRFH4 DataPlus set returns Experian's Financial Strategy Segments data relevant to a given household address, as updated in 2021. This data is also available at postcode level (see [page 32](#) for more information).

Financial Strategy Segments data has been developed to provide financial market analysis, and is based on 12 months of intensive research into the UK population's financial behaviour. As such, it enables businesses to predict the financial behaviours of people living within a given household, including factors such as personal equity, investments, borrowings and debt.

GBRFH4 data classifies each of the 25 million households in Britain into one of 55 types, which are subdivided between 15 groups. The data incorporates England, Scotland, Wales and Northern Ireland postcodes. No data is available for the Isle of Man or the Channel Islands.

For more information about Financial Strategy Segments, please visit the Financial Strategy Segments website:

<http://www.Experian.co.uk/business-strategies/financial-strategy-segments.html>

Element	Code	Description
FSS '4 Household Type Code	TypeCode	This household's FSS '4 Type code. For example, 10.
FSS '4 Household Type Name	TypeName	This household's FSS '4 Type name. For example, Career Priorities.
FSS '4 Household Group Code	GrpCode	This household's FSS '4 Group code. For example, D.
FSS '4 Household Group Name	GrpName	This household's FSS '4 Group name. For example, Growing Rewards.

GBR Experian Patient Propensity Data (Postcode)

Identifier: GBREPP

The GBREPP DataPlus set returns Experian 's Patient Propensity data relevant to a given postcode.

GBREPP data classifies each of the 1.8 million postcodes in Britain into areas of DNA risk, assigning a risk level between 50 and 200. Each of the postcodes are then divided equally between the following five risk bands:

- Low
- Below Average
- Average
- Above average
- High

So, the 20% of postcodes indicating the lowest risk levels will appear in the Low band, the 20% of postcodes indicating the next lowest risk levels will appear in the Below Average band, and so on until the 20% of postcodes indicating the highest risk levels appear in the High band.

Details of preferred communication methods are also included. Up to three preferred communication types can be returned, arranged by preference.

The data was collated by Experian using Public Sector Mosaic data (see [page 28](#)) in conjunction with NHS records, and indicates the likelihood that people living in a given postcode area will be treated as an outpatient.

The data incorporates England, Scotland, Wales and Northern Ireland postcodes. No data is available for the Isle of Man or the Channel Islands.

Element	Code	Description
DNA Risk	DNARisk	The DNA risk level of people living in this postcode area, between 50 and 200.
DNARiskBand	DNARiskBand	The DNA risk band of people living in this postcode area (Low to High).
Communication Preference 1	CommPref1	The preferred communication methods of people living in this postcode area, in order of preference. Values can include: "Email", "Face to Face", "Letter", "SMS Text", "Telephone" and "Unclassified".
Communication Preference 2	CommPref2	
Communication Preference 3	CommPref3	

United Kingdom Location Essential

Identifier: GBRGEO

The GBRGEO DataPlus set returns Experian's location data relevant to a given postal address.

United Kingdom Location Essential represents a comprehensive location dataset enabling customers to combine Royal Mail's Postal Address File (PAF) with a unique numeric identifier (UPRN) for every addressable location in Great Britain (England, Wales and Scotland) and with geocoordinates (latitude, longitude, easting and northing). As such, it enables customers to precisely pinpoint the physical location of a given address on a map.

The data is supplied by Ordnance Survey and is updated on a monthly basis.

Element	Code	Description
GBRGEO Unique Property Reference Number	UPRN	Unique numeric identifier for every addressable location in Great Britain
GBRGEO Easting	Easting	Easting value
GBRGEO Northing	Northing	Northing value
GBRGEO Latitude	Latitude	Latitude value
GBRGEO Longitude	Longitude	Longitude value

United Kingdom Location Complete

Identifier: GBRISG

The GBRISG DataPlus set returns Experian's location data relevant to a given postal address.

United Kingdom Location Complete represents a comprehensive location dataset enabling customers to combine Royal Mail's Postal Address File (PAF) with a unique numeric identifier (UPRN) for every addressable location in Great Britain and Islands (England, Wales and Scotland, Northern Ireland, Channel Islands and Isle of Man) and with geocoordinates (latitude, longitude, easting and northing*). As such, it enables customers to precisely pinpoint the physical location of a given address on a map.

The data is supplied by Ordnance Survey and is updated on a monthly basis.

*Easting and Northing data are limited for non-Great Britain records.

Element	Code	Description
GBRISG Unique Property Reference Number	UPRN	Unique numeric identifier for every addressable location in Great Britain and Islands
GBRISG Easting	Easting	Easting value
GBRISG Northing	Northing	Northing value
GBRISG Latitude	Latitude	Latitude value
GBRISG Longitude	Longitude	Longitude value

Using This Data

This chapter provides search tips and other product-specific information when using Pro, ProWeb, or Batch.

These searches are accurate at the time of data release. However, search results may differ depending on the data release you are using.

With Pro

Search Examples: Typedown

Enter postcode or place

GU3 3BQ

The Typedown engine is not available when using Pro with Street Level Verification.

The following table provides a list of these example search types:

- Full address known;
- Postcode not known;
- Sub-premises not known;
- PO Box number known.

Search Type	Example
Full address known	Enter the postcode gu33bq and press Enter. Enter the premises number 15 and press Enter. The correct address is returned: 15 Bramble Close GUILDFORD Surrey GU3 3BQ
Postcode not known	Enter the location, glasgow, and press Enter. Enter the first three letters of the street name, pik, and press Enter. In this example pik is enough to uniquely identify Pikeman Road as there are no other places in Glasgow starting with pik. Enter the premises number 15 and press Enter. The correct address is returned: 15 Pikeman Road GLASGOW G13 3NS

Search Type	Example
Sub-premises not known	Enter the postcode se256rz and press Enter. Enter the premises number 1 and press Enter. If the address contains sub-premises, the user is prompted to select a sub-premises number. Enter the sub-premises number 8 and press Enter. The correct address is returned: Flat 8 1 Canham Road LONDON SE25 6RZ
PO box number known	Enter the location, bristol, and press Enter. Enter po box and press Enter. Enter the PO Box number 120 and press Enter. The correct address is returned: H S B C PO Box 120 BRISTOL BS99 7PP

Search Examples: Singleline

Enter search
35 douglas st, de238lh

The following table provides a list of these example search types:

- Full address known;
- Sub-premises known;
- Postcode not known;
- Only street name known;
- Character missing from address;
- Address contains spelling mistake;
- Incomplete address element (partial);
- Incomplete address element (tagged);
- All organisation types in location.

Search Type	Example
Full address known	Enter the premises number followed by the postcode: 35, de238lh The correct address is returned: 35 Douglas Street DERBY DE23 8LH

Search Type	Example
Sub-premises known	<p>If the full address contains known sub-premises, enter the sub-premises followed by the premises number, then the postcode: 2, 18, eh105ly</p> <p>The correct address is returned: 18/2 Morningside Drive EDINBURGH EH10 5LY</p>
Postcode not known	<p>If the postcode is not known, enter the premises number and street name followed by the locality: 1 fairfield st, leeds</p> <p>The correct address is returned: 1 Fairfield Street LEEDS LS13 3DX</p>
Only street name known	<p>If the street name only is known, entering in the street will return a picklist from which the correct one can be selected. Pro can handle abbreviated street descriptors such as st, rd, ave or cl. Enter FairfieldStreet to view a list of every street of that name in the country.</p>
Character missing from address	<p>If one character is missing from the address the unknown character can be replaced with a question mark. Enter 12 ?arden rd, kendal and the correct address is returned: 12 Garden Road KENDAL Cumbria LA9 7ED</p>
Address contains spelling mistake	<p>Entering an address that contains one or more spelling errors can still return the correct address. Entering 2 joyland rd, bromley will still return the correct address: 2 Boyland Road BROMLEY BR1 4QF</p>
Incomplete address element	<p>If you only have partial address information, you can replace the remainder of an address element with an asterisk. Entering church rd, winte* will display a picklist of Church Roads in all places beginning with winte.</p>
Incomplete address element	<p>Sometimes it is helpful to tag a part of the search string to let Pro know which part of the address it is. For a list of available search constraints, see page 38. Searching on king*@s, bolton tells Pro to display a picklist of streets that begin with "king..." in Bolton.</p>
All organisation types in location	<p>Enter *bank, brighton to view a list of all banks in Brighton.</p>

Search Constraints

The following search constraints can be used to restrict searches when using the Single Line search engine in Pro or Batch Interactive.

Constraint	Elements Restricted to	Example Search
@O	Organisation and department	*hotel@o, birmingham
@P	Building and sub-building name/numbers	*fraser@p, glasgow
@S	Thoroughfare and dependent thoroughfare	king*@s, london
@L	Dependent and double dependent locality	barnsley farm, barnsley@l
@T	Post town	chur?h hill, sutton@t
@C	County and PNR county	high street, yorkshire@c
@X	Postcode	Shell uk ltd, se@x

It is a good idea to use O and P together rather than separately (for example, 'ship*@op, norfolk'). This is because some building names are recorded on PAF as organisation names or building name delivery point aliases (building name delivery point aliases are not searchable as they are part of gbrpdp.dap).

Searching With Street Level Validation

Searching with Street Level Validation (SLV) is restricted to the Single Line engine and searching on Postcodes and PO Box numbers. For more information see "[Street Level Validation](#)" on page 7.

The following table provides a list of these example search types:

- Postcode search
- Postcode search with lead information
- PO Box search

Search Type	Example
Postcode search	Enter the postcode of the required address: nr78ds The correct street-level address is returned: Neville Street NORWICH NR7 8DS
Postcode search with leading information	Enter the premises number, followed by the postcode of the required address: 15,nr78ds <div>It is important to note that the premises number will not be checked or verified in any way.</div> The lead information is passed through and the address is returned: 15 Neville Street NORWICH NR7 8DS

Search Type	Example
PO Box search	Enter the PO Box number, followed by the postcode: po box 34,ec2p2ap The correct PO Box number and address is returned: PO Box 34 LONDON EC2P 2AP

With Pro Web

Scenarios

The following table indicates the relevant search examples for each Pro Web scenario and search engine that supports GBR Address data.

For search examples for Pro Web with SLV, see "Searching With Street Level Validation" on page 38.

Scenario	Search Engine	For search examples, see:
Address Capture on the Intranet	Single Line hierarchical	Single Line search examples on page 36.
Address Capture on the Web	Single Line flattened	Single Line search examples on page 36.
Address Verification on the Web	Verification	Verification search examples on page 40.
Bulk Processing	Verification	Bulk Processing search example on page 42.
Address Capture	Single Line flattened	Single Line search examples on page 36.
Address Verification	Verification	Verification search examples on page 40.
Single Line	Single Line hierarchical	Single Line search examples on page 36.
Standard	Typedown	Typedown examples on page 35.
	Single Line hierarchical	Single Line search examples on page 36.
ActiveX Control	Typedown	Typedown examples on page 35.
	Single Line hierarchical	Single Line search examples on page 36.

Dual Search Data Mappings

Dual search data mappings allow simultaneous searching against two base datasets in Pro Web. The United Kingdom dataset can be combined with the Gazetteer (LPG) dataset to create dual search data mappings. The Gazetteer dataset must be the primary dataset in the data mapping.

Dual search data mappings are only available in certain versions of Pro Web.

For more information about using dual search data mappings in Pro Web, see the LPG Data Guide.

Search Examples: Verification

Users of Pro Web can use address verification functionality to verify a customer's address once they have typed it in full into a web form.

The following table provides a list of example searches and the Verify level they return.

Verify level	Example
Verified	<p>15 Bramble Close GUILDFORD Surrey GU3 3BQ United Kingdom</p> <p>This search brings back a verified address with the verify level of “Verified”.</p>
Multiple	<p>60 kings road london</p> <p>This search brings back a verify level of “Multiple” and offers a picklist of possible addresses as there are multiple Kings Roads in London.</p>
None	<p>Missing Street Unknown Town</p> <p>This search brings back a verify level of “None” as the address does not exist in the data.</p>
StreetPartial	<p>Sussex Close Sussex Way London N19 4LL United Kingdom</p> <p>This search brings back a verify level of “StreetPartial” as the search did not define a property number for the street location “Sussex Close”.</p>
PremisesPartial	<p>Haslam Court New Southgate London N11 1NJ United Kingdom</p> <p>This search brings back a verify level of “PremisesPartial” as there is more than one apartment at the address.</p>
InteractionRequired	<p>29 Road Palmers Green London N13 4DX United Kingdom</p> <p>This search brings back a verify level of “InteractionRequired” as the street name was not correct and, although there was only one match, the address requires verification from the user.</p> <p>29Avondale Road Palmers Green LONDON N13 4DX United Kingdom</p>

For more information about the Verification engine, refer to the Address Verification section of the *Pro Web Integration Guide*.

Search Example: Bulk Processing

The following example shows a bulk search on six addresses which all return a different level of verification.

1. Select the Bulk Processing search method.
2. Select United Kingdom data from the Datamap drop-down box.

Bulk Verification

Enter Bulk Address

Addresses

Datamap

United Kingdom

Next >

3. Type the addresses into the Addresses field, each address on its own line:

Bulk Verification

Enter Bulk Address

Addresses

1 Church Road, WARLINGHAM, Surrey, CR6 9NW
3, sk10 2ed
1 church rd, surrey
macaulay square, sw40rp
182 Kingston Rd, london
101 nothing st, madeup

Datamap

United Kingdom

Next >

4. Click Next to perform the verification on the entered address.

The verification level for each address is returned:

Bulk Verification

Verification results

Input address	Verification Level	Formatted address																		
1 Church Road, WARLINGHAM, Surrey, CR6 9NW	Verified	<table><tr><th>Label</th><th>Line</th><th>Line Type</th></tr><tr><td></td><td>1 Church Road</td><td>None</td></tr><tr><td></td><td></td><td>None</td></tr><tr><td>Town</td><td>WARLINGHAM</td><td>Address</td></tr><tr><td>County</td><td>Surrey</td><td>Address</td></tr><tr><td>Postcode</td><td>CR6 9NW</td><td>Address</td></tr></table>	Label	Line	Line Type		1 Church Road	None			None	Town	WARLINGHAM	Address	County	Surrey	Address	Postcode	CR6 9NW	Address
Label	Line	Line Type																		
	1 Church Road	None																		
		None																		
Town	WARLINGHAM	Address																		
County	Surrey	Address																		
Postcode	CR6 9NW	Address																		
3, sk10 2ed	InteractionRequired	<table><tr><th>Label</th><th>Line</th><th>Line Type</th></tr><tr><td></td><td>3 Manchester Road</td><td>None</td></tr><tr><td></td><td></td><td>None</td></tr><tr><td>Town</td><td>MACCLESFIELD</td><td>Address</td></tr><tr><td>County</td><td>Cheshire</td><td>Address</td></tr><tr><td>Postcode</td><td>SK10 2EH</td><td>Address</td></tr></table>	Label	Line	Line Type		3 Manchester Road	None			None	Town	MACCLESFIELD	Address	County	Cheshire	Address	Postcode	SK10 2EH	Address
Label	Line	Line Type																		
	3 Manchester Road	None																		
		None																		
Town	MACCLESFIELD	Address																		
County	Cheshire	Address																		
Postcode	SK10 2EH	Address																		
1 church rd, surrey	Multiple	<table><tr><th>Label</th><th>Line</th><th>Line Type</th></tr></table>	Label	Line	Line Type															
Label	Line	Line Type																		
macaulay square, sw40rp	StreetPartial	<table><tr><th>Label</th><th>Line</th><th>Line Type</th></tr></table>	Label	Line	Line Type															
Label	Line	Line Type																		
182 Kingston Rd, london	PremisesPartial	<table><tr><th>Label</th><th>Line</th><th>Line Type</th></tr></table>	Label	Line	Line Type															
Label	Line	Line Type																		
101 nothing st, madeup	None	<table><tr><th>Label</th><th>Line</th><th>Line Type</th></tr></table>	Label	Line	Line Type															
Label	Line	Line Type																		

With Batch

If you are using Batch to clean your database against more than one dataset, DataPlus information cannot be configured.

This section details the information relevant to using Batch with United Kingdom data.

Dataset-Specific Input Field Types

When you are configuring a Batch session, you can specify the address elements which are contained in your input fields. This can speed up the cleaning process as Batch does not have to work out which address element is contained within a field.

The following table describes the input fields that you can specify for GBR data, and the address elements Batch will expect for each. The field types can be configured from the Input pane during the Address Configuration stage of the Batch Configuration Wizard.

Input Field Type	Expected Address Element
Organisation	Department, Organisation
Street line/PO Box	Sub-premises, Premises, Street, PO Box
Street line	Sub-premises, Premises, Street
Sub-premises only	Sub-building name, Sub-building number
Premises only	Building name, Building number
PO Box	PO Box
Place/Postcode	Locality/PNR locality, Town, County, Postcode
Locality	Double dependent locality, Dependent locality/PNR locality
Town	Town
County	County
Postcode	Postcode
Telephone number*	Telephone number
Fax number*	Fax number
Telephone or fax number*	Telephone number/Fax number
Gas meter number**	Gasmeter number
Electricitymeternumber**	Electricity meternumber

* Input field types which should only be specified if you are using Telephone Preference Service (TPS) Additional Suppression Dataset.

** Input field types which should only be specified if you are using Gas or Electricity Additional Datasets.

If your input field contains more than one address element, you can specify these from the Multiple Elements sub-menu, from within the Advanced Elements menu. For example, you can specify that the Town and Postal code elements are stored in the same field in your input file. The dataset-specific input field types available for GBR data are:

Input Field Type	Expected Address Element
Department	Department
Organisation	Organisation
Sub-building name	Sub-building name
Sub-building number	Sub-building number
Building name	Building name
Building number	Building number
Street	Dependent thoroughfare, Thoroughfare
PO Box	PO Box
Locality	Double dependent locality, Dependent locality/PNR locality
Town	Town
County	County
Postcode	Postcode
Country	Country/ISO code

The Input menus may contain more input field types if you are using any Additional Datasets. The additional dataset-specific input field types are described in the relevant Additional Data Guide.

Dataset-Specific Information Bits

This section contains details on both GBR-Specific Information Bits and Extended Dataset Information Bits.

GBR-Specific Information Bits

When using GBR-specific data a selection of dataset information bits can be returned.

- For Standalone users, GBR-specific information bits are returned as the first 8 digits of the 16-digit extended match result as displayed in Interactive.
- For API users, these are returned by the function `QABatchWV_GetMatchInfo` as parameter *rlCountryInfo1*, and from the function `QABatchWV_Clean` in the parameter *rsReturnCode* from the 13th to 20th characters. Refer to the Batch manual for further information about these functions.

The following table provides a full list of GBR-specific information bits that can be returned:

Information Bit	Description
10000000	Postcode has been recoded
20000000	Multiple recodes exist for supplied postcode
01000000	Town added or altered
02000000	County added or altered
04000000	PNR county form present for matched address
00100000	Dependent locality added or altered
00200000	Double dependent locality added or altered
00400000	PNR locality alias retainable in output address
00010000	Thoroughfare name difference
00020000	Thoroughfare descriptor added or changed
00040000	Dependent thoroughfare name difference
00080000	Dependent thoroughfare descriptor added or changed
00001000	Building number corrected (for example, a single premises number corrected to a range)
00002000	Building name amended
00004000	Sub-building number corrected (for example, a single premises number corrected to a range)
00008000	Sub-building name amended
00000100	Organisation name altered
00000200	Organisation name matched to reference initials
00000400	Organisation department name added or changed

Search Examples: Batch Interactive

For information about the best methods for searching on United Kingdom addresses using Batch Interactive please refer to Single Line search examples on [page 36](#) and Typedown search examples on [page 35](#).

With NameTracer Pro

For search examples using the GBR Address data with NameTracer Pro, see the NameTracer Pro documentation.