



# The Public Service eXchange Subscription

2020 Product Overview Pack

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## THE COMPLETE PUBLIC SECTOR SOLUTION MAPPING, DATA, DIGITAL & INTELLIGENCE



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To make the very most of PSX we recommend:

- Expert advice from your dedicated account manager
- Key Stakeholder Mapping
- Adding Content to PSN (Public Sector Network)
- Profiling your existing data (CAP Report)
- Bespoke API data feeds direct to your CRM

02

Your content , adverts and events will be visible on our PSN Platform to all of our **250,000 Public Sector Members**. Our articles have been viewed **over 3.6 Million** times and we are constantly adding more.

03

Bespoke data outputs can be tailored from over **2,000,000** possible data selection combinations. We hold over **800** Different Job Roles and Functions across **200** Organisation types which are available to you live, **24 /7** and **365**.



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# Public Service eXchange Subscription

## Introduction

Oscar Research is proud to introduce **PSX** - The complete Public Service Data, Digital and Market Intelligence Solution. A **PSX** subscription gives you access to the entirety of the Public Services market in a single, powerful package, backed by the UK's leading Public Sector Network. This product brings together the best of everything we have to offer including digital advertising, tender-feeds, stakeholder and geo mapping, data provision and verification, market intelligence, sector specific reports as well as contact and organisational demographics.

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 to the **PSX** 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.

The **PSX** subscription gives users the entire Public Services market in a single place, with data for research, direct marketing and communication, digital advertising and tender feeds as well as market intelligence in the form of specific sector reports and organisational demographics. Full access is £2,500 per month on a rolling monthly subscription with an initial 12 month term.

- **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. We hold over 800 Different Job Roles and Functions across 200 Org Types.
- **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 eXchange Subscription

## Service Overview



### Data

Over 250,000 Post Holders covering 800 job functions and roles are at your fingertips.

90,000 Public Sector and Service organisations are provided with detailed categorisation, demographics and core contact information; the complete Intelligence and Benchmark database of UK Public Services.

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



### Digital

Weekly tender feed, Supplier Directory listing on the PSN and unlimited event calendar entries.

370 x 100 Banner Advert on primary pages of PSN.

Article(s) on PSN showcasing your organisation or service(s).

Two 595 x 95 monthly inclusions in the PSN e-Newsletter with distribution to over 150,000 post holders.



### Intelligence

Live & dynamic reporting tools provide in-depth market intelligence and analysis across the Public Sector & Political Landscape:

Local Authority Report  
Local Authority Political Affiliation  
Care Home Report  
Schools Report  
Housing Association Report

Data benchmarking, analysis & verification are also provided (CAP).



### Mapping

Geographical Stakeholder Data Feed and Mapping - Setup and delivery of a bespoke feed of data based on Geographic data points.

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



# Post Holder Data

We provide a range of Public Sector contact and organisational data subscriptions and services, to clients wanting to communicate with and market to UK Public Services, as well as those wishing to research and compile information about this sector. The **PSX** includes access to our complete live database and includes unlimited updates and downloads via our award winning online database selection and download system.

Available in formats suitable for marketing, research and on or offline publication; we provide customised data feeds for websites, directories and other database systems. Data is selectable in a number of ways, including by Organisation Type, Job Function, Management Level and Area, Region or Postcode. Oscar data is supplied as standard in plain text comma separated value (CSV) format or alternatively we can create bespoke feeds in XML or JSON; it is available either by direct API feed or to download through the website.

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



# Organisational Data

The PSX includes access to every Government and Public Sector Organisation in the UK. Provided with detailed categorisation, demographics and core contact information; the complete Intelligence and Benchmark database of UK Public Services. 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.
- **Infinite** selections across over **90,000** organisations.
- **Granular** Organisational Categorisation across Three Levels.
- **Sector** Specific Demographics and Intelligence.
- **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.

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

## 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



# Digital - Public Sector Network

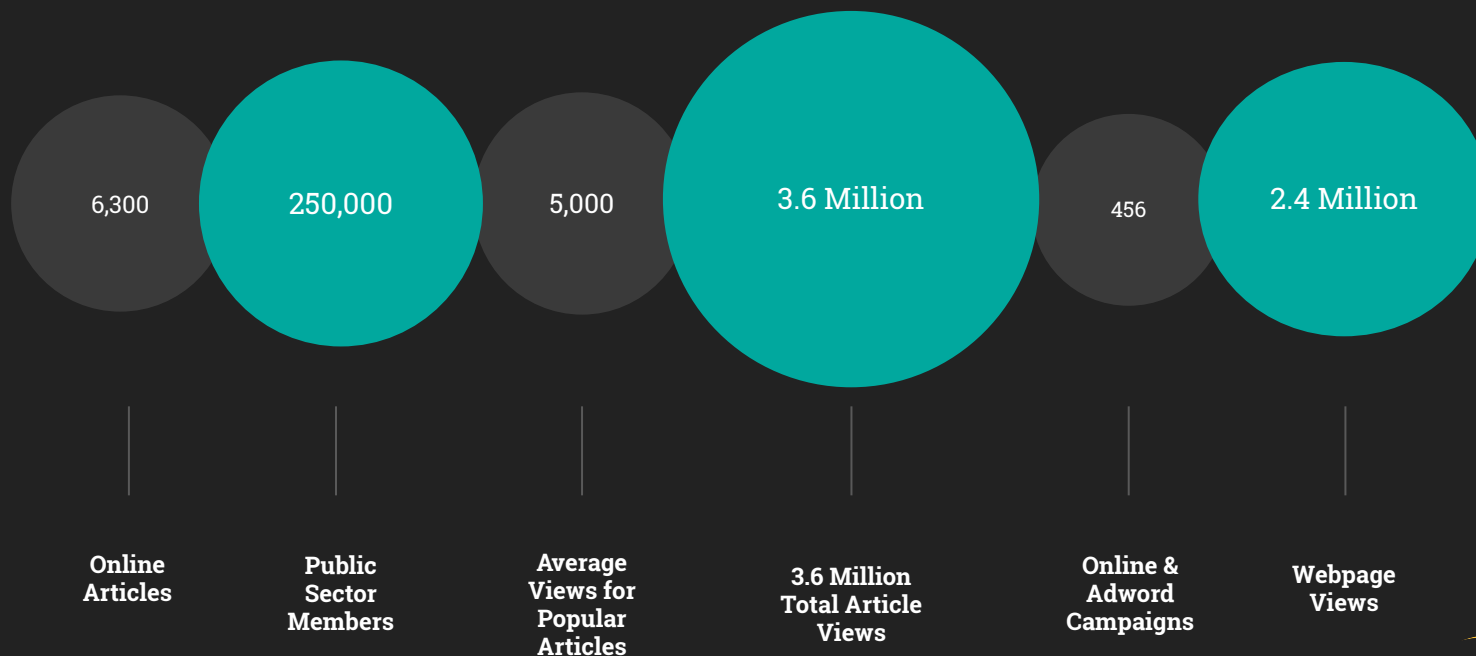
## Overview

The PSN is used by thousands of Public Sector Organisations and Post holders and it provides a unique platform to showcase your products and services - A must for anyone involved with, supplying to, or wishing to promote themselves to the UK Public Sector. PSX subscribers benefit from full exposure to the PSN and the following services:

- PSN Supplier Subscription -
  - [Supplier Directory listing](#) - Provide an in-depth profile of your organisation and your services, details are listed in our suppliers directory and search engine, used by thousands of officers for supplier identification and procurement.
  - [Weekly tender feed](#) - We gather details of tenders from a number of official sources, categorise them and send you a weekly email summary.
  - [Unlimited event calendar entries](#) - Post details of all your public events, conferences and seminars to gain exposure to our entire Public Sector user base
- [12 month PSN Website Advert](#) - 370 x 100 Banner Advert on primary pages of PSN including Article Sponsorship.
- [Product and Service Article](#) - Article(s) on PSN showcasing your organisation or service(s).
- [e-Newsletter Content/Advert](#) - Two 595 x 95 monthly inclusions in the PSN e-Newsletter with distribution to over 150,000 post holders.



## Digital - Public Sector Network General Statistics



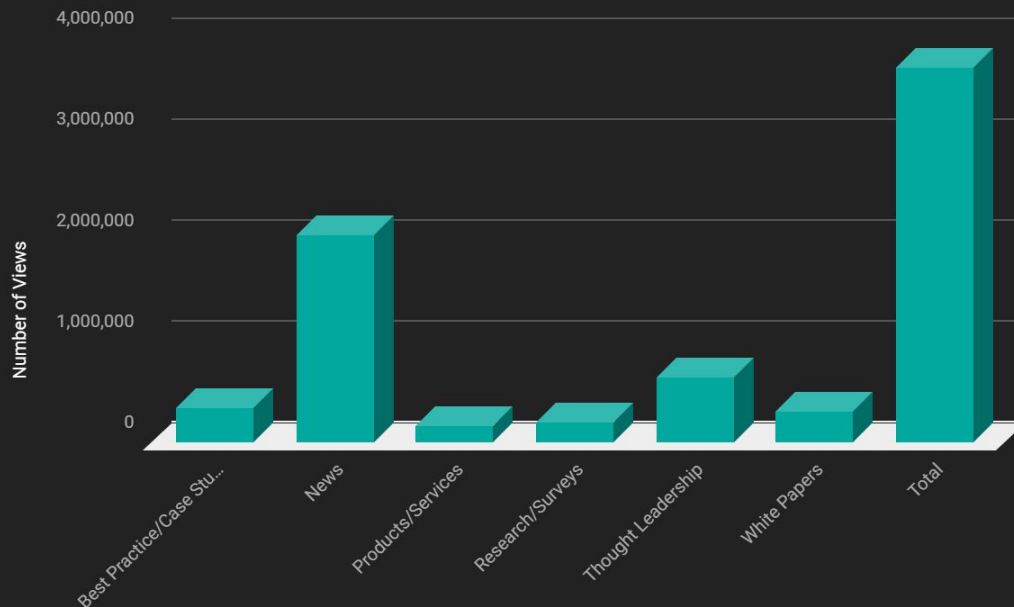


# Digital - Public Sector Network

## Article Views

This chart details the total volume of article views, split by each of the article types that we cover.

Article Type	Number of Views
Best Practice/Case Studies	341,850
News	2,058,131
Products/Services	159,786
Research/Surveys	200,566
Thought Leadership	645,643
White Papers	306,131
<b>Total</b>	<b>3,712,107</b>





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# Data Intelligence & Analysis

## Overview

Utilising our extensive Government experience, industry leading data systems and our core database of Government organisations, structures and posts. We provide a suite of Public Sector Market Reports, Analysis, Intelligence and Research services within the **PSX**; including:

### Data Services -

Our Customer Analysis and Potential (CAP) Report and De-duplication, Matching, Enhancement and Cleansing data services. Our Customer Analysis and Potential (CAP) report uses the Oscar database as a benchmark to match and profile your current Public Sector customer database; providing Intelligence and Enhancement potential. As the market leader in Public Sector data we have an unrivaled universe of Government and Public Service organisations and posts upon which to build insights and as an informed gateway to providing new prospects and data.

### Reports -

Live and dynamic sector analysis, intelligence and data visualisations across different areas of Public Services. Driven by the Oscar database our own dynamic Public Sector specific analysis and live market reports, intelligence and data visualisations can be seen below. As well as an archive of Government Diagrams, Changes and Guides produced by Oscar.

### Intelligence -

Government guides and charts, plus an archive of significant organisational changes. Public Sector Intelligence including a funding and structure chart of UK Government and Public Services, our Research Archive providing details of historical Public Sector organisational changes, structural charts and analysis and guide to the Government and Public Sector Market.

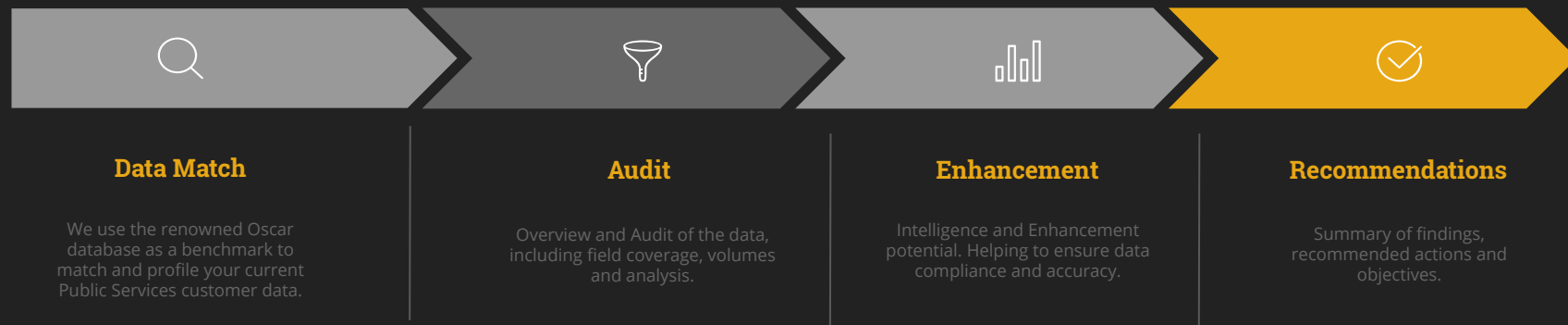


# Data Intelligence & Analysis

## Customer Analysis & Potential Report (CAP)

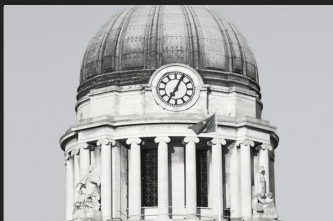
The PSX includes a full CAP report which is driven by the powerful Oscar database, as a benchmark to match, profile and analyse your current Public Services customer data. Providing both Intelligence and Enhancement potential and helping to ensure data protection compliance via identification of the legal status for current and new prospect and customer organisations. The report can be provided as a Powerpoint, HTML, iFrame, Google Doc or PDF and your database is returned with matches of both contacts and organisations flagged, plus those organisations suspected of being duplicated and/or defunct. On the basis of the report, we can then provide enhancement, new data as well as possibilities for automated data feeds, updates and integration into the Oscar database.

### Four Steps To Clean, Compliant Data



# Data Intelligence & Analysis

## Data Reports



### Local Authorities

The Local Authority report covers all **408** Councils and provides unique insights into the makeup of the Local Government market.

This powerful insight has proven invaluable for effective market intelligence and research.

**Demo**



### LAPA

The Local Authority Political Analysis (LAPA) report provides live insights and a view and analysis of the political landscape across all 20,000 elected seats in Local Government

**Demo**



### Care Homes

Driven by the live Oscar database, the Care Home report covers all **20,000** UK Care Homes and Groups.

Provides unique insights into the makeup of the UK residential care market.

**Demo**



### Housing Associations

The Housing Associations Report is driven by the live Oscar database, covers all **1,650** UK Housing Associations and provides unique insights into the makeup of the market.

**Demo**



### Schools

The Schools Report is driven by the live Oscar database, and covers all **29,000** UK Schools providing unique insights into the makeup of the Educational market.

**Demo**

# Data & Stakeholder Mapping

## Overview

We can identify the local, regional and national Public Sector organisations and the Political and Management stakeholders and influencers that matter most for your organisation or project. We combine our own live database of all **90,000** Public Service organisations and their **250,000** 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.

### Management (over 600 job functions available) across:

- Parish Councils
- Local Authorities
- Police and Fire Services
- NHS Trusts
- CCGs
- Schools, Colleges and Universities
- Government Departments and Agencies
- Housing Associations
- Care Homes and Groups

### Area Selectability:

- Postcode
- Ward
- Constituency
- Devolved Constituency
- CCG
- Local Authority
- Lower/Middle Layer Output Areas
- Political Region
- Country

### Political (Party, Position, Cabinet, Committee and Scrutiny functions)

- MPs
- Members of Devolved Governments
- Councillors



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# Data & Stakeholder Mapping Feeds

## Case Studies

### Care Home Provider:

Provided with a list of all home sites in the group, from which we identified the Constituencies, MPs and devolved Members covering each site. At a Local Government level, the ward councillors and cabinet members for Social Care. Within the NHS the CCGs and the appropriate Commissioners as well as Secondary Care Trusts and Health Boards. The data was built into a live bespoke data feed to be called into the clients own system.

### Water Company:

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.

### Surf Your Turf:

Our inhouse showcase of our data, system and mapping capabilities. Allowing users to search by any UK postcode to identify the national and local political representatives and political parties. Results include a party political analysis of the respective Local Authority and a map view of every Public Body in the area, from Parish Councils to Government Departments, Dentists to Health Trusts. [Demo](#)



# 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:**

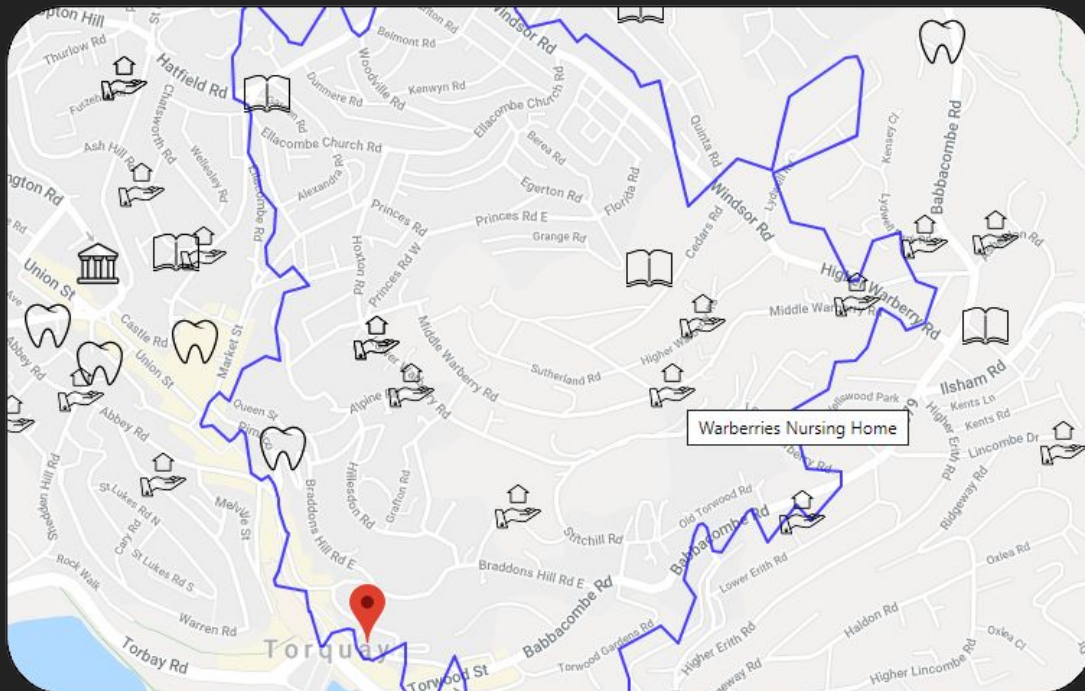
Councillor Mandy Darling (Liberal Democrat)

Councillor Nick Pentney (Liberal Democrat)

Councillor Cordelia Law (Liberal Democrat)

**Constituency:** Torbay

**MP:** Mr Kevin Foster (Conservative)





# Pricing

The PSX is £2,500 per month on a rolling monthly subscription with an initial 12 month term - [Buy Now](#).

You will be allocated **24/7** access to our live systems as well one of our expert account managers to help support your subscription; they are available by email or telephone anytime to help with everything from database selections, market coverage and structure to liaising with our PSN editorial team to place your adverts and content.



Over 250,000 Post Holders  
90,000 Public Sector and Service organisations  
The complete Intelligence and Benchmark database of UK Public Services.



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# 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 20 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.



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# Testimonials

"We have worked with the Oscar Research team for many many years, providing their data to a wide range of important clients. As a data broker, we must ensure we only provide the best quality, targeted data while having confidence in the lists we supply. Oscar's Public Sector file has always been of the highest quality and, along with their outstanding customer service, they remain one of our most trusted suppliers." - GRS ASSOCIATES

"Adam at Oscar Research was a real pleasure to speak with over the phone – very friendly and very knowledgeable about the breadth and scope of the data Oscar Research holds. They are clearly passionate about what they do, and it shows in the rigorous and very useful data they have provided us with. Thanks again." - WAVE TRUST

"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

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## Last few...

"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." - YOU.GOV

"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 would like to recommend Oscar Research for their good quality, accurate and up to date data. They are both personable and professional and a pleasure to work with." - CHARTERED DEVELOPMENTS

"Oscar Research is our first port of call for information regarding local authorities. We have worked with them for many years and find the online service quick and easy to use. Any questions or difficulties finding what we need, we know that they are just a phone call or email away and will provide us with what knowledge we need quickly." - JORDAN PUBLISHING

"Oscar Research were able to quickly and efficiently understand our needs from the first enquiry. We have had fantastic ongoing support from our account manager Richard who helped us acquire the information we need and supported us to make it user friendly and fit for our organisation's needs. A high quality, responsive and bespoke service." - PAUSE

## ...only joking...

"I was impressed with the service offered from Oscar Research. My enquiries were dealt with in a friendly and efficient manner and no job was too much trouble. The service I requested was delivered on time and within the budget limits set. I would recommend Oscar & definitely use them again." -SNIP

"Oscar Research is a friendly and professional organisation. They left a positive memory and I hope to do business with them in future." - HAYMARKET

"Really appreciate the information from the site - quick, reliable and comprehensive results." - NORFOLK COUNTY COUNCIL

"Oscar research provides not only, good service but also, expertise regarding their products." - POLMED

"Always found Oscar Research very quick to respond to my request as well as efficient, courteous and professional." - INCISIVE MEDIA

"A very on the ball company, supplies well researched and accurate data ...a pleasure to do business with." - COMMUNICATION INITIATIVES

"We have used Oscar and we are very happy with the speedy response, their flexibility and the quality of the data." - READSPEAKER UK



## ...you get the idea.

"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

"Your web site and data is brilliant and so easy to navigate." - COLLEGE OF HARINGEY, ENFIELD AND NORTH EAST LONDON

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

"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

"Very good service. Prompt and helpful responses to several requests for data." - RNID

"Oscar Research supplied us with up-to date information with great efficiency." - KEMPS PUBLISHING



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...so say **HELLO!**

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