

Service Definition Document

Information on Commercial Evaluations Ltd and the Mapolitical Suite of Online Applications

General

Commercial Evaluations and its related group of companies have been providing online Government Data for over 20 years to mainly the Private sector market. The Company consists of in-house research and IT teams with the objective to provide access to VIP Government and stakeholder Data in a user-friendly manner.

All our Data is refreshed on a daily basis and uploaded continuously into our master database. So a subscription User has the best available Data, i.e. a by-election or Cabinet reshuffle is in our Data within 24 hours of the Data being made publically available.

Please see enclosed unsolicited **Client Reference** below from the Vrije Universiteit Brussel, Department of Applied Economics (APEC), on our Data accuracy

Typical Data

We maintain a wide range of Government and other contact Data for our clients: e.g. MPs (Westminster and Constituency office), Ward Councilors (approx. 20,000), portfolio Holders, Committee Chairs, Senior Councilors, Party Leaders, Statutory and other L.A. Officers, Parish Council Clerks, MSPs, Welsh AMs, NI Assembly Members, GLA, Peers, LEPs and any other bespoke client requested Data.

Mapolitical Enterprise

We have integrated the above Data into a geo-location map front end so that a User can 'click' anywhere on a UK map down to street level and immediately locate and communicate with key local VIP Government and other bespoke contact Data (see Mapolitical document below and also www.mapolitical.com)

This has a multitude of applications and is used by clients who have complex infrastructure to manage their communications associated with Public Relations, Public Affairs, Route and Infrastructure Planning, Asset management (over 200,000 housing assets have been integrated into Mapolitical), Disaster and Risk Analysis (gas explosion or similar, Water contamination and coastal and inland floods etc.) plus others.

A selection of Typical Clients

Most of the UK Utilities (including Water, Gas, Energy, Transport (Road and Rail)) Infrastructure Builders & Planners (DfT, Highways England, East West Rail), Housing Groups, News groups, The Post Office, Corporates with complex infrastructure, MHCLG and others.

A selection of Typical Client Applications:-

MHCLG - They use Mapolitical services in order to communicate with leading Councillors and Council Officers around the UK. It is also used by the Ministerial Support team to

assist Ministers within the Department and others (Cabinet Office etc.) by generating Local Authority profiles prior to Ministerial visits.

East West Rail (Part of Department for Transport) – They use Mapolitical for consultation purposes across proposed East West Rail routes. This enables them to communicate with MPs, Councillors, Council Officers and Parish Clerks close to or along any part of a route.

Water Companies - They use Mapolitical for a combination of incident management and strategic planning purposes. They can click on a UK map to find key stakeholder contacts (Cllrs, MPs, Parish Clerks) associated with water leakage reports etc. They have their Water Boundary areas loaded into Mapolitical so they can easily search for their MPs, Cllrs and Council Officers etc. as well as visually see if an incident is within their area of responsibility. They also use the application to plot longer routes such as proposed pipelines for consultation purposes etc.

Highways England - They use Mapolitical for proposed new road development projects. They can draw and save these routes on a map to communicate with political stakeholders who could be affected by potential works. They can also load proposed route option boundaries into Mapolitical for wider consultation purposes.

Post Office - They use Mapolitical services to assist them in identifying new locations for Post Offices. As a statutory requirement they need to contact set stakeholders associated with proposed new Post Office Locations. Mapolitical's Post code reporting tools enable them to identify key MPs, Councillors, Council Officers, Parish Clerks and other Stakeholders (Chambers of Commerce etc.) associated with moving often locally sensitive Post Offices.

Housing Associations - They use Mapolitical for a combination of incident management and strategic property asset mapping purposes. We assist them in loading their property asset data into Mapolitical (often over 100,000 individual assets). It enables them to view their Property Assets on a map using a Constituency, Council or Ward political mapping report and find associated political stakeholders and output them into Excel etc. Searches can be made to find Assets by Property Type and Political Geography (Ward, Constituency etc.) and they can find infrastructure Reports Based on Postcode Area.

Most of the UK Utilities - (including Water, Gas, Energy, Transport (Road and Rail)) Infrastructure Builders & Planners (DfT, Highways England, East West Rail), Housing Groups, News groups, The Post Office, Corporates with complex infrastructure, MHCLG and others.

Mapolitical Connect

This is a stand-alone online application and is the main 'search engine' that supports Mapolitical Enterprise, but does not have the Map location front end – See Mapolitical Connect Data sheet below.

Backup/Restore/Business Continuity

We do not hold any end-user data, all the data we hold in our system is publicly available data and is fully apply GDPR compliant. Furthermore, we do regular automated backups of our database which are held at our secure hosting environments. In the last 5 years our service has been available on all of the days, with the occasional short outage for service upgrades / maintenance, as well as data centre upgrades.

We use 'Platform As A Service' to host the application, which utilises the built-in resilience functions of the data center. We have used two Cloud Providers, Dogado (<https://www.dogado.de/>) and Layershift (<https://www.layershift.com/legal/SecurityPolicy.pdf>) who have secure hosting environments compliant to stringent UK/European standards. This gives two fully independently hosted instances of our application.

OnBoarding/Offboarding/Implementation Plan

We setup system users with individual usernames and passwords. We then provide our clients with personalised onsite training. Our standard licence includes onsite training with a client's user team. In addition for remote users or supplementary adhoc training we can run WebEx sessions using a screen share. This is supported by online training and online user help documentation. The Mapolitical application also comes with a built-in online help facility as part of the application, which contains text and graphical explanations of the main system features and functions.

Pricing Overview

Mapolitical Online Map Location Application

Click anywhere on a UK map down to street level and communicate immediately with MPs (Westminster & Constituency Office) Ward Councillors, Portfolio Holders, Chairs, Council & Group Party Leaders, L.A. Officers, MSPs, Welsh MSs, L.A. Officers, MSPs, Welsh AMs, NI Assembly Members, GLA Members, Combined Authorities and other bespoke Client stakeholders, Parish Clerks.

Annual Licence fee 10 registered Users (non-divisible) - £20k

Annual Licence fee 15 registered Users (non-divisible) - £25k

Annual Licence fee 20 registered Users (non-divisible)- £33k

Additional Users over 20 – TBA Subject to agreement with the Buyer for high volume

Stand alone 'Mapolitical Connect' Application (i.e. The main Mapolitical search engine without the Map front end locations system)

Annual Licence fee 10 registered Users (non-divisible) - £15k

Annual Licence fee 15 registered Users (non-divisible) - £20k

Annual Licence fee 20 registered Users (non divisible) - £24k

Additional Users over 20 TBA Subject to agreement with the Buyer for high volume

Service Levels/Security/Constraints/Performance/Maintenance

Our service is located in a secure hosting centre and is available 24 hours a day seven days a week. In the last 5 years our service has been available on all of the days, with the occasional short outage for service upgrades / maintenance, as well as data centre upgrades. We do not make any guarantee of service availability and users are not refunded based on outages.

We receive email alerts from the datacentre in advance of planned outages and pass onto our users if applicable (most of these are out of hours). We also contact users via email if there are any unexpected outages.

Furthermore, we also use two secure data centres to host our application for failover. Please see their websites below for further information:- <https://www.dogado.de/> <https://www.layershift.com/jelastic/> both of which maintain industry standard asset protection and resilience, and are ISO27001 accredited.

We do not hold any client/end-user data, all the data we hold in our system is publicly available data that we research. Therefore there is no access to our researched data if a client does not renew their licence.

Ordering & Invoicing Process

We require a valid Purchase Order with a Purchase Order Number.

We raise invoices against a valid Purchase Order. Our invoices are in pdf on letter Headed paper. The invoice will contain the Purchase Order Number (and any other required references), Item description (as shown the Purchase Order), our bank details and agreed payment terms.

After Sales Support

Onsite support is provided by user training sessions, in the first instance, which is covered by the user licence fee. Further onsite support can be provided by mutual agreement. We can also provide online user training via screen share applications such as WebEx. We also provide phone support, 9 to 5 (UK time), Monday to Friday. Our response times are normally within 24 hours of request.

The Mapolitical application comes with a built-in online help facility as part of the application, which contains text and graphical explanations of the main system features and functions.

Technical Requirements

The application is accessed by a standard web browser and we support all the main web browsers.

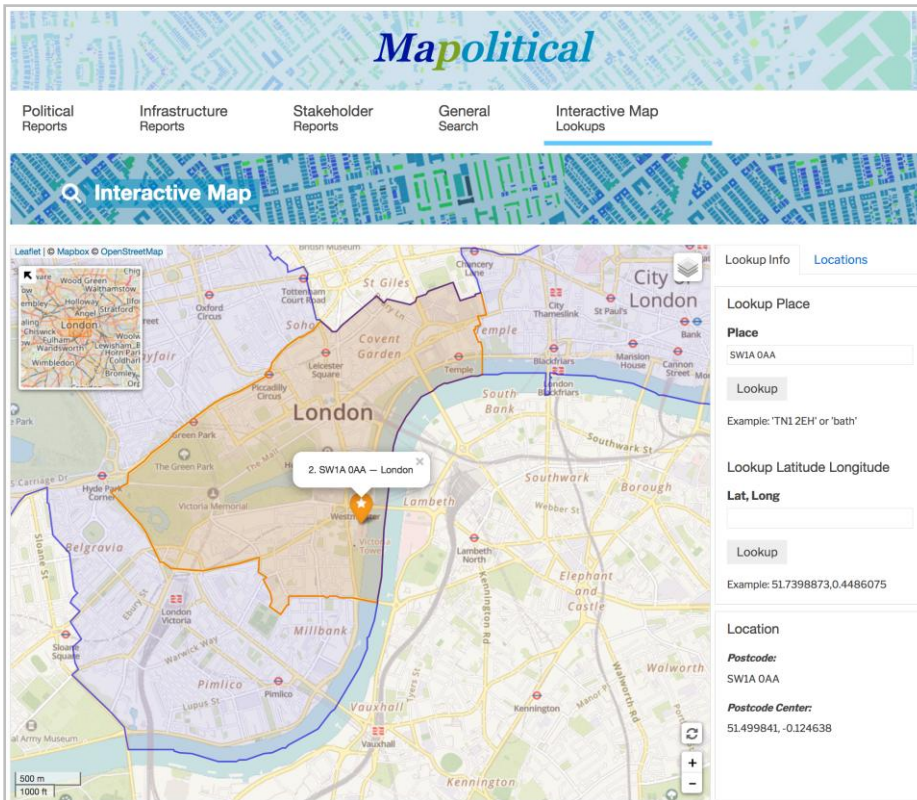
Supported browsers

- Internet Explorer 11
- Microsoft Edge
- Firefox
- Chrome
- Safari 9+
- Opera

Mapolitical

The New Political Mapping Application from Commercial Evaluations

Mapolitical has a wide range of applications covering: Daily public relations and Public Affairs communications to a local granular level, route and asset management, new infrastructure build and risk analysis, transport and infrastructure analysis, security, disaster planning (flooding – incidents – environmental issues) and potentially helping citizens in distress



What it does

Mapolitical allows the User to Click anywhere on an interactive UK map down to street level and immediately locate and communicate with National and Local Government, using built in data and export functionality.

Project Example

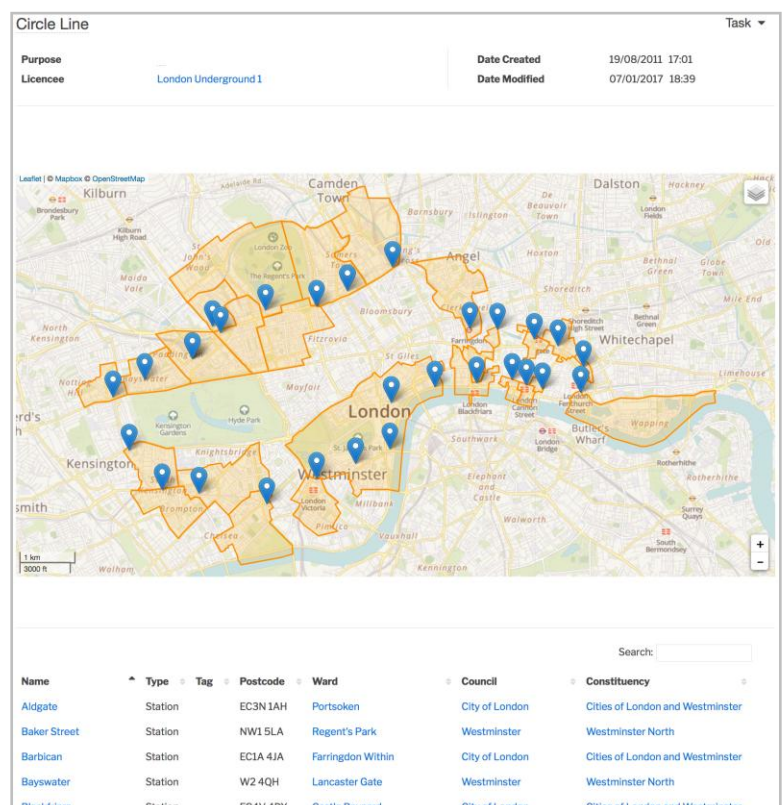
To the left is an Individual location derived from clicking on the interactive map showing a constituency.

What it does

Mapolitical allows the User to load and plot key assets and lines of route. The application allows users to manage infrastructure across the UK and produce political/stakeholder contact reports saving many employee work days.

Project Example

To the right is a **Mapolitical** display of the London Underground Circle Line with the outline of the Wards associated with each station. Immediate contact reports can be generated and used in EXCEL for Email communications.



Aggregation Report — Circle Line

Name	Type	Party / Job	Represents	In
Found Persons				
 Rt Hon. Greg Hands MP	MP	Conservative	Chelsea and Fulham	London
 Ms Nickie Aiken MP	MP	Conservative	Cities of London and Westminster	London
 Rt Hon. Sir Keir Starmer KCB QC MP	MP	Labour	Holborn and St Pancras	London
 Rt Hon. Emily Thornberry MP	MP	Labour	Islington South and Finsbury	London
 Ms Felicity Buchan MP	MP	Conservative	Kensington	London
 Ms Apsana Begum MP	MP	Labour	Poplar and Limehouse	London
 Ms Karen Buck MP	MP	Labour	Westminster North	London
 Ms Anne Clarke AM	GLA	Labour	Barnet and Camden	London
 Mr Unmesh Desai AM	GLA	Labour	City and East	London
 Ms Sem Moema AM	GLA	Labour	North East	London
 Mr Tony Devenish AM	GLA	Conservative	West Central	London
 Mr Shaun Bailey AM	GLA	Conservative	London	London

What it does

Mapolitical produces quality contact data reports covering both National and Local Government across any site or infrastructure.

Project Example

To the left is the **Mapolitical** contact report generated from the above LU Circle Line route location points. This Data can be immediately exported to EXCEL for mail / Email merge.

Benefits quoted to us by our clients

‘**Mapolitical** and its Political mapping functionality saves our PR team three man days for every bus and train route’.

‘For the first time **Mapolitical** give u the ability to easily provide information to local MPs & Councillors on our contribution of our business to the local community.’

‘Across our site infrastructure, **Mapolitical** enables us to save significant costs in Public Affairs / Public relations and enhance our customer satisfaction.’

‘**Mapolitical**’ helps us in the planning and building of major infrastructure projects where communication and risk analysis are vital major elements of our business.’

Kensington and Chelsea

Preview

This Council is under Conservative Control.

50 Councillors

Conservative	— 37 Councillors	74%
Labour	— 12 Councillors	24%
Liberal Democrat	— 1 Councillors	2%



Constituencies

Chelsea and Fulham
Kensington

County

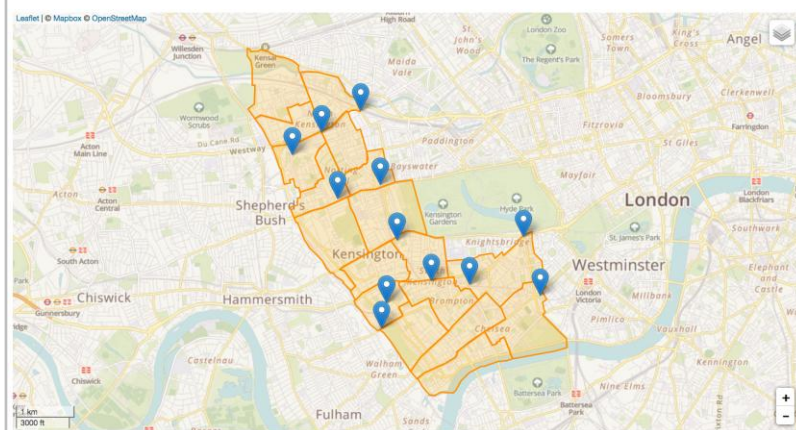
London

Region

Greater London

Wards

Abingdon
Brompton & Hans Town
Camden
Chelsea Riverside
Colville
Courtfield
Dalgarvo
Earl's Court
Golborne
Holland
Norland
Notting Dale
Pembroke
Queen's Gate
Redcliffe
Royal Hospital
St Helen's
Stanley



Telephone: 01245 420048
Email: mike@comeval.com
daryl@comeval.com

Commercial Evaluations
161 Lodge Road
Chelmsford
Essex CM1 2GR



The Mapolitical Connect Online Government Database is part of the Mapolitical suite of Applications (www.Mapolitical.com)

Mapolitical Connect is a new comprehensive Online Government / VIP Client Stakeholder Database covering a wide range of government / Industry related areas designed and developed by Commercial Evaluations. **Indeed all the key VIP political stakeholders you will need to contact in one database.**

Our Data is refreshed daily by our in-house research team and such things as by-elections and Cabinet reshuffles are in our Data-set within 24 hours of the Data being made public.

The areas covered by the database include **Local Government (Officers, Councillors (approx.. 20,000), Cabinets/ Portfolio holders/Committees, Chairmen, Key Councillors), MPs, House of Lords, MEPs, MSPs, AMs, GLA, NI Assembly, European Commission and LEPs.** The database is updated every 24 hours by a focused team of researchers and contains biographies images and political Maps.

There is a powerful search engine that enables searches to be made across all UK government areas to enable all the main VIP stakeholders to be identified. For example, every MP can be regionally linked to local Councillors via their wards, relevant committees/portfolio holders and Council Officers identified for contact. In addition Peers, MEPs, MSPs, AMs, NI Assembly GLA and LEPs can be regionally linked in the same way.

Mapolitical Connect has a wide range of clients covering major utilities, telecom operators, transport operators, Trade Unions, large corporate companies, Government Departments, banks, public affairs, PR agencies and charities etc. Commercial Evaluations also provides electronic streamed data and postcode look-up APIs on a daily basis (see www.locatoronline.co.uk) to major, newsgroups, Government Agencies and to over 400 web sites in the UK and overseas.

Features

- From any search a mail merge can be made (export to WORD or Excel).
- Geographically move between different tiers of government using regional links.
- Client Stakeholder database: For a number of clients we can receive 'Client Stakeholders' (in EXCEL or other) and integrate them into the Mapolitical Connect service so they are available alongside the Mapolitical Connect Government stakeholder contacts. Client stakeholders can be refreshed on a regular basis by our in-house research team
- Mapolitical Connect can be seamlessly upgraded to the full Mapolitical Application.

This unique Application will allow the User to **click anywhere on a UK map down to street level, find and record a location and immediately communicate to their local MP, Ward Councillors, L.A. Officers, Devolved Parliamentarians, Parish Council Clerks and other bespoke stakeholders directly from the map.**

Please contact mike@comeval.com for further information on the above.

Client Reference

Commercial Evaluations periodically provides Data to Educational and other Research institutions.

In November 2018 we had a Mapolitical licence to provide all our Councilor contact Data to the Vrije Universiteit Brussel, Department of Applied Economics (APEC), for a pan European project based jointly in Norway (Oslo) and Brussels.

We were pleased to receive an unsolicited Client reference from Professor Geys – please see below

QUOTE”

From: Geys, Benny [mailto:benny.geys@bi.no]
Sent: 30 November 2018 11:29
To: Mike Hickman
Subject: RE: UK Councillor List

Dear Mike,

I just wanted to let you know that we have now successfully completed our survey of the UK local councillors, and express my gratitude for providing us with access to them. From the 20000-plus email addresses we received from you, 99% worked perfectly – and many of the remaining 240-odd addresses simply seemed to block our mass email rather than be inactive. Hence, we were very happy with that!

Kind regards,
Ben

Benny Geys
Professor
Department of Economics
Office address: Nydalsveien 37, 0484 Oslo
Postal address: NO-0442 Oslo
Mobile: +47 46410923 – Switchboard: +47 46410000

“UNQUOTE