



G Cloud 15

BT Service Definition for Active Intelligence

Contents

1	Service Overview	3
2	Location Insights	4
3	Real Time Location Insights	5
4	Origin Destination Insights	6
5	Journey Insights	7
6	Security Requirements	8
7	Personal Data	10
8	Other Service Considerations	11

1 Service Overview

Overview:

Active Intelligence helps organisations optimise services, improve outcomes, and enhance customer and citizen experiences. This is through advanced location and movement intelligence, with in excess of 25bn daily data points, built from anonymised and aggregated data representing 35% of the UK population. It provides a robust and reliable understanding of people, places, and journeys that supports evidence-based decision making across planning, operations, policy evaluation, and ongoing monitoring.

Active Intelligence supports decision making across multiple time horizons, spanning:

- Historic datasets for trend analysis and evaluation
- Rolling weekly and daily updates for monitoring change
- Continuous real time insight for operational and situational awareness

Our data can be delivered at the spatial level that best fits your use case.

- Standard census geographies including LSOA, MSOA, LAD, and regional levels
- High resolution Hex H3
- Custom geographies defined by you, such as high streets, key attractors and points of interest (POIs) or catchments

Our unique GeoMND latitude and longitude capability directly delivers unrivalled spatial accuracy and consistency across all datasets.

Active Intelligence offers full UK wide coverage and is suitable for projects of any scale, from single site analysis to national programmes. Our products are used across a wide range of sectors including transport, government (Central, Regional, Local), health, policing, retail, and media.

All data is fully anonymised and aggregated, with privacy and security embedded by design. Active Intelligence is fully GDPR compliant and aligned with public sector data governance requirements.

Insights can be delivered in the format that best suits your needs, including:

- Structured CSV data files
- APIs for integration into existing systems and dashboards
- Visualisations to support exploration, reporting, and stakeholder engagement.

2 Location Insights

Location Insights is BT Active Intelligence's product that provides information on UK footfall and home catchments.

Data is available from November 2023, and historic data periods will depend on the package purchased.

As part of Location Insights, the following features are available.

- Location Insights dashboard, allowing the user to view and compare footfall, customer and catchment insights for selected areas of interest. The charts include:
 - Footfall volumes over time
 - Peak visiting hours (by hour of day and day of week)
 - Dwell times
 - Age and gender distribution
 - Income distribution
 - Visit purpose (distribution of workers, residents and visitors)
 - Top 10 countries of international visitors
 - Home catchment map
 - Top 10 home postcodes of domestic visitors
- Footfall and Catchment History data download, where the user can download daily footfall or weekly, monthly or quarterly catchment volumes with additional visitor attributes (demographics, income, country of origin, visit purpose).
- Footfall and Catchment History APIs, where the user can query hourly or daily footfall and weekly, monthly or quarterly catchment volumes with additional visitor attributes (demographics, income, country of origin, visit purpose).

The following Areas of Interest (Aoi) are available:

- CDRC Retail Location Boundaries: [Retail Centre Boundaries and Open Indicators | CDRC Data](#)
- Retail POIs (close to 500 of the top brands) ; or
- Custom polygons, allowing the user to define bespoke areas of interest.

3 Real Time Location Insights

Provision of near real time population insight and counts across the UK.

Outputs are provided via API and/or visualisation dashboards depending on your requirements. These allow easy interpretation of the data, allowing the user to view, baseline and compare footfall.

Data are provided at a H3 Level or aligned to census boundaries.

The data outputs will include:

- Total volume footfall
- Demographics: age / gender
- Transition: dwelling / moving
- Purpose

4 Origin Destination Insights

Our Origin Destination Insights products provide all the information you needed to understand the 'where', 'when', 'how' and 'why' of people-movement.

Origin Destination matrices provide understanding of travel demand patterns across all of the UK.

Insights include:

- The mode of travel (road, rail, HGV, active modes)
- The purpose of travel (home, work, other)
- The time of day
- The day of week or day type (weekday/weekend)
- Demographics

5 Journey Insights

5.1.1 Road insights

Daily average road usage volumes for UK road links taken across the month, split by day of week, and time-period or hour.

The data outputs contain additional information on demographics, EV usage, journey length, journey origin and destination locations, and home locations.

5.1.2 Rail insights

Mobile network data derived insights around the daily behaviour of rail passengers.

The data includes modal share, passenger volume, alighters and boarders and station catchment.

6 Security Requirements

Due to the nature of the service within scope of this service offer, optional Call-Off Schedules 9A (Security: Short Form), 9B (Security: Consultancy), 9C (Security: Development), 9D (Security: Supplier-led Assurance) and 9E (Security: Buyer-led Assurance) are excluded and the **Suppliers standard Security Management Plan applies only**.

Additionally, BUYER'S SECURITY REQUIREMENTS AND ICT POLICY SECURITY REQUIREMENTS within the Call-Off Order Form will be marked with the option **There are no Security Requirements for the purposes of this Call-Off Contract** and SECURITY ASPECTS LETTER will be marked as **not applicable**.

6.1 The Security Management Plan

The Security Management Plan (SMP) defines the security measures that are implemented, and maintained, by BT. BT will maintain the adherence to the contracted security measures.

The plan supports the provision of the services in scope of this service offer and covers the following:

- Our approach to security
- Our information security policy
- External parties
- Human resource security
- Physical and environment security
- Asset management
- Operation of the plan
- The security lifecycle

6.2 Security Accreditation and Governance Standards

Security accreditation and governance standards will be in line with the details defined within the Suppliers Digital Marketplace submission and where applicable, additional information will be detailed within this Service Definition document.

6.3 Operational Security

Operational security will be in line with the details defined within the Suppliers Digital Marketplace submission and where applicable, additional information will be detailed within this Service Definition document.

6.4 Asset Protection

Operational security will be in line with the details defined within the Suppliers Digital Marketplace submission and where applicable, additional information will be detailed within this Service Definition document.

6.5 Cyber Essentials Certification

Cyber essentials certification was a mandatory requirement to secure a place on the framework as a Supplier and to maintain our place on the agreement, all Suppliers must present evidence to Crown Commercial Service (CCS) of their continued certification.

Therefor the option under CYBER ESSENTIALS CERTIFICATION within the Call-Off Order Form under is marked as not applicable and for the purposes of Call-Off Schedule 27 (Cyber Essentials Scheme), clauses 2.1 to 2.4 are not used.

6.6 Staff Vetting Requirements and Background Checks

Staff vetting requirements will be in line with the details defined within the Suppliers Digital Marketplace submission and this Service Definition document and STAFF VETTING REQUIREMENTS within the Call-Off Order Form will be marked accordingly.

Our recruitment process includes pre-employment screening and vetting prior to placement to ensure adequate levels of confidentiality are maintained, screening includes:

- Application for a criminal record check
- Giving us contact details for reference checks
- Health declaration
- CIFAS- Staff Fraud Database check.

Additional checks are made when dealing with particularly sensitive positions (such those involved with sensitive contracts). The normal undertakings signed by individuals at recruitment include non-disclosure provisions and it is a disciplinary offence to misuse any information obtained from Supplier systems. Offenders are subject to disciplinary action up to and including dismissal and may be subject to prosecution, while ensuring compliance with local legislation.

Due to the nature of the service within scope of this service offer, optional Call-Off Schedule 18 (Background Checks) is excluded and in the event that Supplier Staff do not have the necessary clearance required, the Parties will agree an acceptable alternative such as escorted access.

7 Personal Data

Personal data in relation to services in scope of this service offer is divided into 2 areas:

- Managing the contract
- Managing the services

Personal data, where required to be managed, complies with the requirements of clause 17 Data protection and security, within the Framework Core Terms including new Clause 17.7 included via Framework Special Term 13

7.1 Managing the Contract

Joint Schedule 10 (Processing Data) will be completed to define what types of personal data in relation to managing the contract may be held, the nature and purposes of the processing and will confirm The Parties are Independent Controllers of Personal Data.

7.2 Managing the Service

Where personal data is held as part of delivering the service, how this will be managed will be defined, where applicable, within the Suppliers product specific Terms and Conditions that are attached to the Suppliers Digital Marketplace entry for this service offer. The Suppliers Digital Marketplace entry also confirms details of data storage and processing locations specific to this service.

The Supplier, including any Sub-processors of the Supplier, may from time to time use back-office support and system functions which are located or can be accessed by Users from outside of the UK and/or the European Economic Area. Any such processing will be in accordance with Joint Schedule 10 Paragraph 5.5.2, and for the purpose of clause 5.5.2 (a), the Buyer consents to the disclosure and transfer of Data, including Personal Data, as required in order to provide the Service.

7.3 Sub-processing

The Buyer consents to the Supplier's use of Sub-processors in accordance with the Framework Agreement. The Supplier will ensure that data protection obligations in respect of Processing Buyer Personal Data that are broadly comparable to those set out in the Framework Agreement and will be agreed with any Sub-processors.

The Supplier will inform the Buyer of intended changes to its Sub-processors from time to time, either by providing the Buyer with online access to intended changes or by such other means as the Supplier may determine. If the Buyer does not object to the proposed change within 30 days of this notice, the Buyer will be deemed to have authorised the use of the new Sub-processors.

8 Other Service Considerations

The service described in this Service Definition is based on the Supplier's standard offering for this cloud service and the contract is not defined as a Critical Service Contract. It should be noted that the G Cloud 15 Call-Off Order Form has a number of mandatory schedules, optional schedules and Call-Off Order Form options, and this section clarifies the position of these options for this service as provided by the Supplier. The service will additionally be delivered in line with the Supplier Terms and Conditions included within the Suppliers Digital Marketplace submission.

8.1 Modern Slavery, Environmental Requirements and Sustainability

To comply with the reporting requirements to the Buyer as defined within Joint Schedule 5 (Sustainability) the Buyers can access the Suppliers annual Modern Slavery Report, and where required (for lots 1a and 1b only) its Carbon Reduction Plan here [Our reports & policies - Responsible business | BT Plc](#)

Optional Call-Off Schedule 25 (Additional Sustainability Requirements) is excluded. The Suppliers approach to sustainability, managing our environment, and our modern slavery policies can be found here [Our reports & policies - Responsible business | BT Plc](#)

Optional Call-Off Schedule 26 (Carbon Reduction) is excluded. The Suppliers approach to carbon reduction and our carbon reduction plans can be found here [Our reports & policies - Responsible business | BT Plc](#)

8.2 Financial Difficulties

For the purpose of Joint Schedule 7 (Financial Difficulties), the Ratings Agencies listed within Annex 1 (Rating Agencies and their standard Rating System) will be Standard & Poor and Moody's and for Annex 2 (Credit Rating Thresholds) these will be BB+ for Standard and Poor and Ba1 for Moody's.

BT's published ratings are available [here](#)

8.3 Guarantee

For the purpose of Joint Schedule 8 (Guarantee), the Buyer does not require a Guarantee from the Supplier to award the contract.

8.4 IPR

For the purpose of Call-Off Schedule 1 (Intellectual Property Rights) **Part A Option A3: Supplier ownership of all New IPR with Buyer rights for the current contract only;** applies and is not further amended on the Call-Off Order Form under INTELLECTUAL PROPERTY RIGHTS.

8.5 Staff Transfer

No staff transfer is required and for the purposes of Call-Off Schedule 2 (Staff Transfer) **Part C: No Staff Transfer on the Start Date** only applies.

8.6 ICT Services

ICT services, where applicable, will be managed in line with the details defined within the Suppliers Digital Marketplace submission and supporting Supplier Terms, and where applicable within this Service Definition document and optional Call-Off Schedule 6 (ICT Services) is excluded, and the option under ICT POLICY within the order form will be marked as not applicable. Any maintenance of the ICT environment, where applicable, will be defined within this Service Definition document and the option under MAINTENANCE OF THE ICT ENVIRONMENT within the Call-Off Order Form will be marked as not applicable.

8.7 Business Continuity and Disaster Recovery

As noted by CCS guidance provided within Framework Schedule 6 (Order Form Template), optional Call-Off Schedule 8 (Business Continuity and Disaster Recovery) is not applicable for services under lots 2a and 2b and is excluded.

8.8 Corporate Resolution Planning

Due to the nature of the services within scope of this service offer, , which is available only when the Call-Off Contract is not a Critical Service Contract, optional Call-Off Schedule 24 (Corporate Resolution Planning) is excluded.

8.9 Exit Management

Optional Call-Off Schedule 10 (Exit Management) is excluded and at the end of the Call Off Contract Period, the offboarding process will be managed in line with the details defined within the Suppliers Digital Marketplace submission and where applicable within this Service Definition document. The Call-Off Order Form SPECIFIC EXIT MANAGEMENT ASSISTANCE (LOT 1A AND LOT 1B ONLY) and VIRTUAL LIBRARY will both also marked as not applicable.

8.10 Clustering and Leasing

Services will be contracted and invoiced to the Buyers detailed within Framework Schedule 6 (Order Form Template) and as such optional Call-Off Schedule 12 (Clustering) is excluded.

Due to the nature of the services within scope of this service offer, leasing of services is not applicable and as such, optional Call-Off Schedule 22 (Lease Terms) is also excluded.

8.11 Implementation Plan and Testing

Due to the nature of the services within scope of this service offer, optional Call-Off Schedule 13 (Implementation Plan and Testing) is excluded and the services in scope will be implemented and tested in line with the details defined within the Suppliers Digital Marketplace submission and this Service Definition document.

8.12 Performance Levels

Due to the nature of the service within scope of this service offer, optional Call-Off Schedule 14 (Performance Levels) is excluded and the service levels provided are as defined within the Suppliers Digital Marketplace submission and this Service Definition document.

8.13 Service Credits

Any service credits for the services within scope of this service offer will be as detailed, where applicable, within this Service Definition document and SERVICE CREDITS within the Call-Off Order Form will be marked accordingly.

8.14 Call Off Schedule 17 (MOD Terms)

Where optional Call-Off Schedule 17 (MOD Terms) is required, this will be based on no additional DEFCONS or DEFFORMS being added within Annex 1 which incurs additional costs to the Supplier.

8.15 Call Off Specification and Deliverables

The services will be delivered in line with the Suppliers Digital Marketplace submission and this Service Definition document and as such, optional Call-Off Schedule 20 (Call-Off Specification) is excluded.

8.16 Call Off Special Terms

Due to the nature of the services within scope of this service offer based on the Supplier's standard offering for this cloud service, no additional call off special terms are introduced into the Call-Off Order Form under CALL OFF SPECIAL TERMS

8.17 Service Request Process

The service request process will be as defined within the Suppliers Digital Marketplace submission and this Service Definition document and SERVICE REQUEST PROCESS within the Call-Off Order Form will be marked accordingly.

8.18 Minimum Commitments

Any MINIMUM COMMITMENT(S) where applicable noted within Call-Off Order Form will be aligned to those as defined within the Suppliers Digital Marketplace submission and Suppliers Price Card where applicable and MINIMUM COMMITMENT(S) within the Call-Off Order Form will be marked accordingly.

8.19 Maximum Liability

The limitation of liability for this Call-Off Contract remains as stated in Clause 14.2 of the General Terms (as that Clause 14.2 has been amended pursuant to Framework Special Term 12 as set out in the Framework Award Form) and is not further amended on the Call-Off Order Form under MAXIMUM LIABILITY.

8.20 Additional Insurances

There is no requirement for additional insurances which will remain as defined within Joint Schedule 3 (Insurance Requirements) and ADDITIONAL INSURANCES on the Call-Off Order Form will be marked as not applicable.

8.21 Product Roadmaps

Any defined product roadmaps, where applicable, will be defined within this Service Definition document and PRODUCT ROADMAP (IF APPLICABLE) within the Call-Off Order Form will be marked as not used.

8.22 Quality Plans

Any defined quality maps, where applicable, will be defined within this Service Definition document and the option under QUALITY PLANS within the Call-Off Order Form will be marked as not applicable.

8.23 Social Value Commitment

Social value is at the heart of our purpose, driving impactful initiatives that address the needs of diverse communities across the UK. Our dedicated Social Value team have a focus on sustainability, community, sponsorship, charity, and the environment.

We're increasing digital inclusion and giving back to local communities through on-the-ground initiatives that make real-world positive changes.

The five pillars of social value at BT are:

- Outreach: no one is forgotten in our social value delivery.
- Improvement: continuous improvement in our delivery.
- Sustainability: our incentives are built to last.
- Engagement: user voice at the forefront and not an afterthought.
- Equity: leveraging our power to mobilise individuals, institutions, and communities

Details and reporting on what we are doing around social value can be found here [Social Value At BT | About Us](#) and SOCIAL VALUE COMMITMENT within the Call-Off Order Form will be marked accordingly and no additional bespoke commitments or reporting will be included.



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Registered office: One Braham, Braham Street, London, E1 8EE

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BT is an ISO 9001 Registered Company

Company information

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