

Helping England's farmers keep track of their land, with Landmark Information Group.



THE CHALLENGE.

As you can imagine, digitally mapping the land holdings for 70,000 farmers and sending them copies of their own personalised maps is a complex procedure. That's exactly what we helped Landmark Information Group to do, in conjunction with the Rural Payments Agency.

THE PROCESS.

For the success of this project, the information had to be 100% accurate. So our first step was to design and build a specially tailored database tracking system.

Landmark Information Group delivered the maps, data sheets and covering letters to us daily and we immediately created a corresponding electronic log file and uploaded it onto the tracking database.

Each farmer received anything from one to a hundred maps, depending on the size of their holding. To ensure complete accuracy, we manually counted and checked each element of every pack, as well as checking every single map by eye for printing errors.

When it came to despatching the assembled packs, we ensured accuracy by scanning each pre-printed bar code into the tracking database. If the holding number didn't appear on the data log or a duplicate pack was scanned, the database alerted us. At the end of each day, it also generated a report showing any anomalies, so we could double-check them.

THE RESULTS.

We handled this project, as well as other related activity, successfully for six years. Even with such complex mailings, we were able to meet the tight timings, processing and despatching accurate information to around 8,000 farmers a day, and over 70,000 in total.

"HWC well understood and were on top of the mailing process as well as - most importantly - the quality control checks needed. Thank You!"

*Keith Ringshaw,
Rural Land Register*

FURTHER INFORMATION.

To find out how we could help with your DM or other business processes, please contact:

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