

Postcode Sector Data



A seamless set of past weather data and accurate forecasts for your chosen postcode sector.

We've developed Postcode Sector Data to help you excel in identifying weather impacts on your business and use this actionable intelligence to plan effectively and enhance your results.

What is the Postcode Sector data set?

- Combines model-generated past weather data from 2011 up until now and hourly forecasts for up to 14 days.
- It's available for 9000+ postcode sectors (e.g. EX1 1) within the UK and Northern Ireland and larger cities in the Republic of Ireland.
- Provides information for over 80 parameters such as e.g. temperature, wind, rain, snow, solar, cloud and more.

Postcode Sector Data FAQs

How is Postcode Sector Data created?

Postcode Sector Data is created by blending together eight supercomputer Weather Prediction Models incorporating real-life surface, satellite cloud and radar rainfall observations. By combining models, we are able to cancel many of the errors out and produce better, more accurate forecasts.

When generating forecasts, we also create the best estimate of weather for the last 24 hours. As a result, we now have a 10-year historical dataset for lots of different parameters for thousands of UK locations.

Why should I use Postcode Sector Data when there are real-life observations?

Going for real-life observations is always the obvious first choice. However, observed data isn't always available or representative for a specific location, time or parameter required by a business. This is especially true for towns and cities where the observing network is limited. Postcode Sector Data was developed in response to growing demand from businesses for a seamless historical dataset at high, hourly granularity for any specific location or area of interest. Postcode Sector Data location density means that virtually any customer location can be served by a representative set of data and forecasts. Using modelling techniques also allows us to fill in gaps in time.

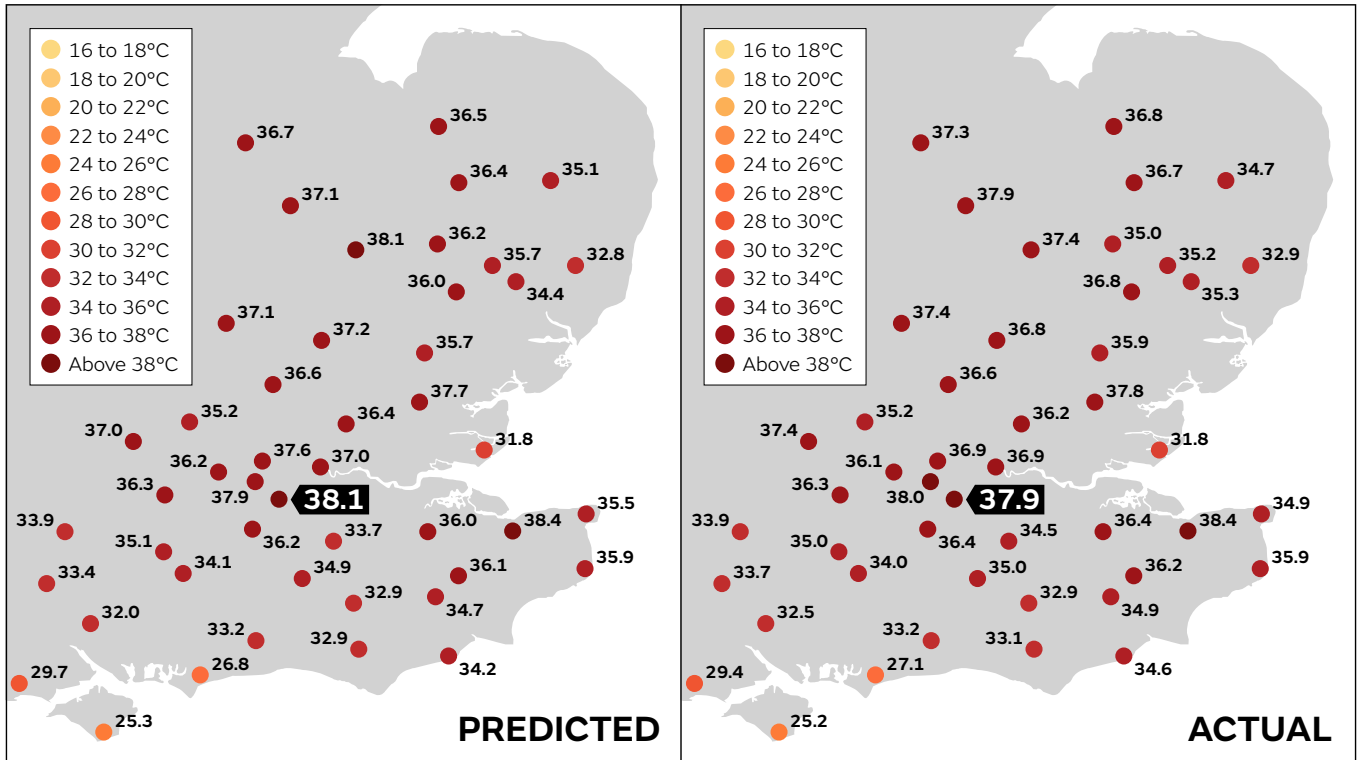
	Postcode Sector Data	Observations
Location	UK & NI: 9000+ postcode sectors	300 observing points
Area type	More representative of populated areas	More representative of larger, rural areas
Timescale	Historical back to 2011 and forecasts	Varies by a station, some going back 100 years
Parameters	Over 80 including at height and probabilistic	Varies by a station
Frequency	Seamless: hourly, daily, monthly	Varies by a station: minute, hourly, daily, monthly
Best use	Weather sensitivity analysis and intelligence models for planning and operations	Climatology studies, investigating extremes

Is historical Postcode Sector Data accurate?

Firstly, models which are a basis for the Postcode Sector Data are heavily using real-life observations. In simple terms, we leverage the underlying computer model data to ‘stitch’ observed data together. The result is actual observed data that is realistically spread and adjusted for the variations in terrain in between observing stations.

Secondly, we’ve validated historical Postcode Sector Data through ‘backtesting’ against real-life observations proving the dataset’s accuracy. As illustrated by the examples below:

Figure 1: Hottest day on record – Postcode Sector Data Estimate Actual Day Maximum Temperature (left) versus observing station Day Maximum Temperature reports (right).



What are the benefits of using Postcode Sector Data over Public Weather Service forecasts?

The Public Weather Service provides forecasts for specific locations only, and it’s postcode sectors data that are useful for many business applications. The Public Weather Service also doesn’t provide access to past weather data. The historic series, included in the Postcode Sector Data, combining high spatial (9000+ points) and high temporal granularity (hourly), is not matched by any other of our datasets. The correspondence between historic and forecast data permits the forecast to be put in historical context. This allows better interpretation of the forecast by examining industry outcomes in the recent past when similar weather conditions prevailed.