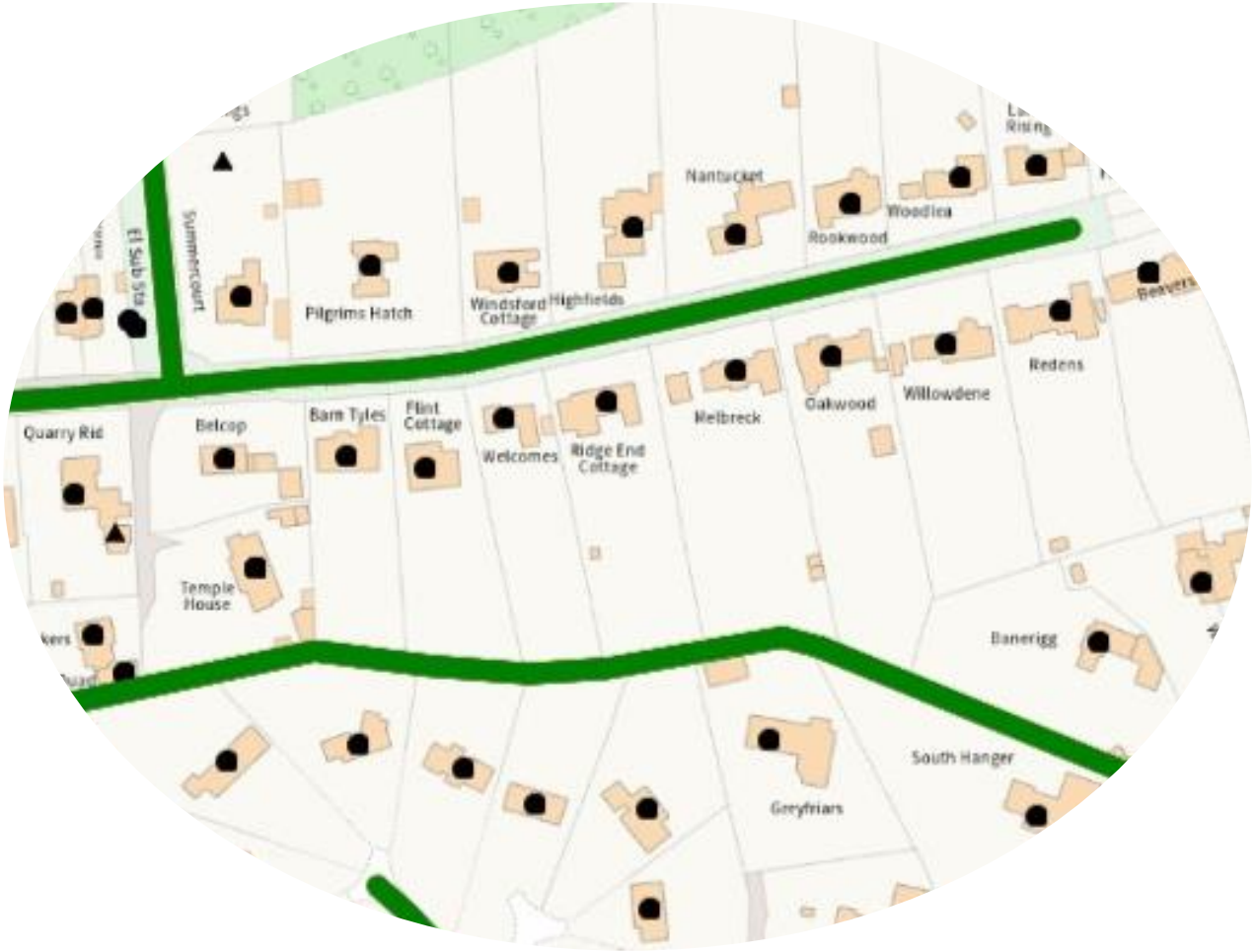
Achieving efficiencies and savings from good location data

Marisa Hayes, GeoPlace LLP - Partnership Delivery Manager
Sarah Abbott, Nottingham City Council - GIS Manager

Addresses and Streets – all captured and verified

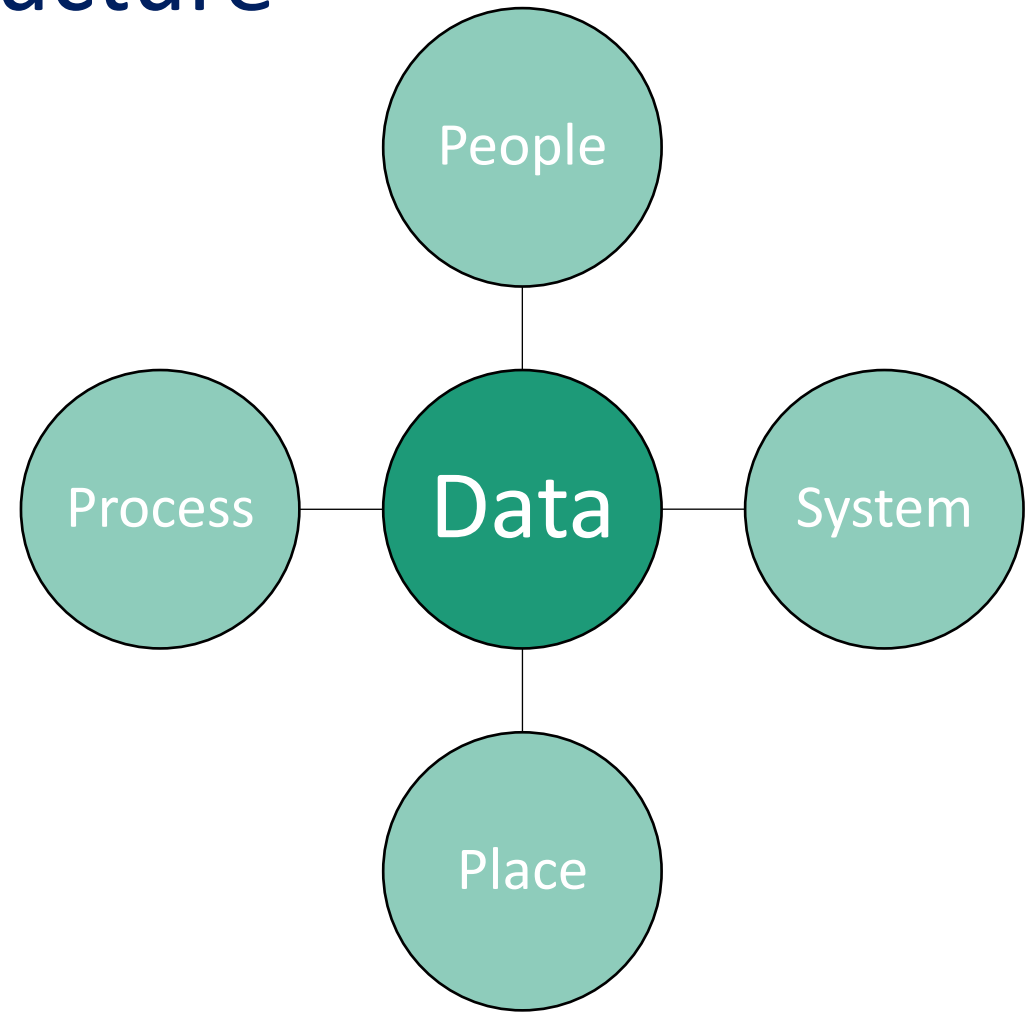


Who are we?

- GeoPlace LLP
- Administering the Data Co-operation Agreement (DCA)
- Part of the Public Sector Geospatial Agreement (PSGA)
- Working alongside local & central government
- Bringing location to life

Data connects teams, processes and organisations – local and national infrastructure

- Good government and business demand data management excellence
- Process and data are the drivers **not** systems and technology
- Data quality is paramount to linking, automation and right first time



UPRN and USRN are the **most** effective tools for linking

Imagine being able to ask:

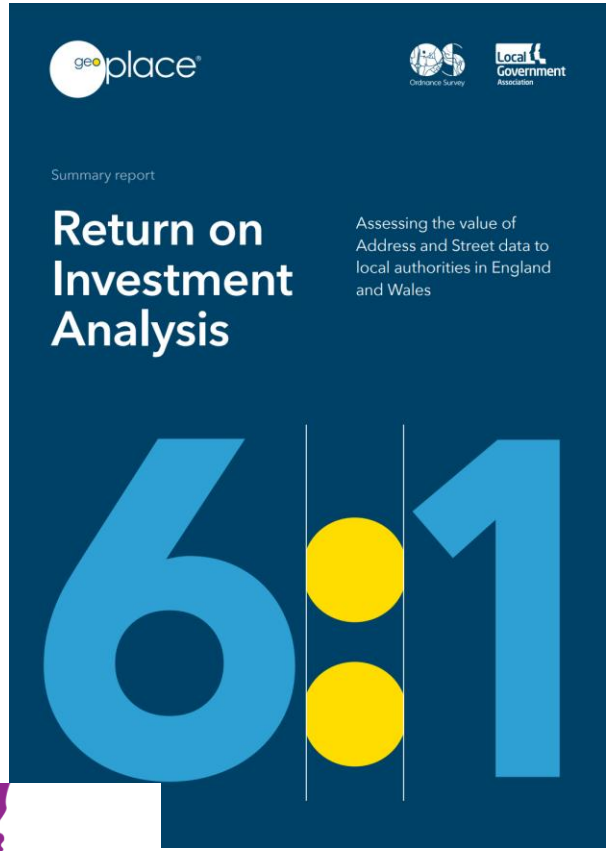
"Show me everything we know in the organisation about…"

UPRN 10033625525
USRN: 4601460
15 Church Way,
Green Acre
HR1 2PT

geoplace®

Powerful data at the heart of your authority - don't just take our word for it

"The LGA believes UPRNs and location data are key to almost everything that's delivered or achieved by councils."



In July 2020 the Open Standards Board **mandated the use of the UPRN and USRN for use by Central Government** in new systems and they were also released under the Open Government Licence

Local Government Association

Return on Investment Analysis

Assessing the Socio-economic Value of Address and Street Data to Nottingham City Council

Nottingham City Council

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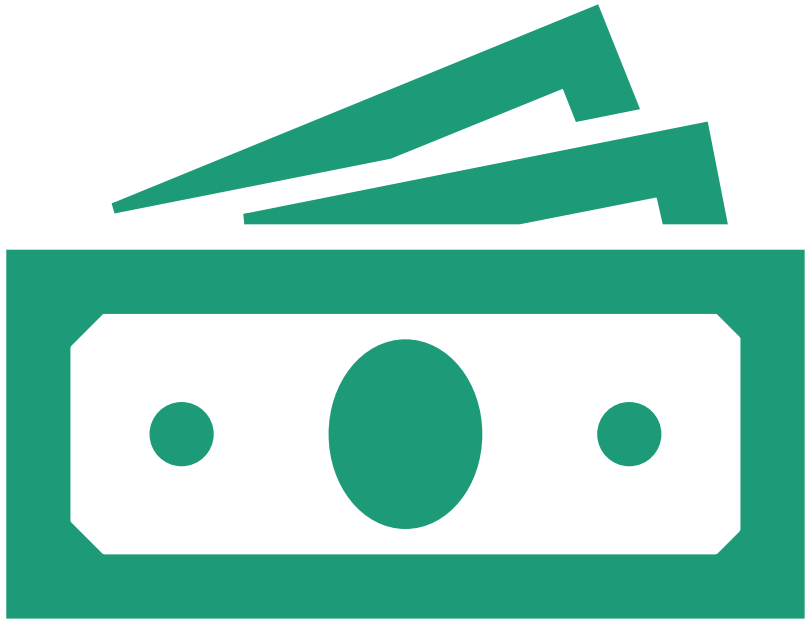
ConsultingWhere
Maximising the value of location information

Final Report

September 2023



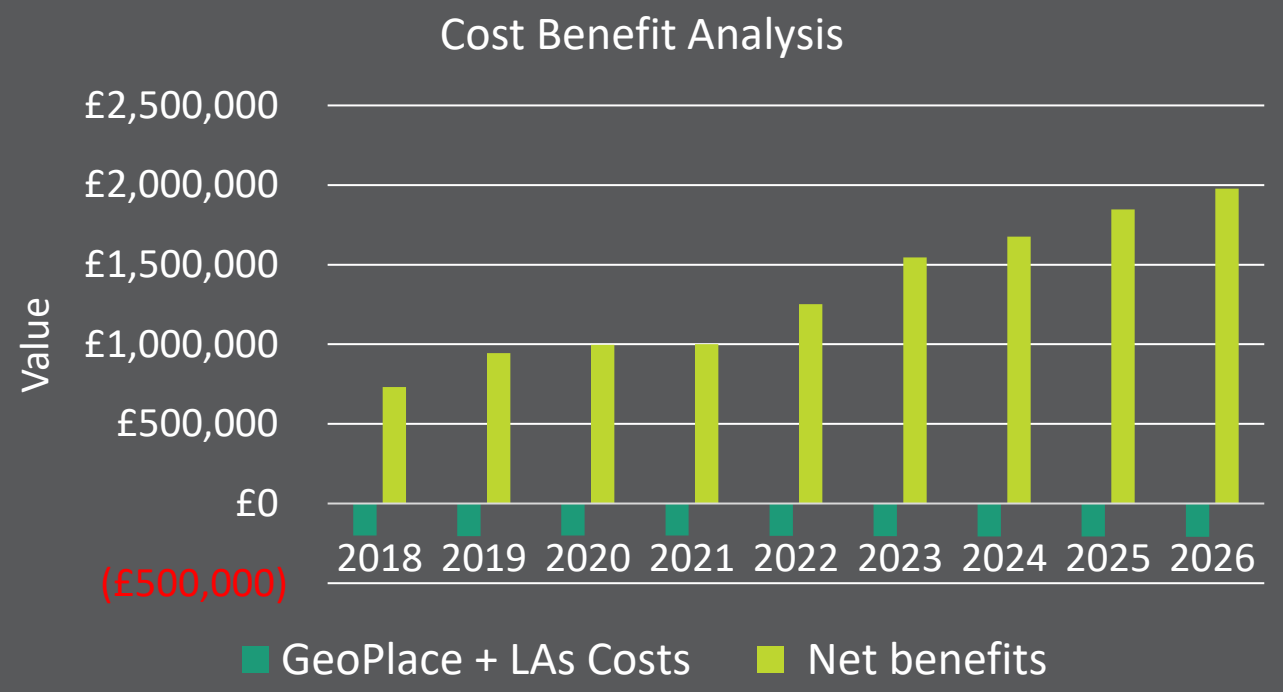
Local Government (Best Value Principles) Act 1999

Act No. 59/1999

Best Value

The Business Case

- Return on Investment (ROI) of over 4:1 already
- Net Present Value (NPV) of £4.1 million
- Future potential for an even larger ROI of **6:1** (2018-2026)
- Future NPV of **£5.7 million**



Nottingham City Council

Identified key business areas where Address Data is in use

Undertook interviews and detailed case studies

Cost Benefit Analysis to identify the Return on Investment (ROI)

Return on Investment Analysis

Assessing the Socio-economic Value of Address and Street Data to Nottingham City Council

Case Studies

- Data Integration
- Business Rates
- Waste Management
- Safer Housing
- Social Care
- Planning
- Carbon Reduction
- Elections

Data Integration

Key

Reliance on UPRN

Currency

Method of Update

- Good
- Average
- Requires Attention

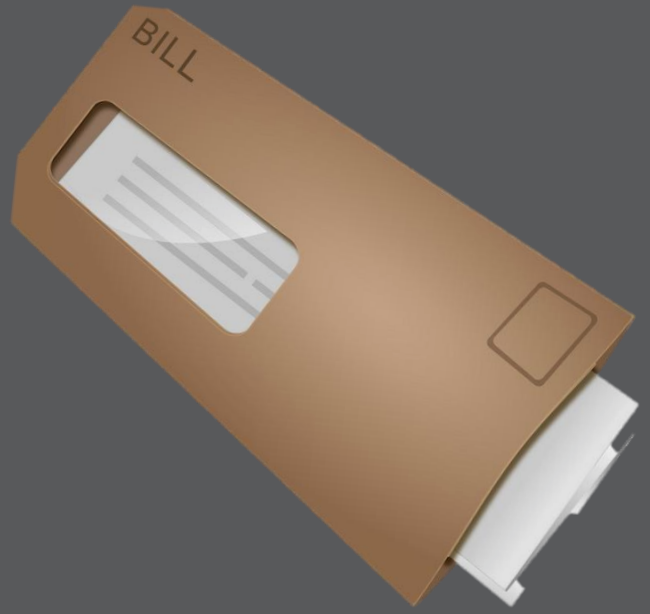
Saving £2.4 million

geoplace exemplar awards

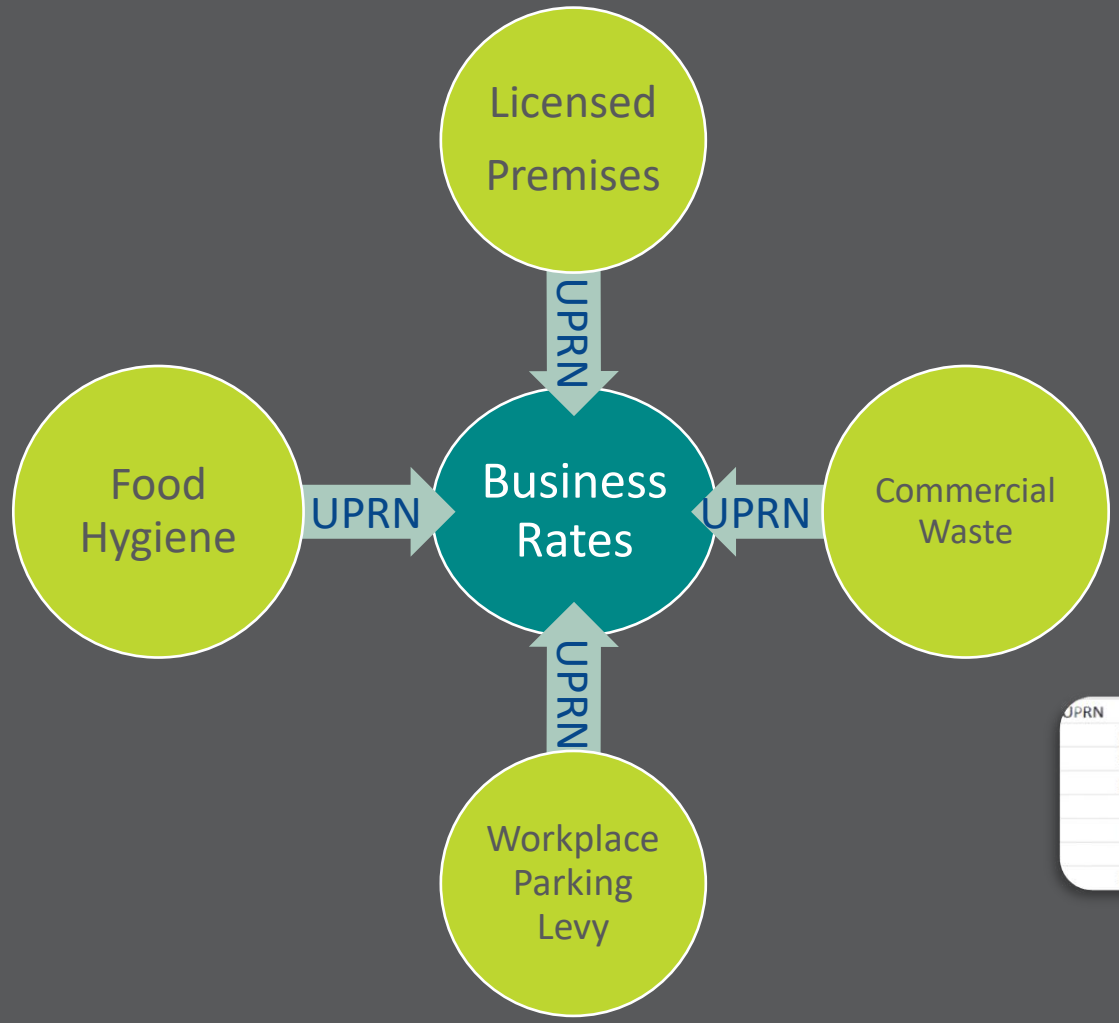
Platinum Award for Address Data
Nottingham City Council
2024

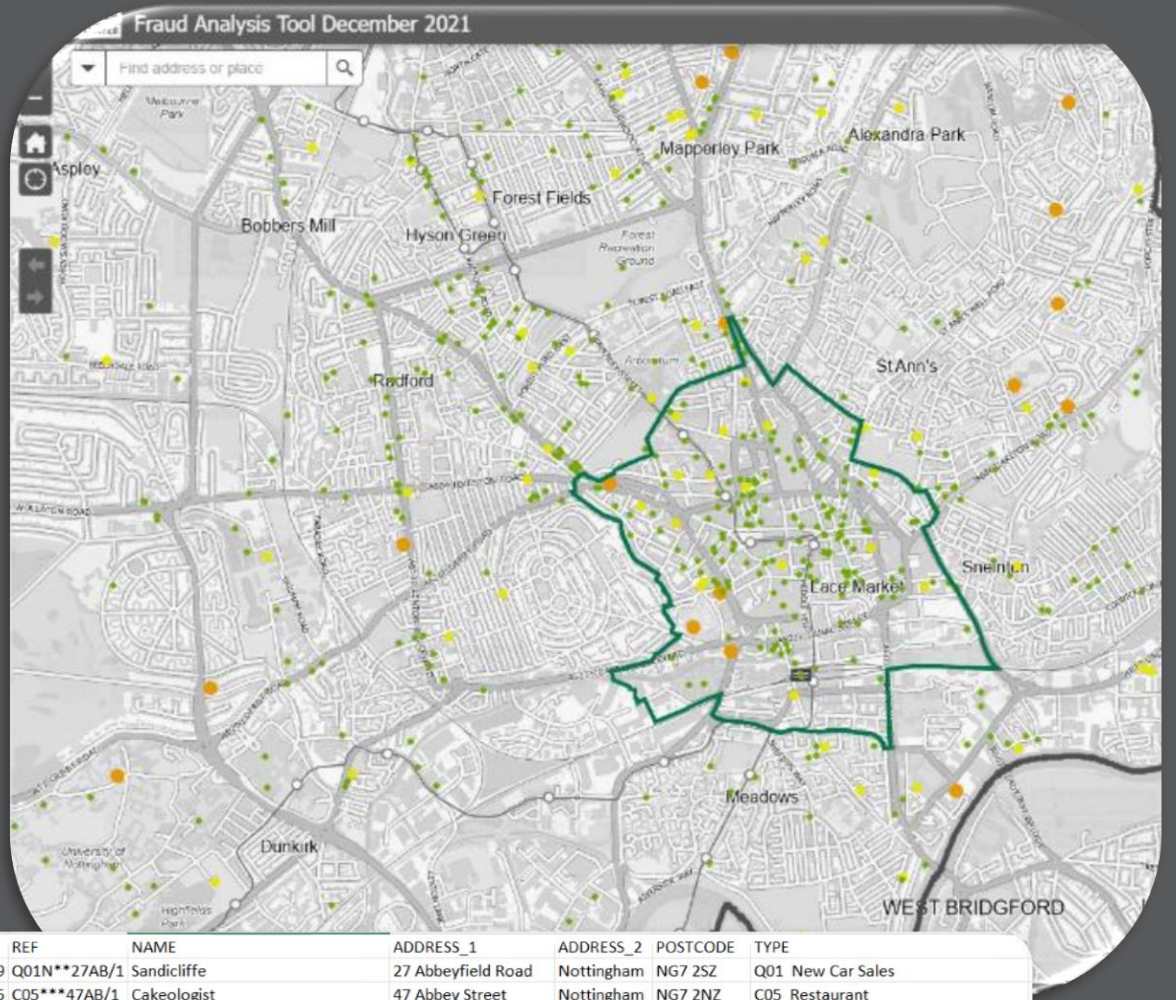
Collection of Business Rates

Additional Revenue
£5.4 million



UPRN at the Heart

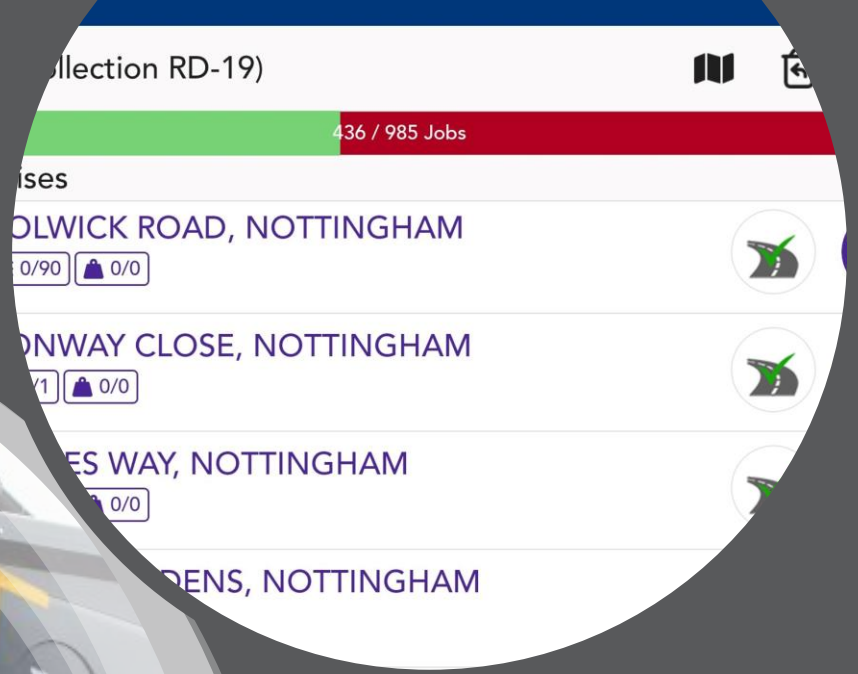


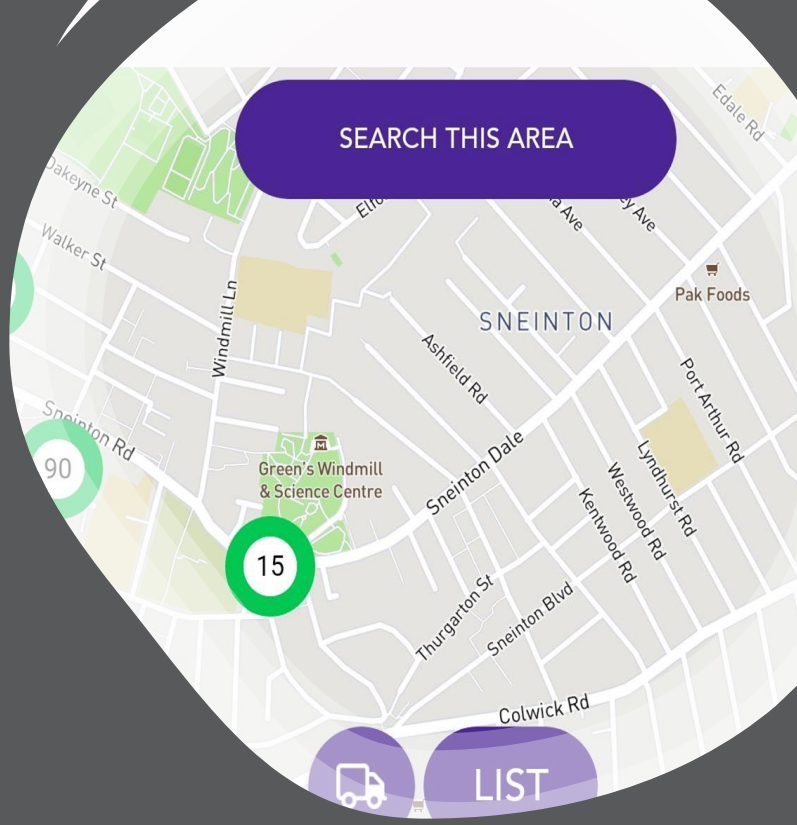


UPRN	REF	NAME	ADDRESS_1	ADDRESS_2	POSTCODE	TYPE
100032287379	Q01N**27AB/1	Sandicliffe	27 Abbeyfield Road	Nottingham	NG7 2SZ	Q01 New Car Sales
100032128655	C05***47AB/1	Cakeologist	47 Abbey Street	Nottingham	NG7 2NZ	C05 Restaurant
100031509971	R01***51AB/2	Canton Chef	51 Abbey Street	Nottingham	NG7 2NZ	R01 Takeaway Food
10034861773	R11***53AB/2	Abbey Street Off Licence	53 Abbey Street	Nottingham	NG7 2NZ	R11 Off Licences
10000132062	C05H**55AB/1	Taste Of India	55 Abbey Street	Nottingham	NG7 2NZ	C05 Restaurant
10034861775	C02***59AB/2	The Johnson Arms	59 Abbey Street	Nottingham	NG7 2NZ	C02 Public House with Snacks
100032128276	C05***89AB/1	Parker's Cafe and Desserts	89 Abbey Street	Nottingham	NG7 2PL	C05 Restaurant

Nottingham City Council

Waste Management

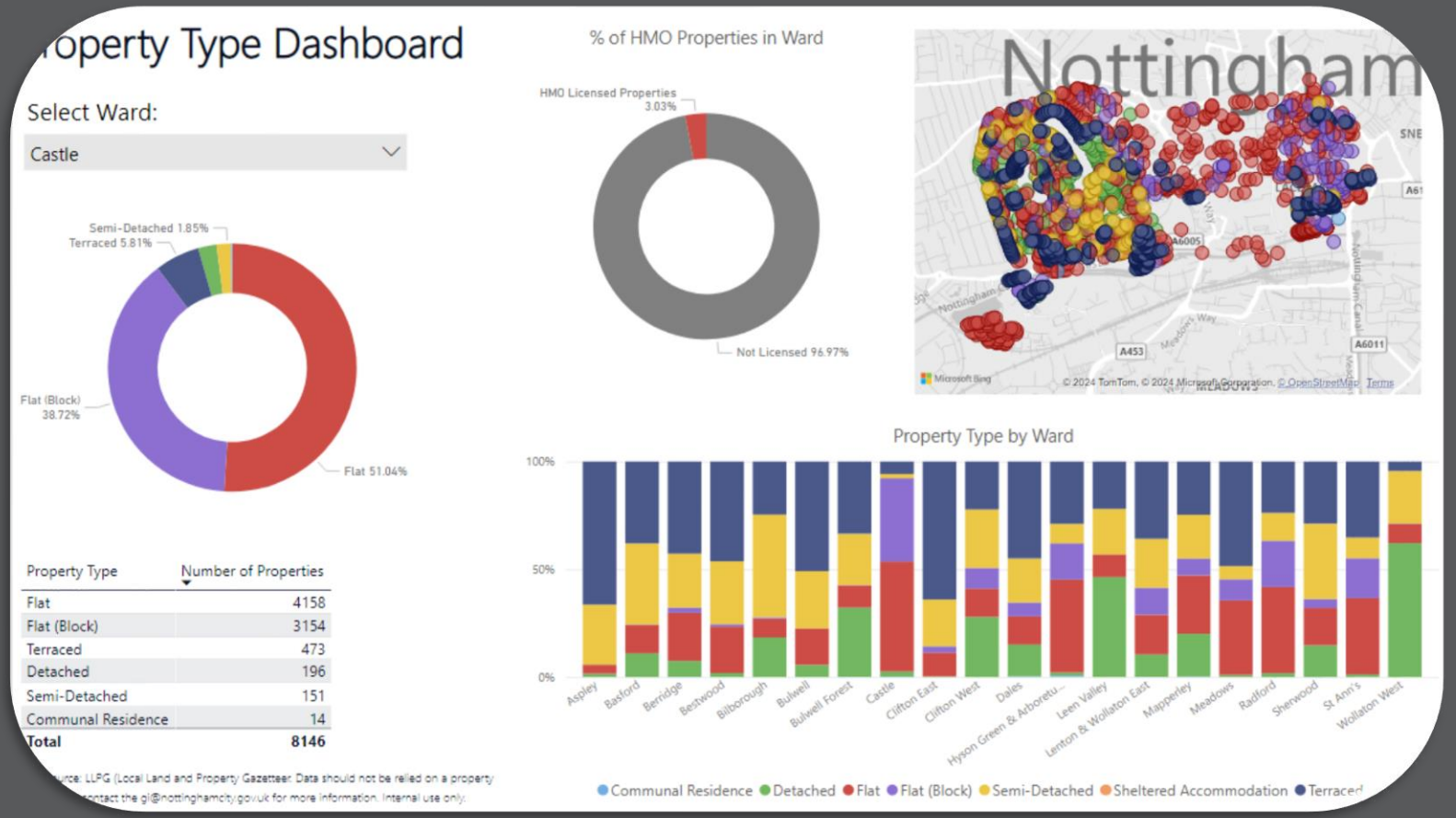




Savings of £0.6 million

Nottingham City Council

Food Waste Rollout Programme



Social Care

Savings of
£0.4 million

Nottingham City Council

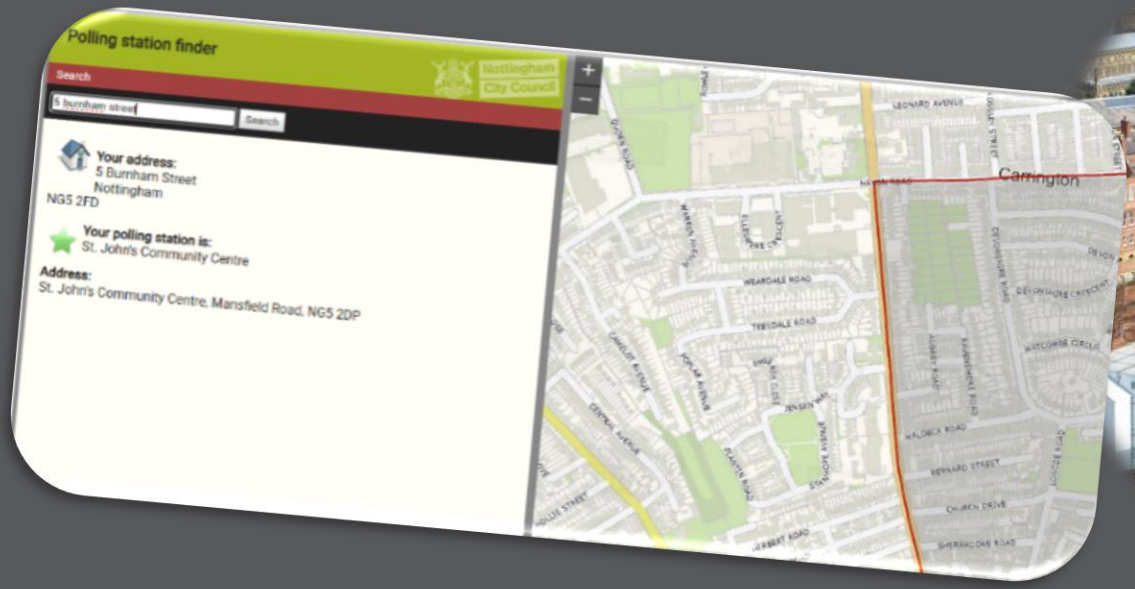
Safer Housing

Savings of £220,000 per annum

Nottingham City Council

Other benefits…

- Carbon Reduction
- Elections
- Planning



Return on Investment Analysis

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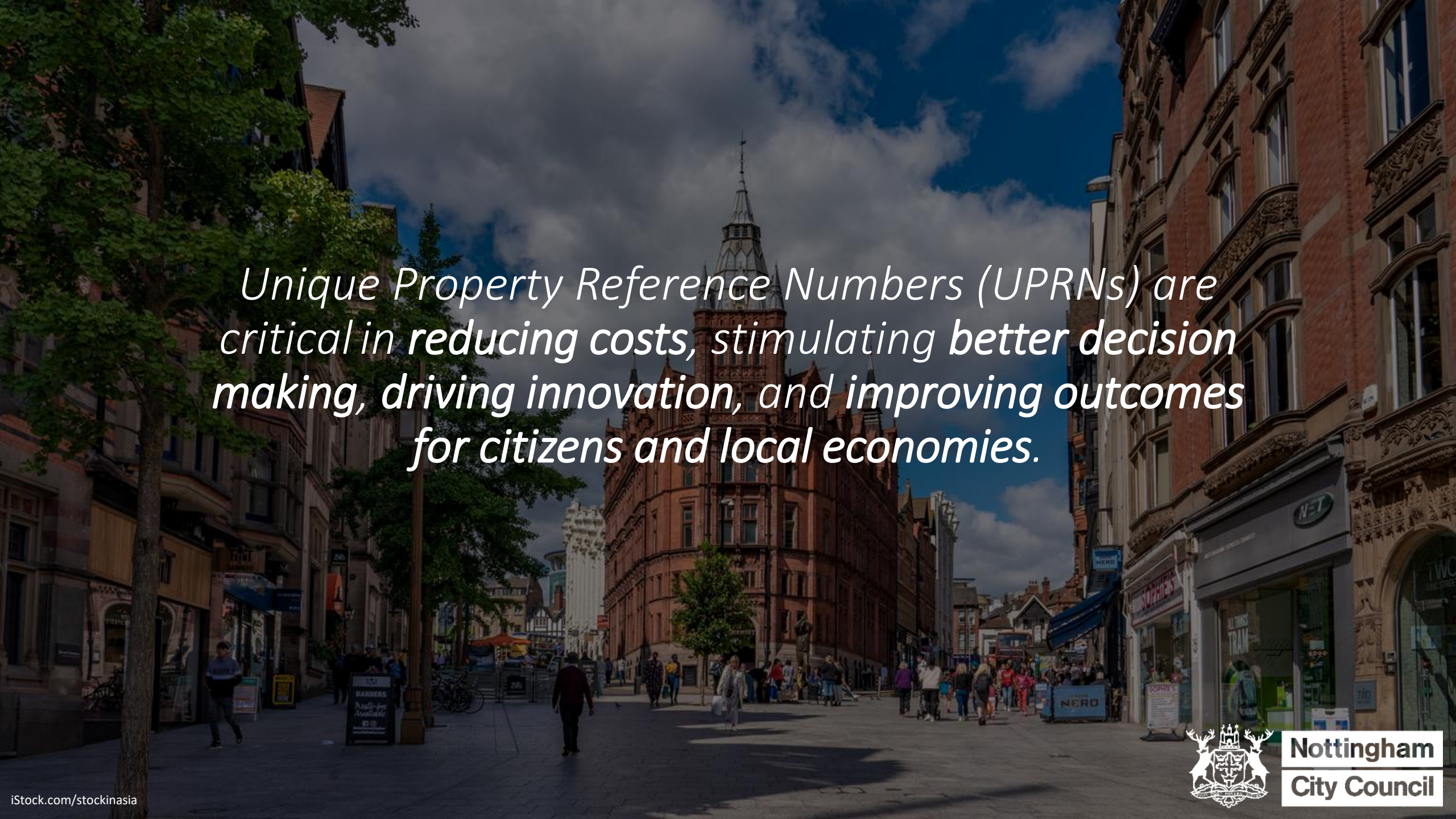
Nottingham City Council predicts impressive 6:1 ROI on use of address and street data

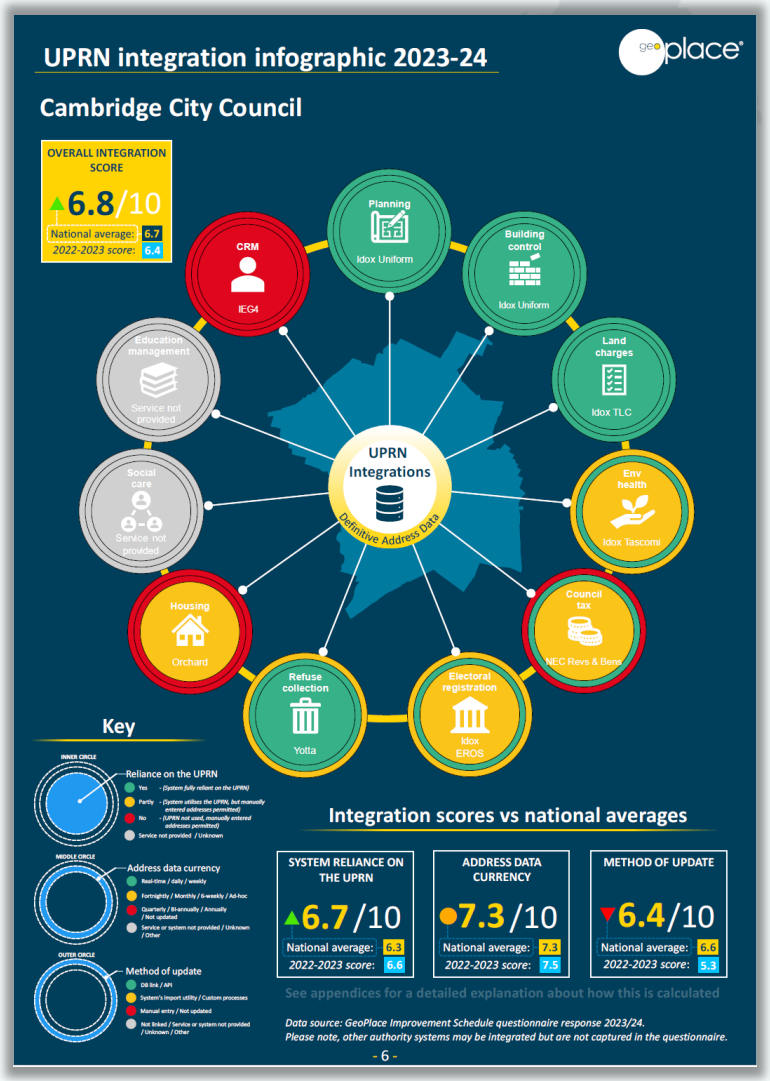
Nottingham City Council

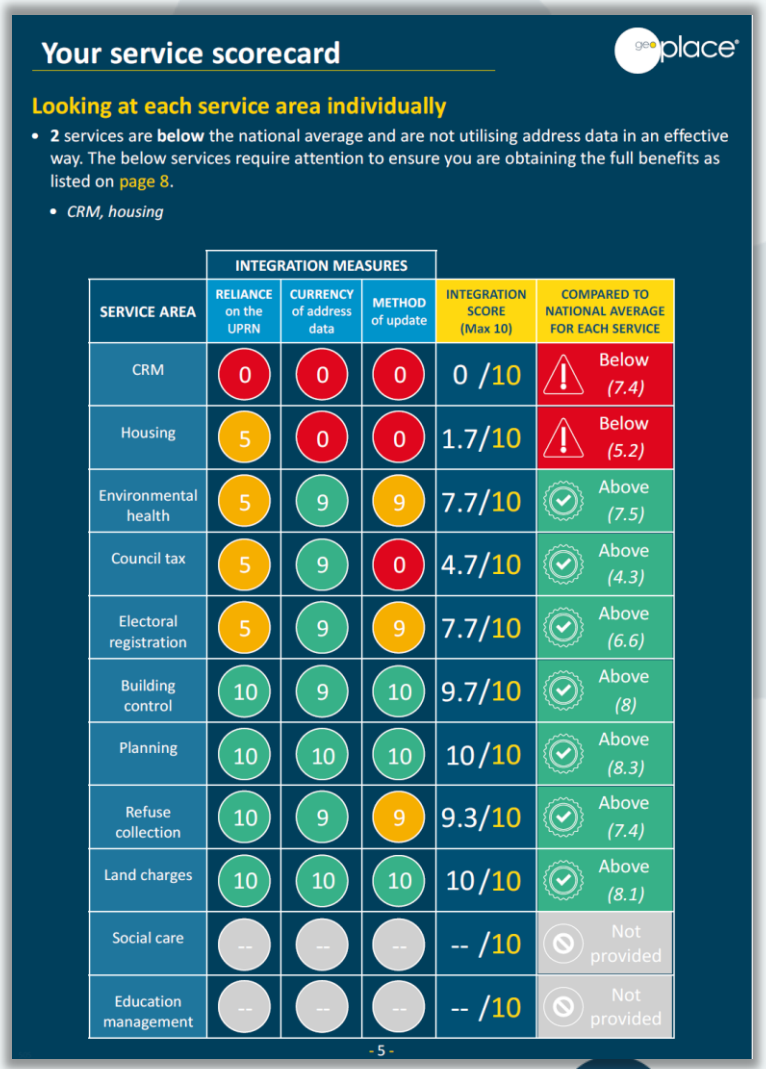
Outcomes

- Best Value Demonstrated
- Business Areas Engaged
- Connected Council Through Data


*Unique Property Reference Numbers (UPRNs) are critical in **reducing costs**, stimulating **better decision making, driving innovation**, and **improving outcomes for citizens and local economies**.*
iStock.com/stockinasia
Nottingham City Council

An individual ‘Integration Report’ for every authority





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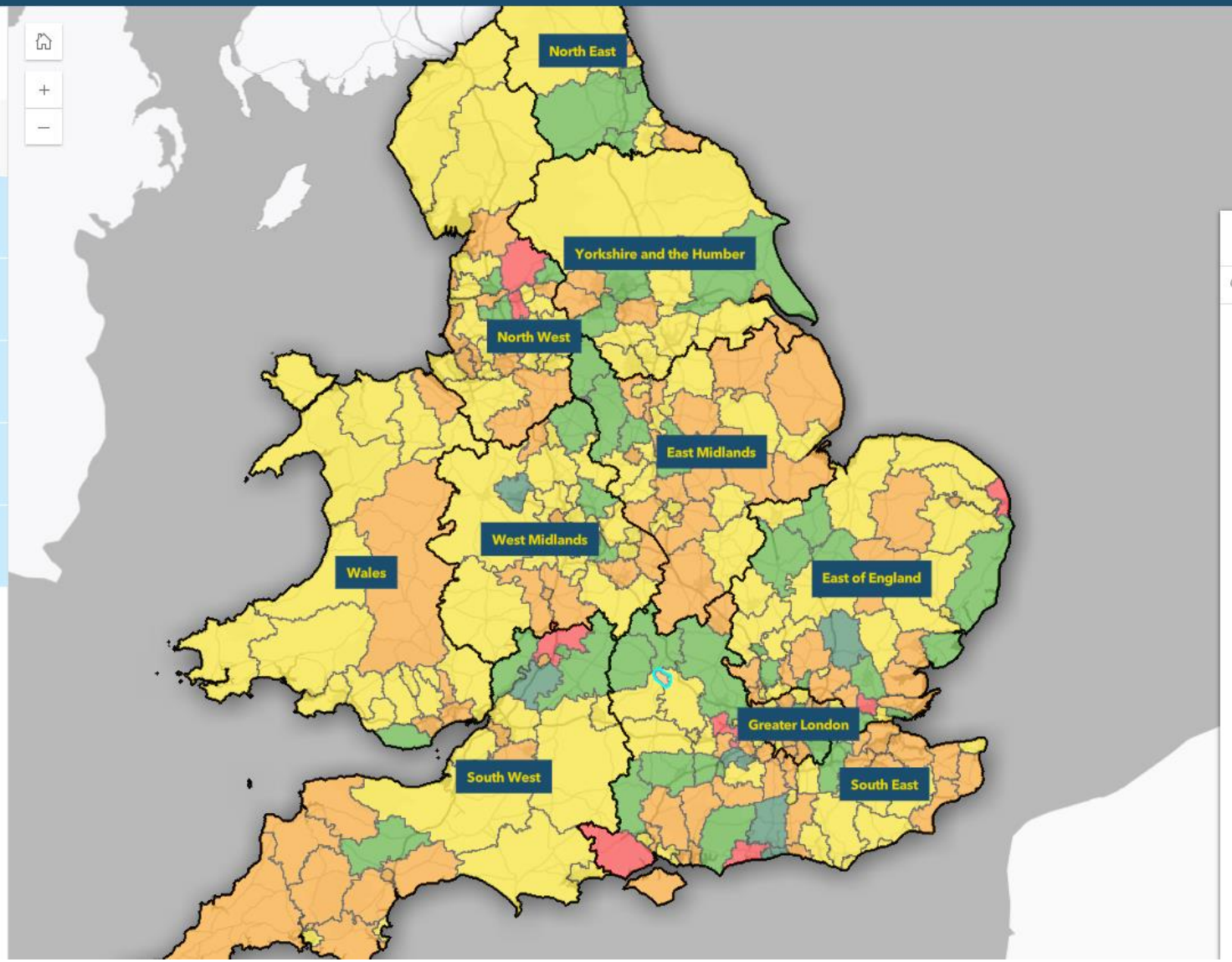
LGA Conference 2024: Local Authority Address Data Integration

Integration Maturity Level

Total feature count: 317

Optimal	11
Advanced	49
Established	114
Forming	135
Unestablished	8



Search for an authority

Oxford City Council

Zoom to

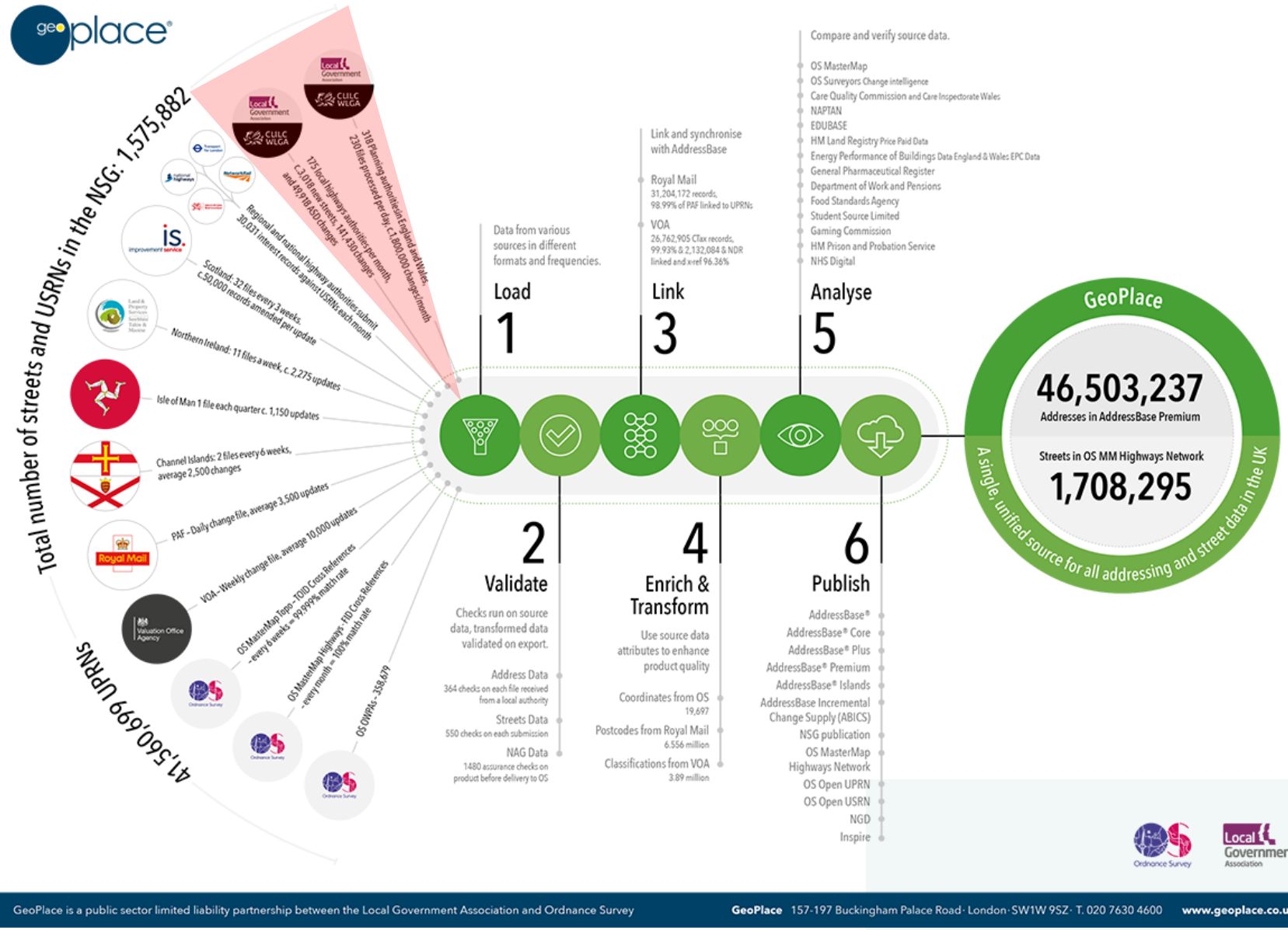
Scan to view your integration report

Integration Maturity Level	Level 3
Integration Maturity	Established
Link to Integration Report	View
Integration Score	6.80
Integration Score National Ave	6.70
Integration Score Vs National Ave	Above National Average
Reliance on the UPRN Score	7.50
Reliance National Ave	6.30

Summary – leverage your best kept secret?

- Champion data at all levels of your organisation – what is your data strategy?
- Value and invest in your data experts
- Review your Integration Report – request it and we will send it to you
- Use our dedicated webpages to access more information

Talk to us on Stand Q72

It’s your data and you have it already

You create authoritative street and address data and UPRNs and USRNs