



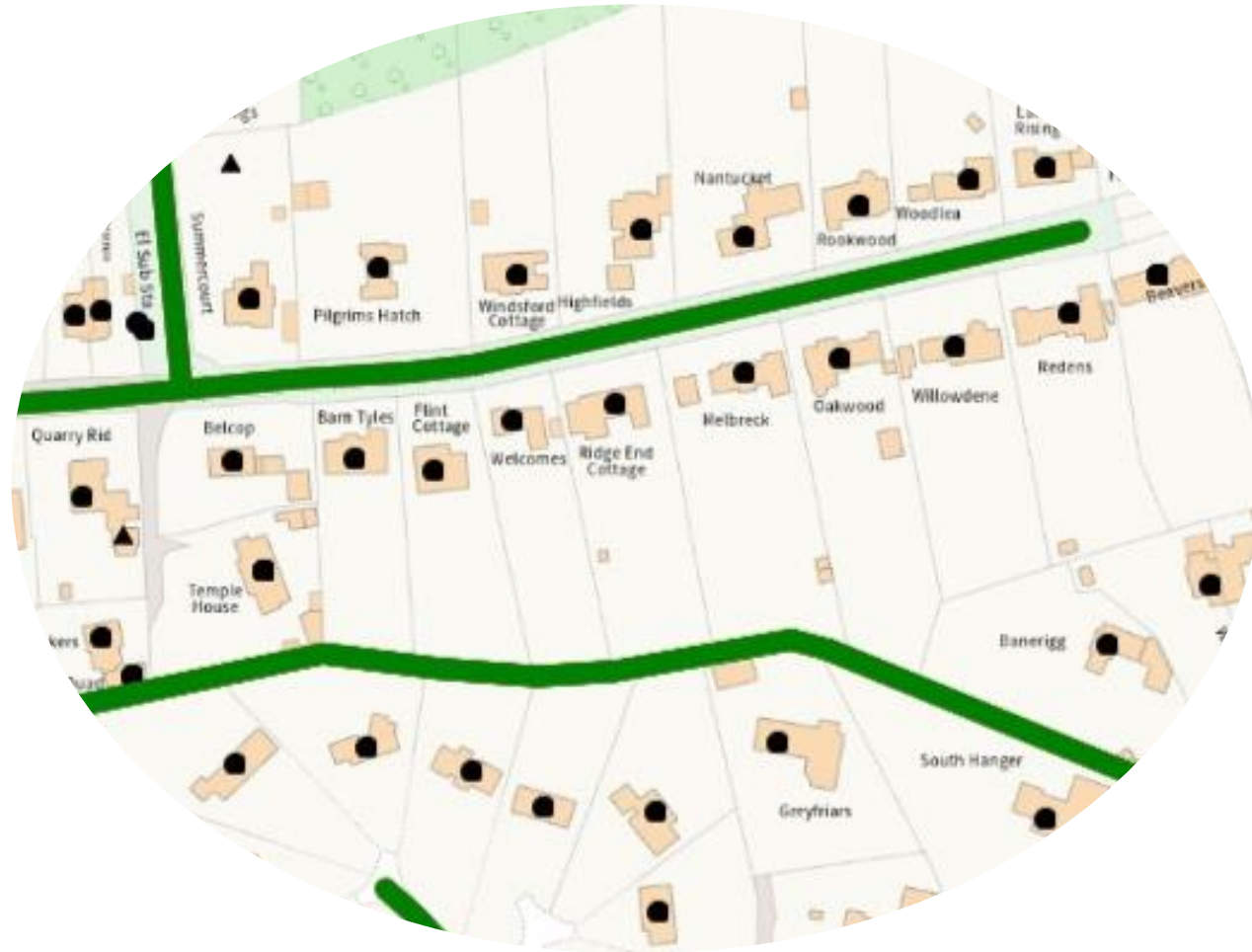
# Achieving efficiencies and savings from good location data

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



**Nottingham**  
**City Council**

# Addresses and Streets – all captured and verified



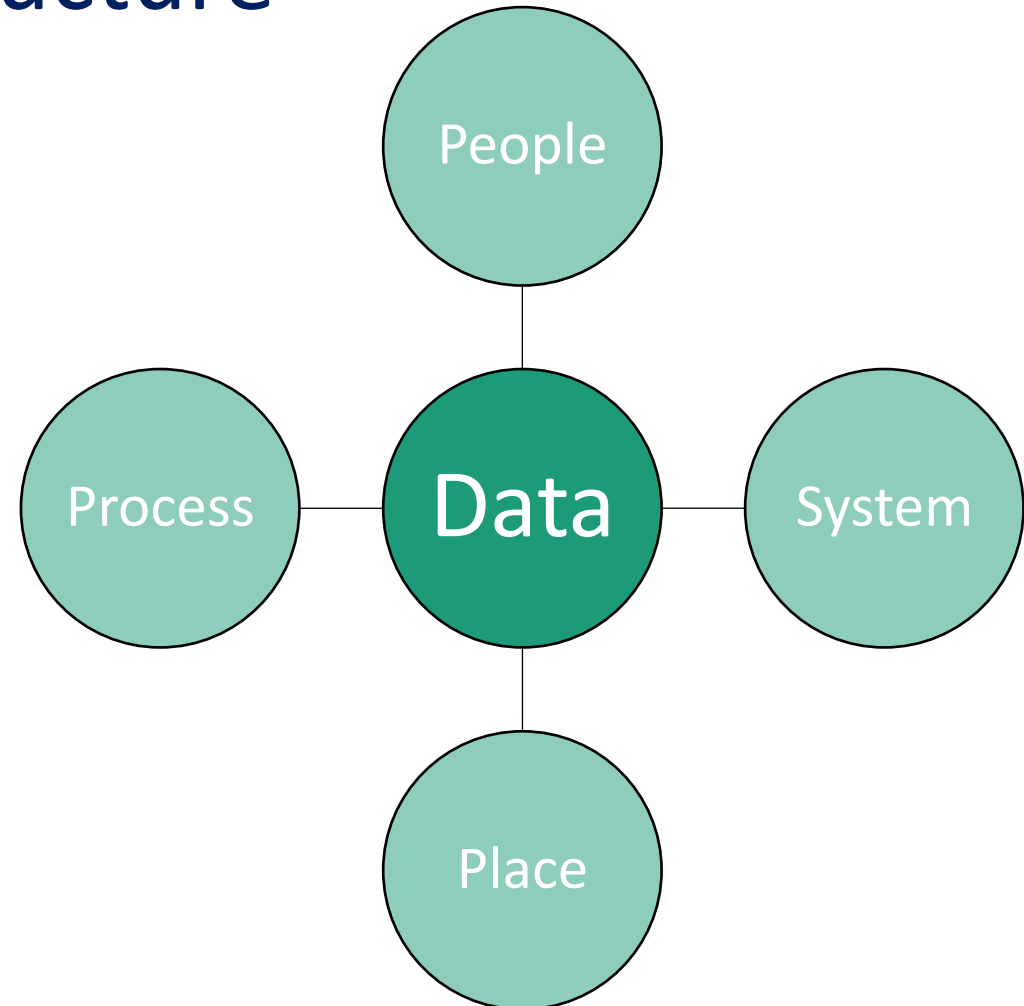
# Who are we?



- 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

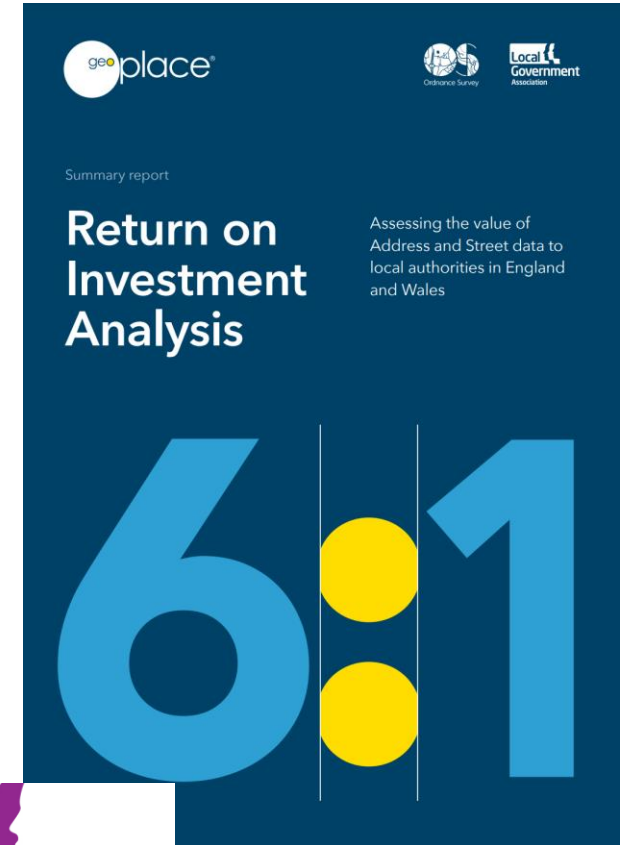
Imagine being able to ask:  
*“Show me everything we know in the organisation about...”*

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

# 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



# Return on Investment Analysis

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

Final Report  
September 2023



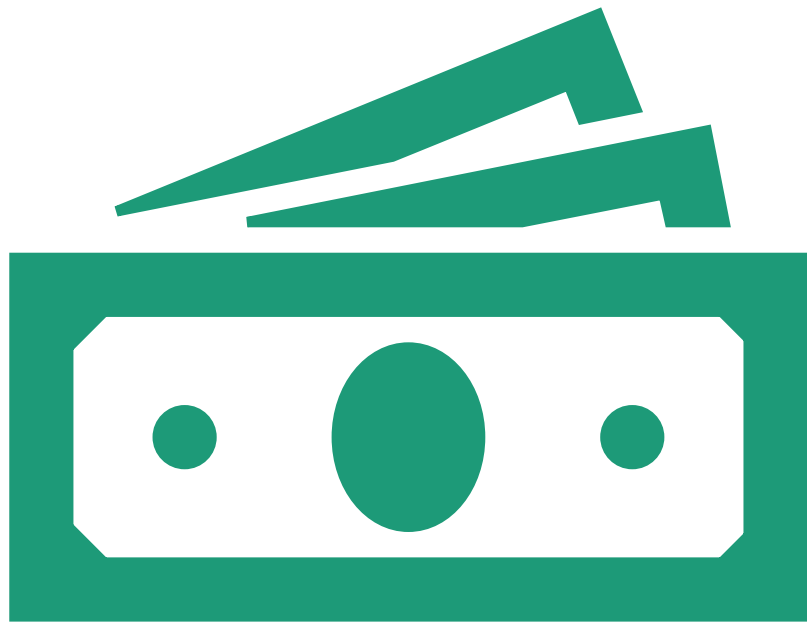
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ConsultingWhere  
Maximising the value of location information



**Local Government (Best Value Principles) Act 1999**

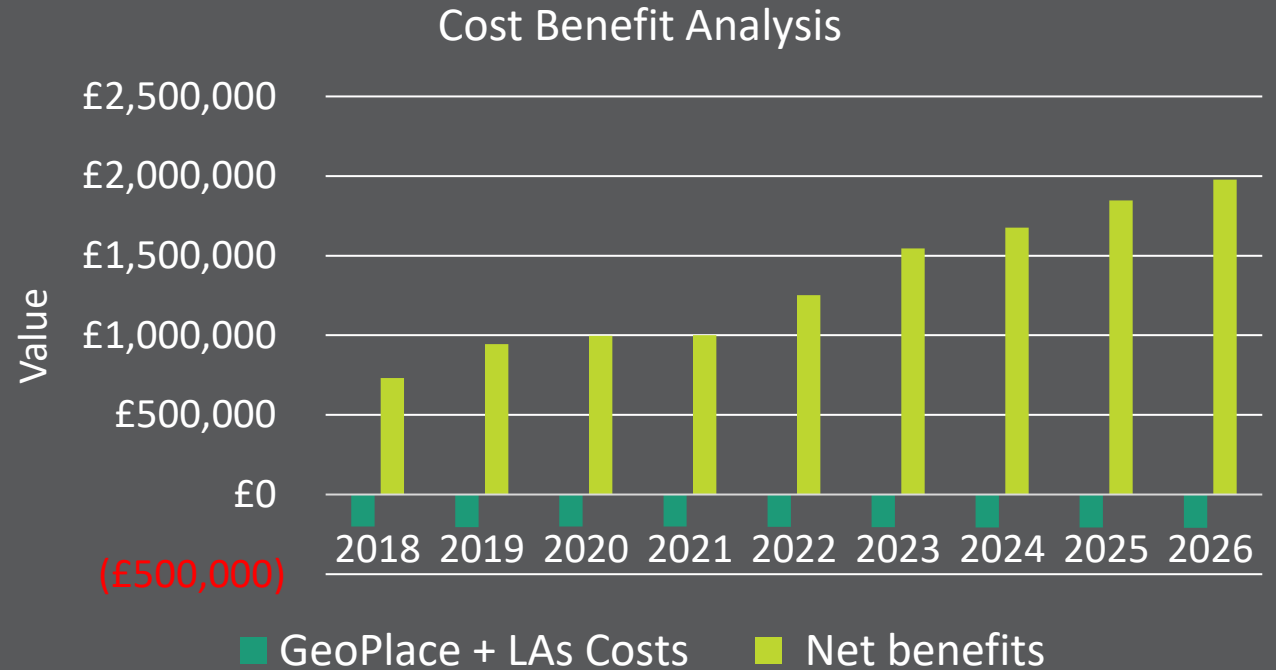
**Act No. 59/1999**

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





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)



# Nottingham City Council Strategic Council Plan

2024-27 refresh



# 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

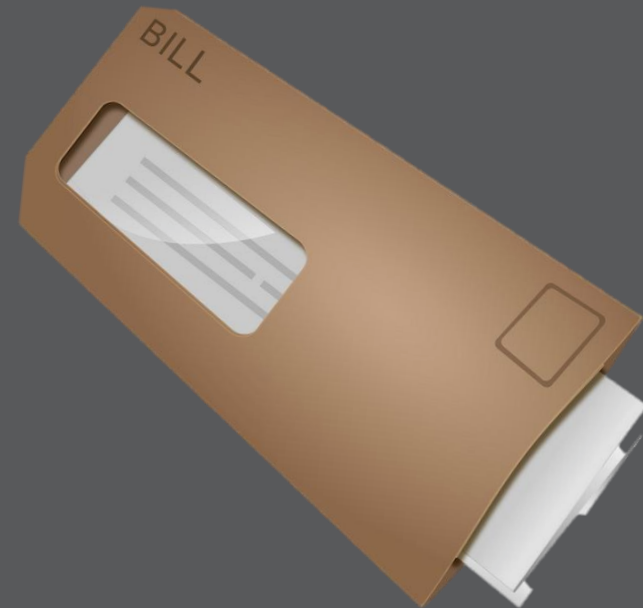


Platinum Award for Address Data  
Nottingham City Council  
2024

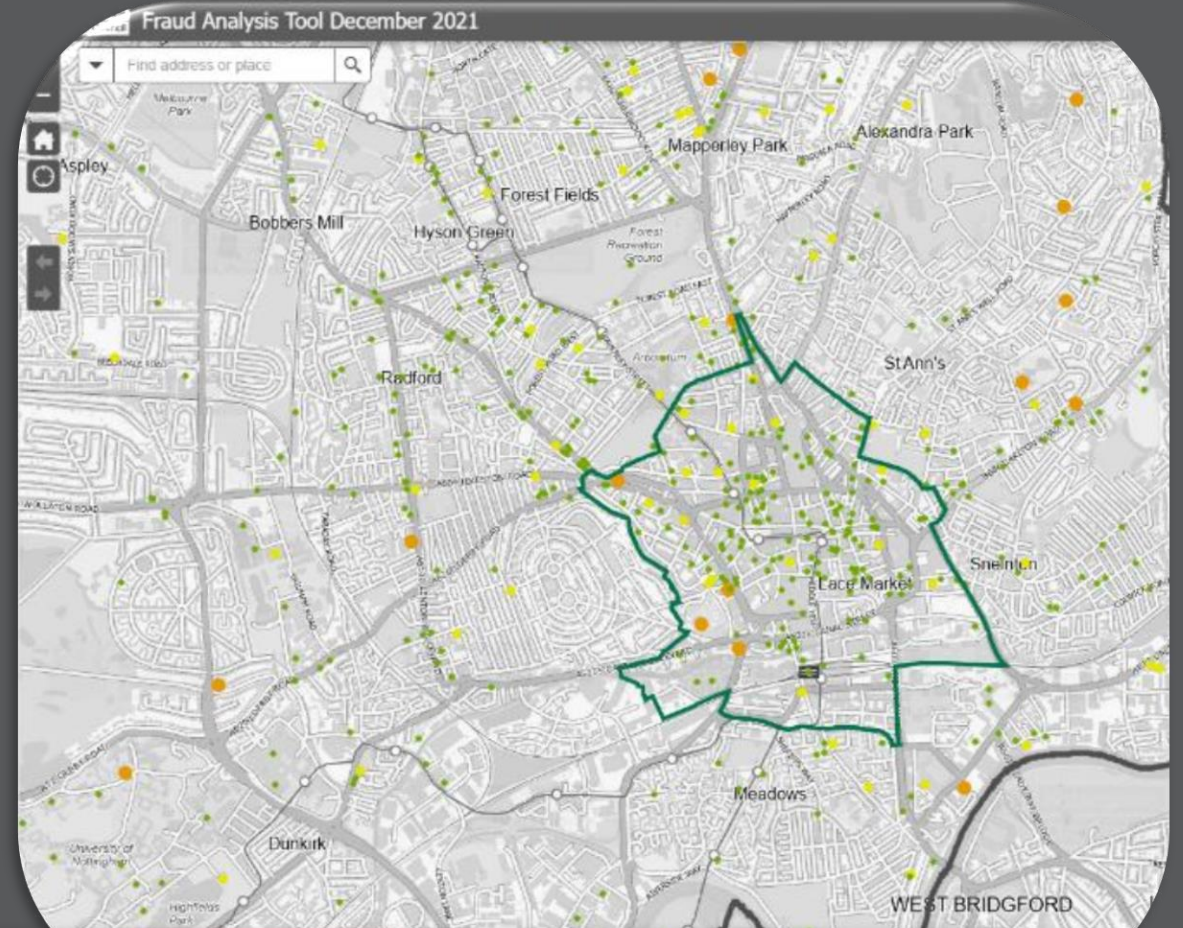
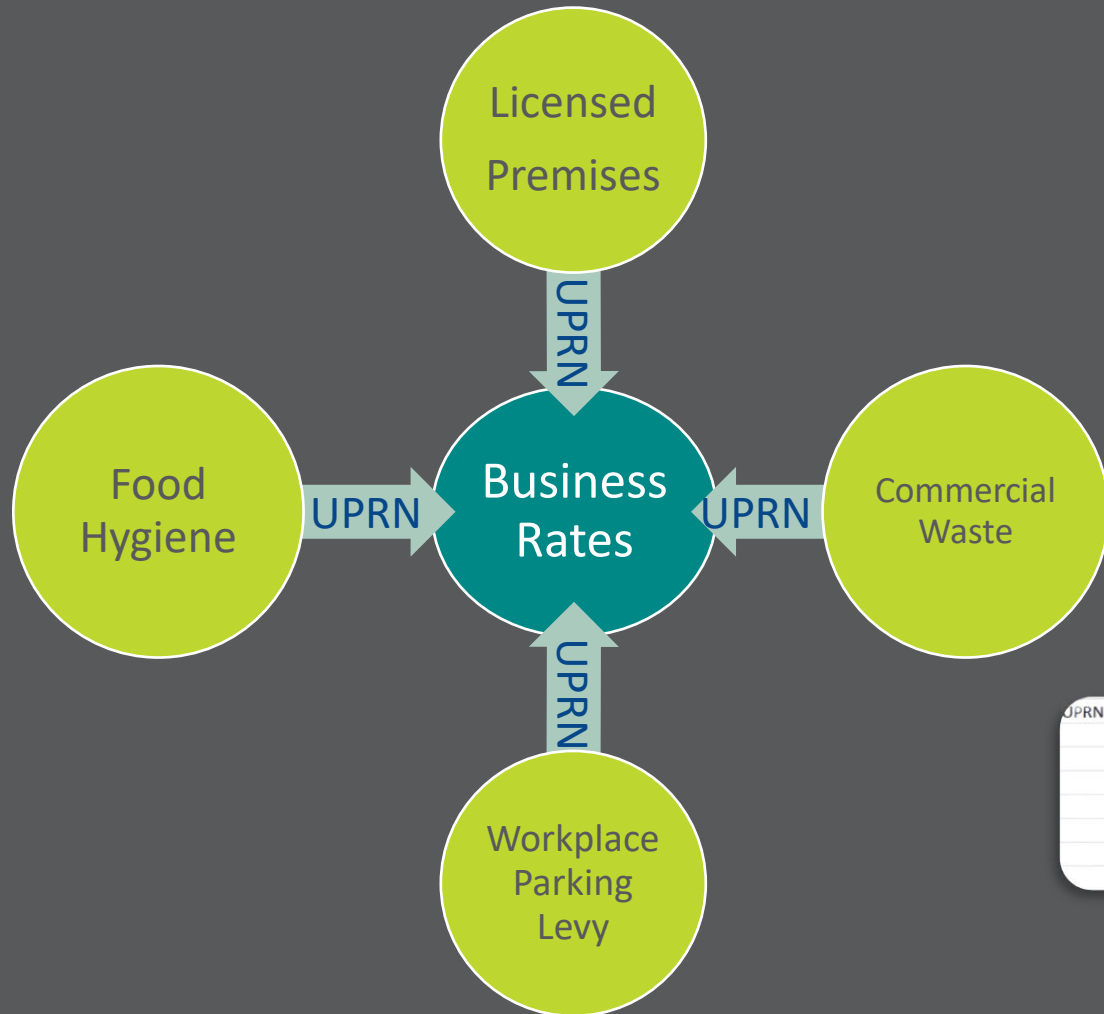
# Collection of Business Rates



Additional Revenue  
£5.4 million



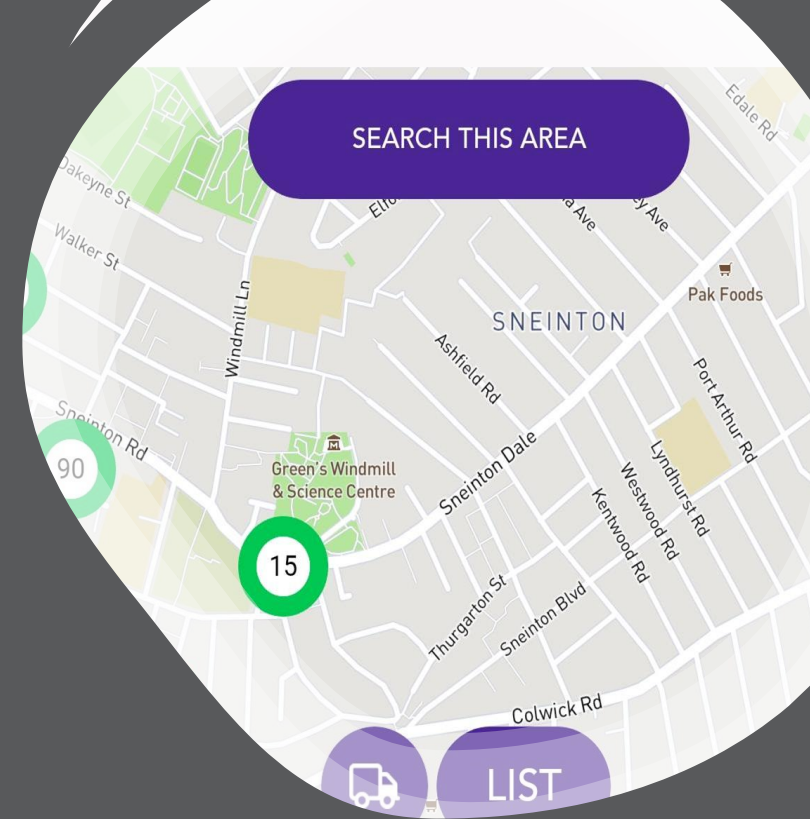
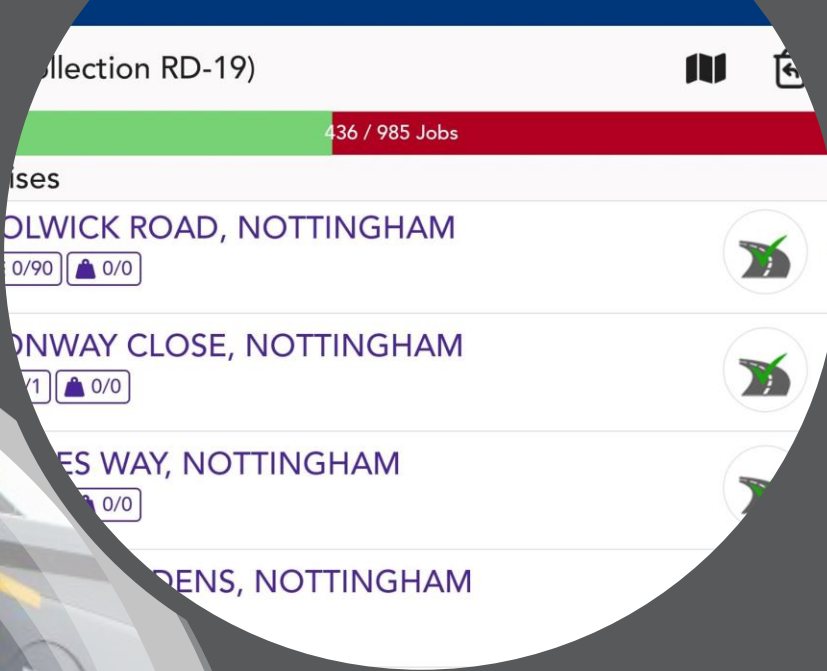
# UPRN at the Heart



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



# Waste Management



Savings of  
£0.6 million



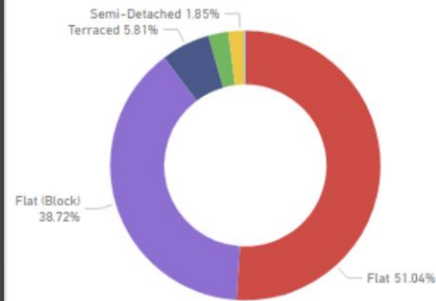
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# Food Waste Rollout Programme

## Property Type Dashboard

Select Ward:

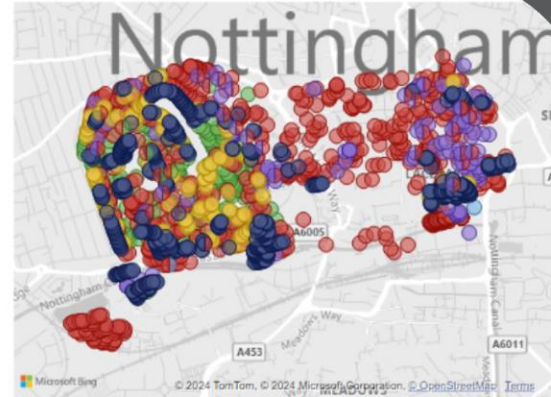
Castle



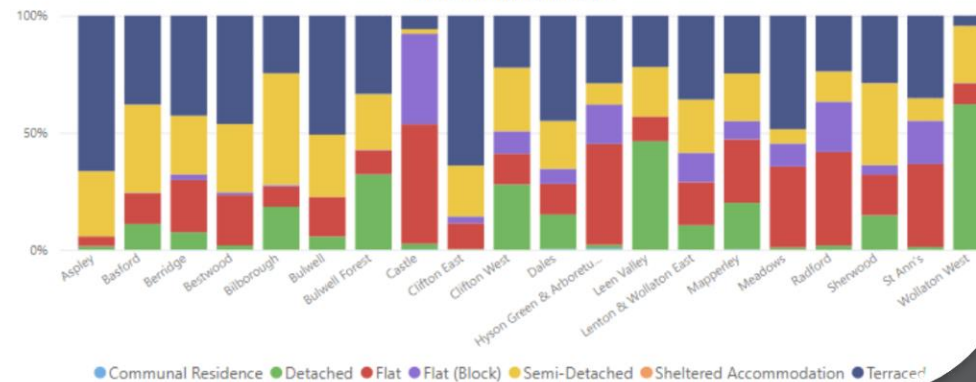
Property Type	Number of Properties
Flat	4158
Flat (Block)	3154
Terraced	473
Detached	196
Semi-Detached	151
Communal Residence	14
<b>Total</b>	<b>8146</b>

Source: LLPG (Local Land and Property Gazetteer). Data should not be relied on a property. Contact the gl@nottinghamcity.gov.uk for more information. Internal use only.

## % of HMO Properties in Ward



## Property Type by Ward





# Social Care



iStock.com/Anchiy

Savings of  
£0.4 million



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# Safer Housing

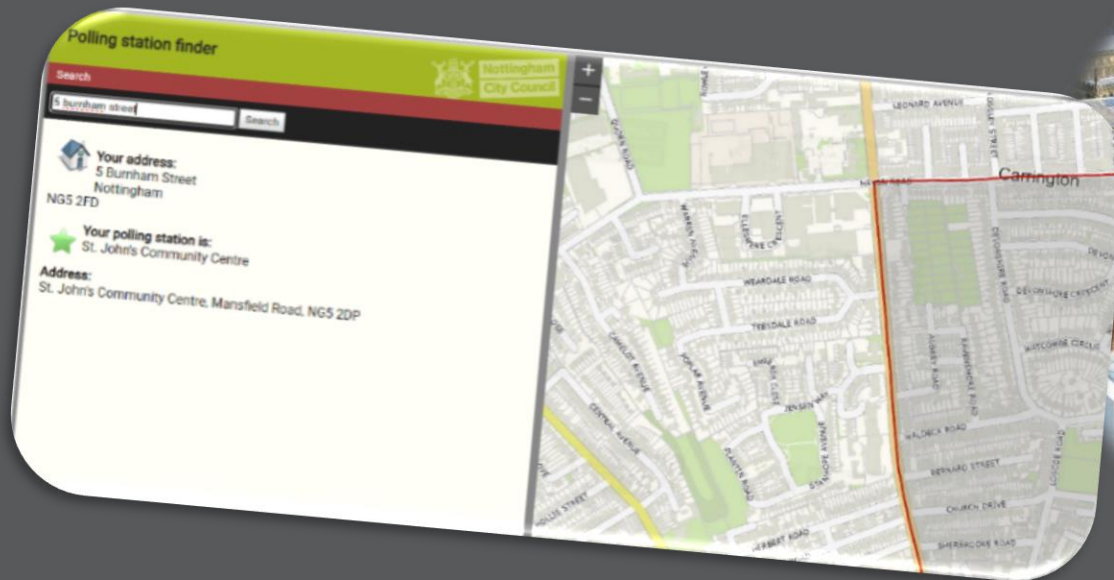
Savings of  
£220,000 per  
annum



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# Other benefits...

- Carbon Reduction
- Elections
- Planning



# Return on Investment Analysis

Assessing the Socio-economic Value  
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Nottingham City Council predicts impressive 6:1  
ROI on use of address and street data



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# 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.*



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# An individual 'Integration Report' for every authority

## Cambridge City Council

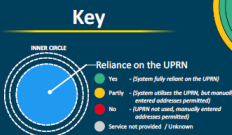
Address data:  
Are you leveraging your best kept secret?



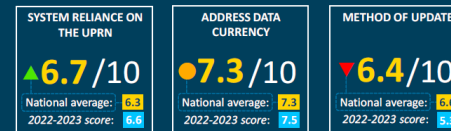
Report for  
2023-2024

### UPRN integration infographic 2023-24

#### Cambridge City Council



#### Integration scores vs national averages



See appendices for a detailed explanation about how this is calculated

Data source: GeoPlace Improvement Schedule questionnaire response 2023/24. Please note, other authority systems may be integrated but are not captured in the questionnaire.

### Your service scorecard

#### Looking at each service area individually

- 2 services are below the national average and are not utilising address data in an effective way. The below services require attention to ensure you are obtaining the full benefits as listed on page 8.
- CRM, housing

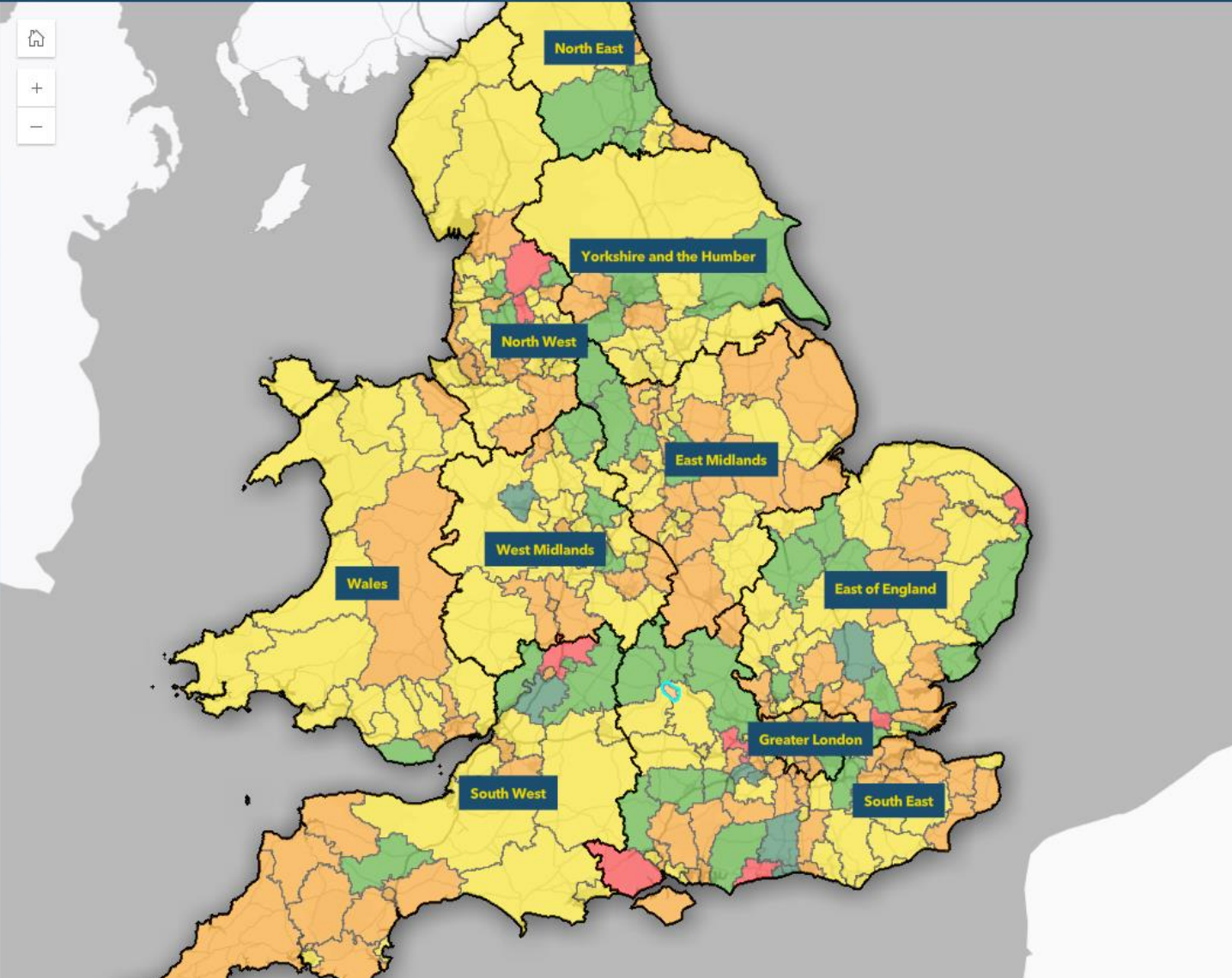
SERVICE AREA	INTEGRATION MEASURES			INTEGRATION SCORE (Max 10)	COMPARED TO NATIONAL AVERAGE FOR EACH SERVICE
	RELIANCE on the UPRN	CURRENCY of address data	METHOD of update		
CRM	0	0	0	0 /10	Below (7.4)
Housing	5	0	0	1.7/10	Below (5.2)
Environmental health	5	9	9	7.7/10	Above (7.5)
Council tax	5	9	0	4.7/10	Above (4.3)
Electoral registration	5	9	9	7.7/10	Above (6.6)
Building control	10	9	10	9.7/10	Above (8)
Planning	10	10	10	10/10	Above (8.3)
Refuse collection	10	9	9	9.3/10	Above (7.4)
Land charges	10	10	10	10/10	Above (8.1)
Social care	--	--	--	-- /10	Not provided
Education management	--	--	--	-- /10	Not provided

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	<a href="#">View</a>
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

