

# Best Kept Secret: Unlocking the hidden value of your data

Juliet Whitworth, Head of Research and Information, Local Government Association

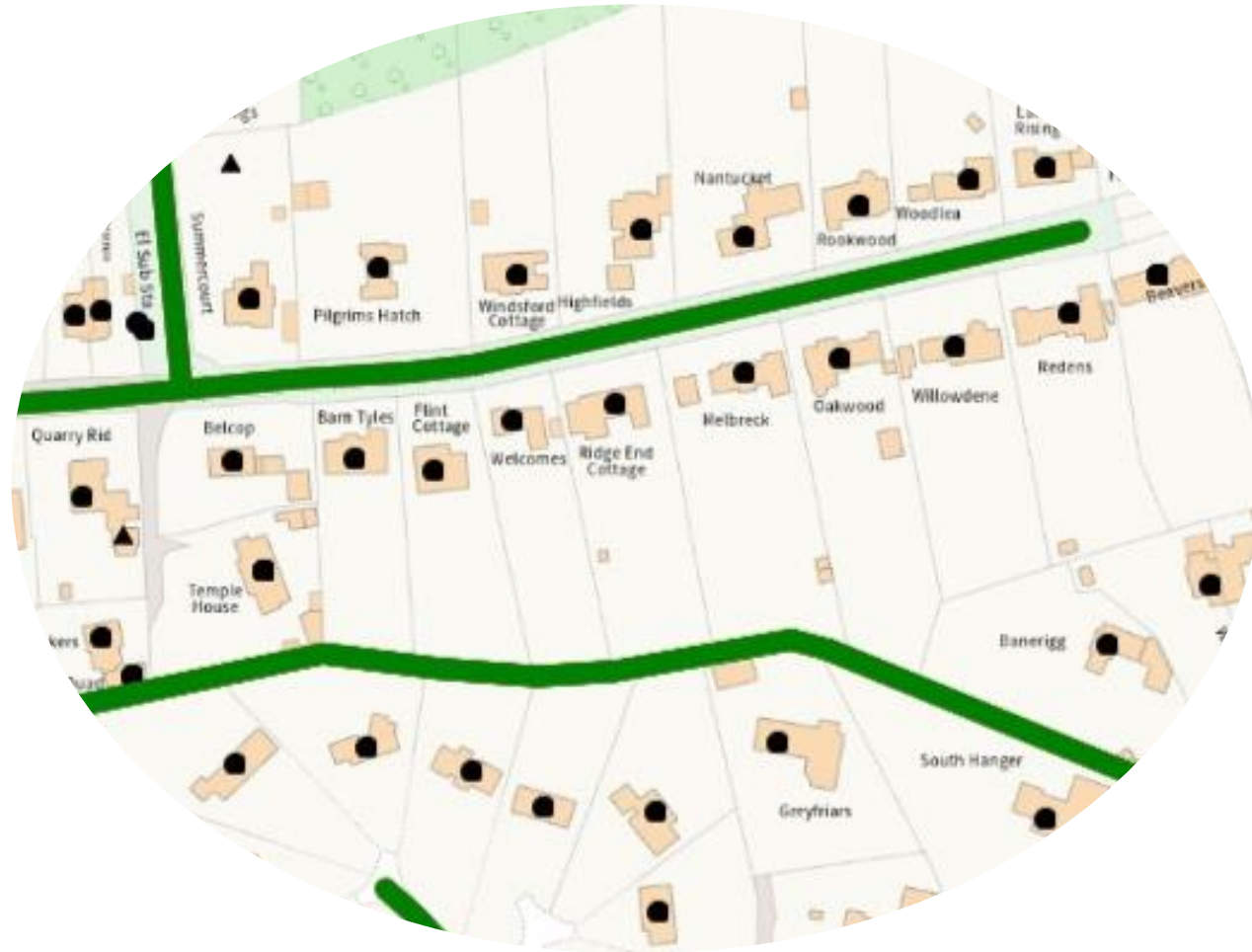
Sarah Abbott, GIS Manager, Nottingham City Council

28 November 2024



**Nottingham**  
**City Council**

# Addresses and streets – all captured and verified



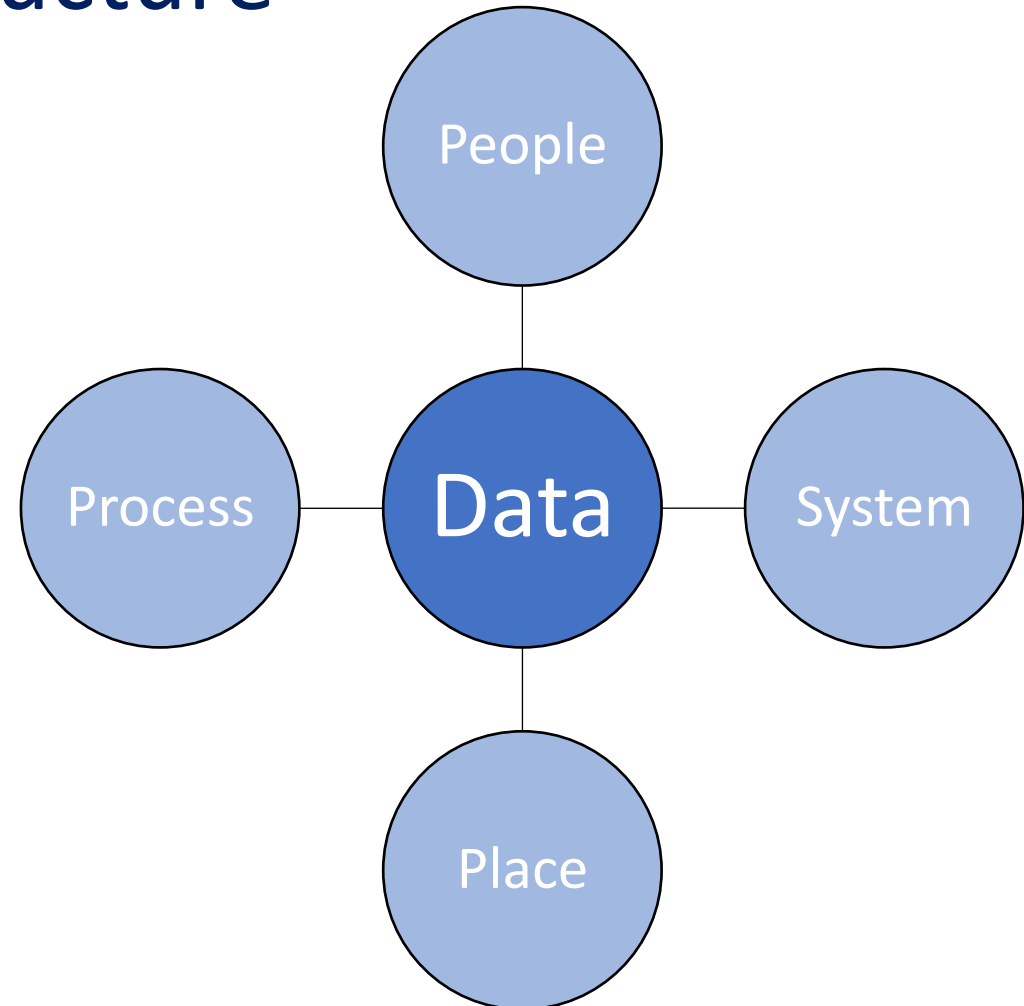
# What happens to address and street information?



- Held in a local land and property gazetteer
- Local authorities pass it to GeoPlace LLP
- Administering the Data Co-operation Agreement (DCA)
- Part of the Public Sector Geospatial Agreement (PSGA)
- Local and central government working together through GeoPlace
- 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

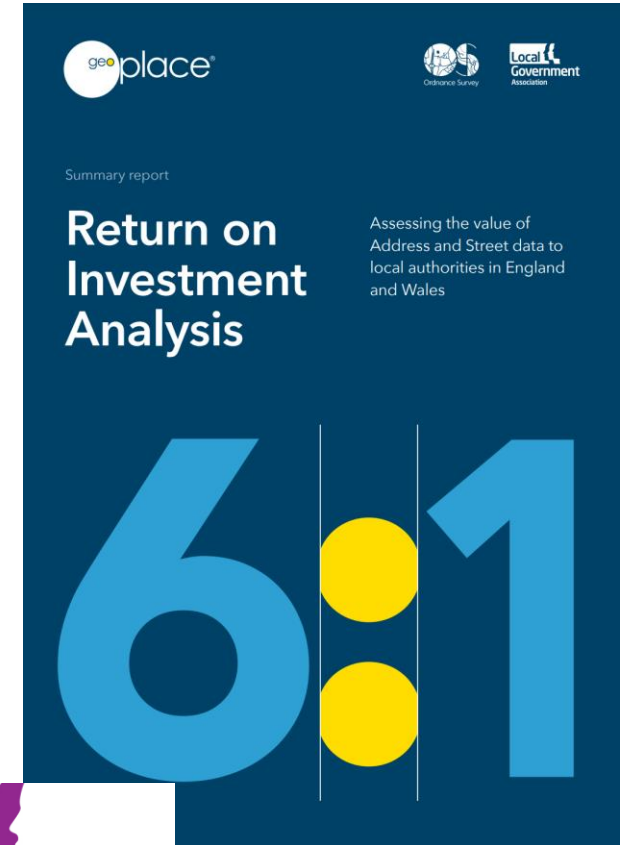
Imagine being able to ask:  
*“Show me everything we know in the organisation about...”*

**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



Nottingham  
City Council

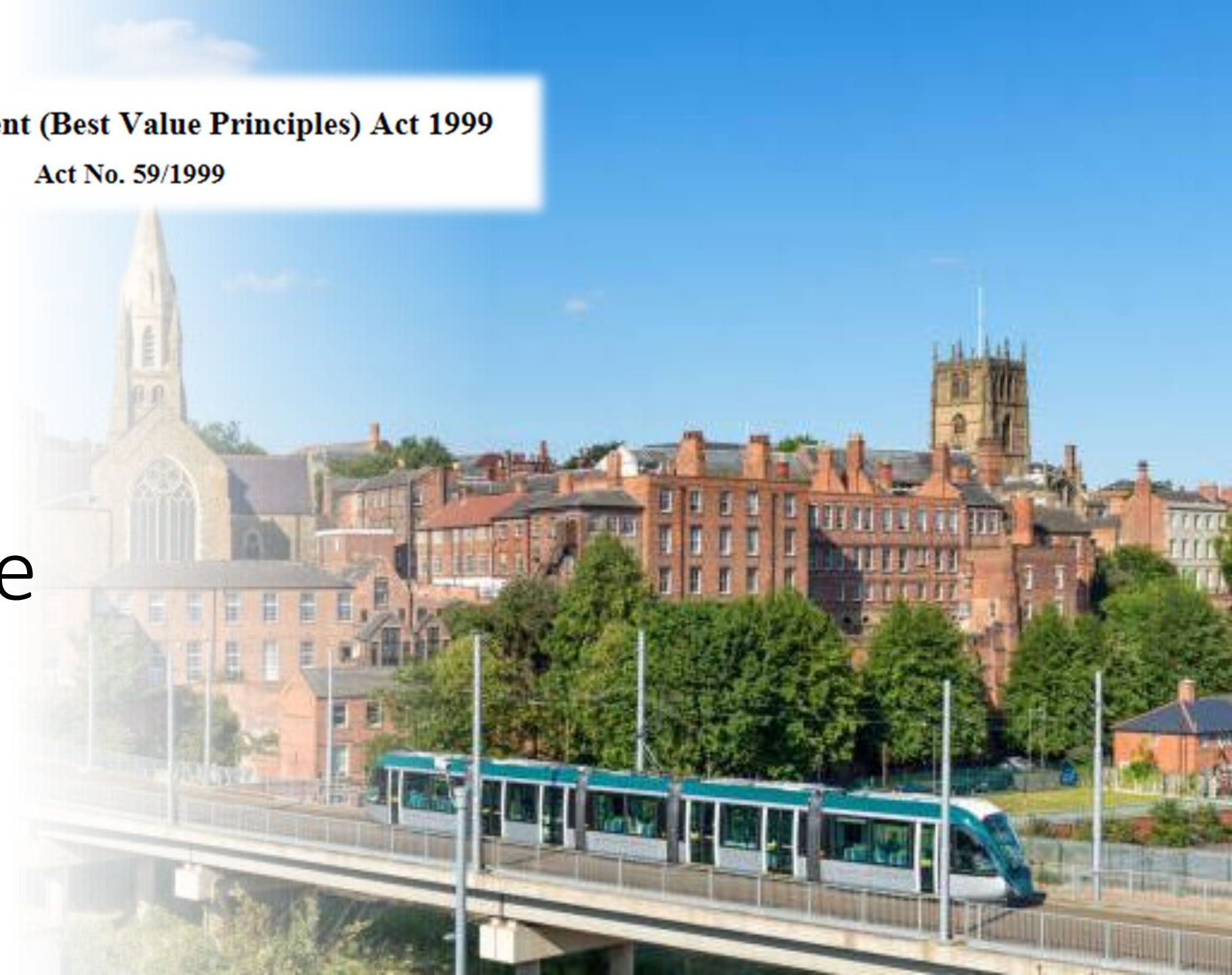


ConsultingWhere  
Maximising the value of location information

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

**Act No. 59/1999**

Best Value





# The Value of Our Address Data



Return on Investment (ROI) of **4:1**



Net Present Value (NPV) of  
**£4.1 million**

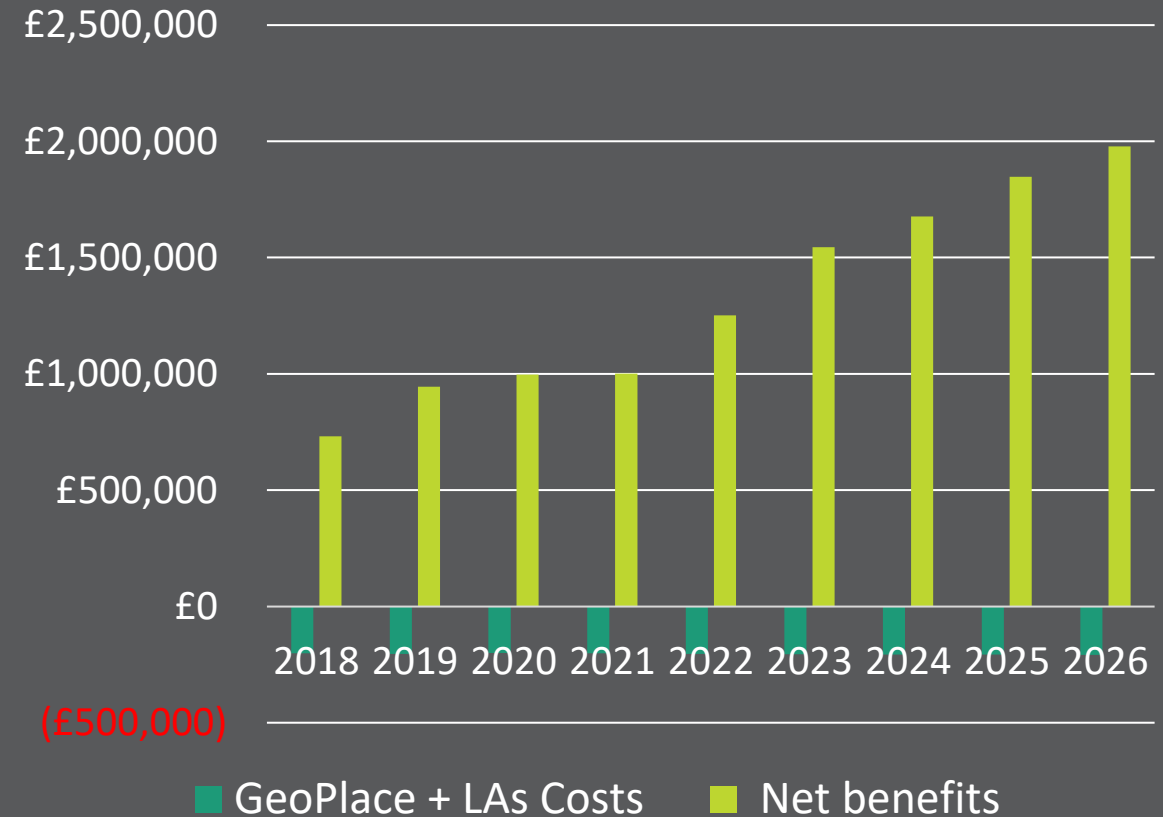


Future potential for an even larger  
ROI of **6:1** (2018-2026)



Future NPV of **£5.7 million**

Cost Benefit Analysis



**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)



# 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

**OVERALL INTEGRATION SCORE**  
**7.9/10**  
National average: 6.7  
2022-2023 score: 7.5



## Key

Reliance on UPRN

Currency

Method of Update

- Good
- Average
- Requires Attention

**Saving  
£2.4 million**

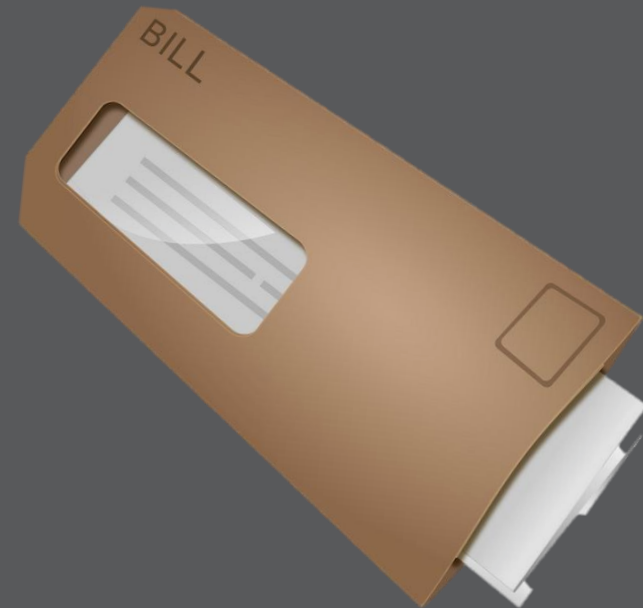


**Platinum Award** for Address Data  
**Nottingham City Council**  
2024

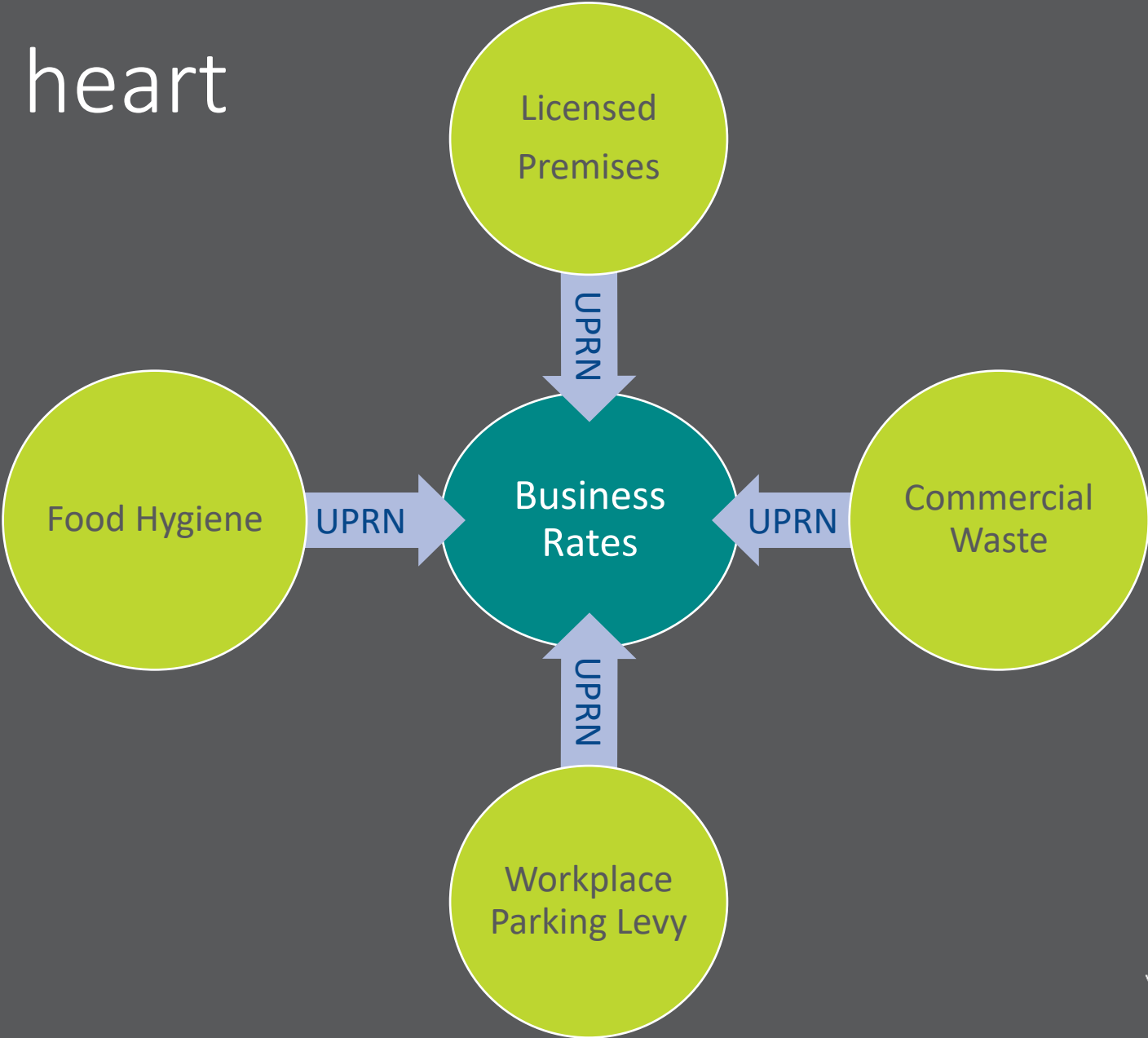
# Collection of Business Rates



Additional Revenue  
£5.4 million



# UPRN at the heart



# Data Preparation

UPRN	REF	NAME	ADDRESS_1	ADDRESS_2	POSTCODE	TYPE
100032287379	Q01N**27AB/1	Sandiccliffe	27 Abbeyfield Road	Nottingham	NG7 2SZ	Q01 New Ca
100032128655	C05***47AB/1	Cakeologist	47 Abbey Street	Nottingham	NG7 2NZ	C05 Restaur
100031509971	R01***51AB/2	Canton Chef	51 Abbey Street	Nottingham	NG7 2NZ	R01 Takeaw
10034861773	R11***53AB/2	Abbey Street Off Licence	53 Abbey Street	Nottingham	NG7 2NZ	R11 Off Lice
10000132062	C05H**55AB/1	Taste Of India	55 Abbey Street	Nottingham	NG7 2NZ	C05 Restaur
10000132062	C02***59AB/2	The Johnson Arms	59 Abbey Street	Nottingham	NG7 2NZ	C02 Public H
10000132062	C05***89AB/1	Parker's Cafe and Desserts	89 Abbey Street	Nottingham	NG7 2PL	C05 Restaur

# Modelling

The screenshot shows the FME Desktop interface with a workspace containing several data sources and transformers. The Navigator pane on the left lists various datasets like 'Gambling\_Premises [XLSX]', '2017 [XLSX]', and 'Fraud\_Tool [GEODATABASE\_FILE]'. The main workspace area shows a network of data flows and processing steps.

# Analysis

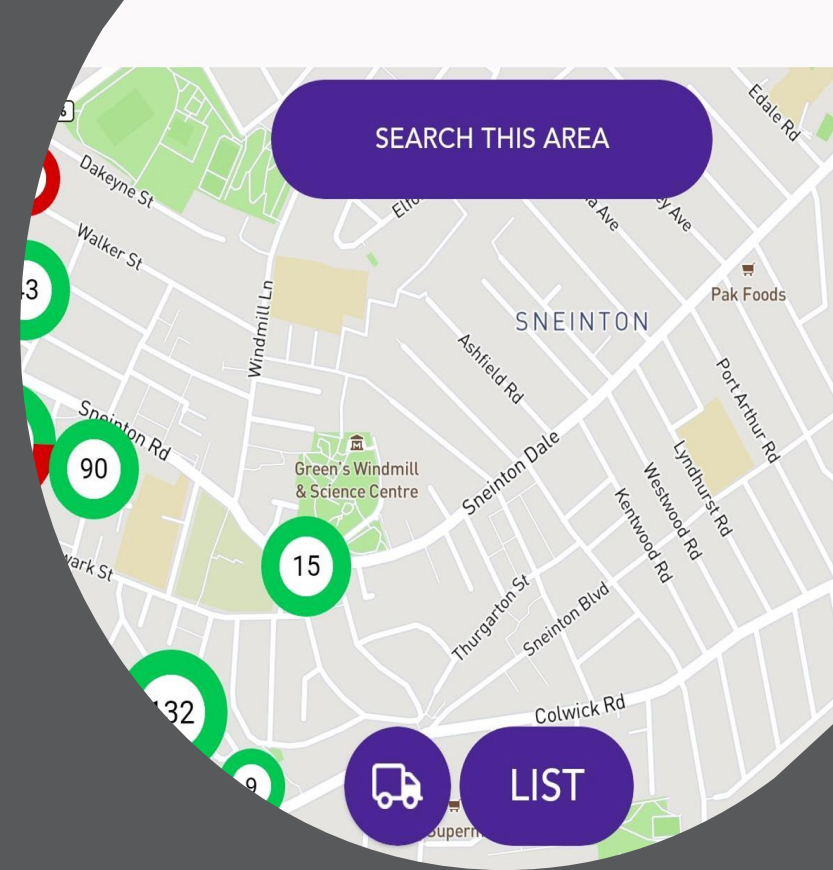
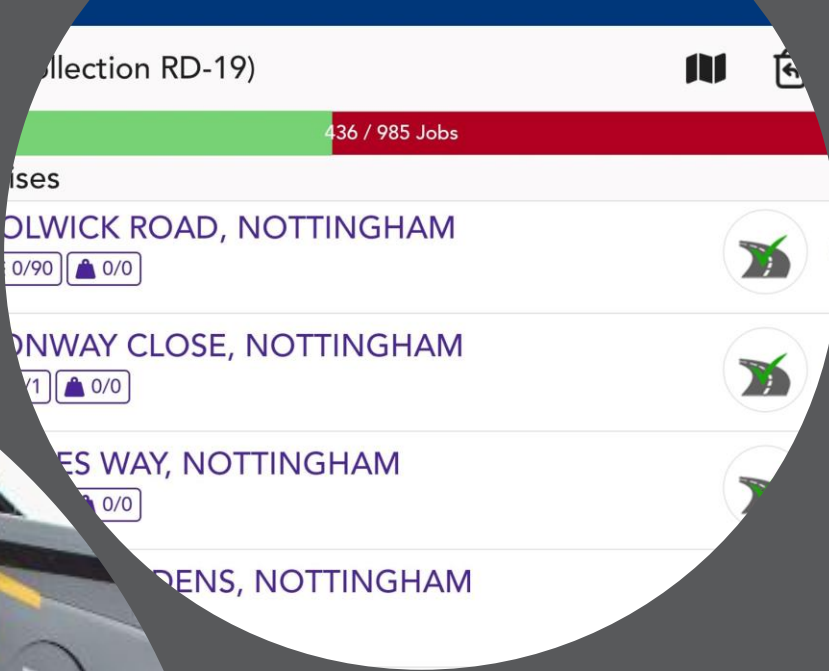
A	B	C	D	E	F	G	H	I	J	K
Count of Flags	Commercial Waste Flag	Workplace Parking Levy (WPL) Flag	Food	Food	Food	Food	Food	Food	Food	Food
3	1	1	1	1	1	1	1	1	1	1
3	1	1	1	1	1	1	1	1	1	1
3	1	1	1	1	1	1	1	1	1	1
4	1	1	1	1	1	1	1	1	1	1
3	1	1	0	1	1	1	1	1	1	1
3	1	1	1	1	1	1	1	1	1	1
3	1	1	1	1	1	1	1	1	1	1
3	1	1	1	1	1	1	1	1	1	1
3	1	1	0	1	1	1	1	1	1	1
3	0	1	1	1	1	1	1	1	1	1

# Results

The screenshot shows a web application titled 'Fraud Analysis Tool December 2021'. It features a map of Nottingham City with numerous colored markers (red, orange, yellow, green) indicating flagged properties. A legend on the right side explains the markers: red for 4 flags, orange for 3, yellow for 2, and green for 1. The application also includes an 'About this App' section and a search bar at the top.

UPRN	REF	NAME	ADDRESS_1	ADDRESS_2	POSTCODE	TYPE
100031569						
100031569						
100031586						
100031599						
100032116						
100032094						

# Waste Management



Savings of  
£0.6 million



**Nottingham**  
**City Council**



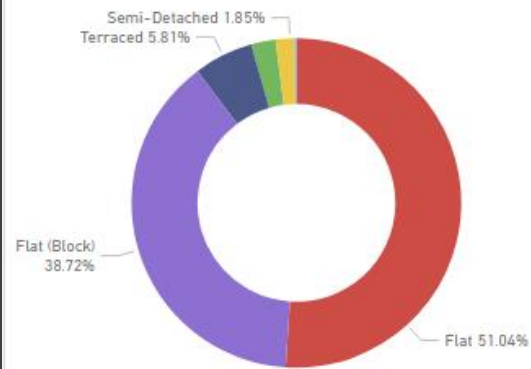
# Food Waste Rollout Programme



## Property Type Dashboard

Select Ward:

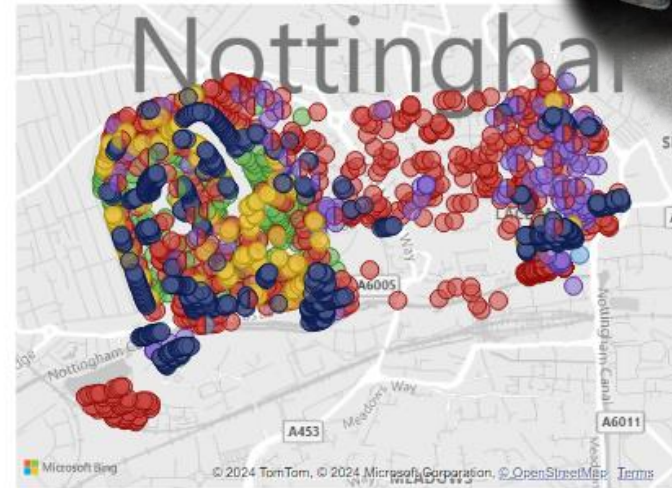
Castle



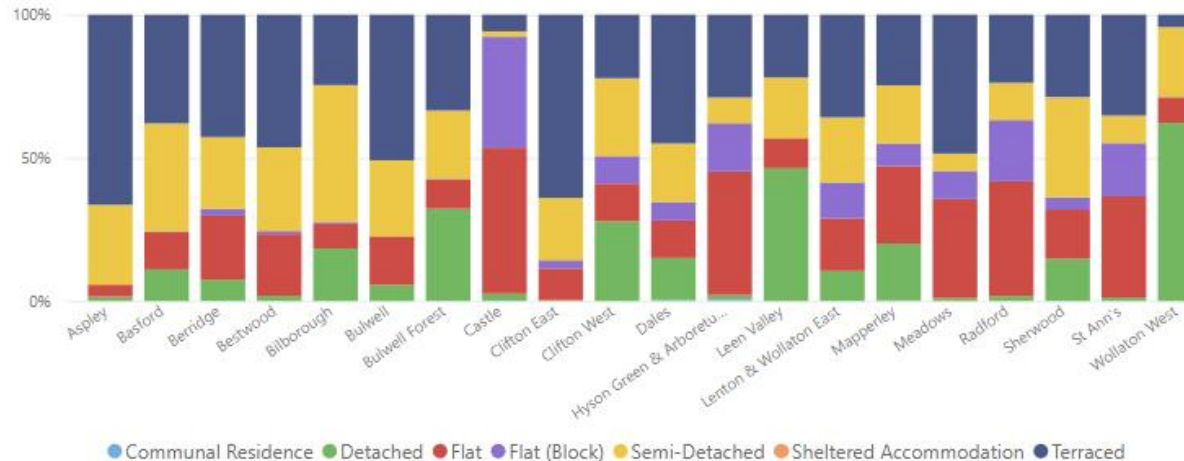
Property Type	Number of Properties
Flat	4158
Flat (Block)	3154
Terraced	473
Detached	196
Semi-Detached	151
Communal Residence	14
<b>Total</b>	<b>8146</b>

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

% of HMO Properties in Ward



Property Type by Ward



● Communal Residence ● Detached ● Flat ● Flat (Block) ● Semi-Detached ● Sheltered Accommodation ● Terraced

# Social Care



Savings of  
£0.4 million



# Safer Housing

Savings of  
£220,000 per  
annum



**Nottingham**  
**City Council**

# Selective Licensing

## Update on proposals for a second scheme of selective licensing

The Council's Executive Board agreed on the proposals for a second scheme of selective licensing in January 2023. The submission was sent to the Secretary of State in March 2023 for confirmation, and on 26 July 2023 the second scheme was confirmed and begun on 01 December 2023.

[Apply for an individual property licence \(Selective licence\)](#)

### When do I apply for a new licence?

The second scheme of selective licensing started on 01 December 2023. If your licence has expired, you can apply above. If your licence has not expired yet you do not need to reapply until your licence expires, however your licence expires.

If you wish to view the proposed designation and check if your property is within the proposed area, please click the link below.

- Click link to view the [proposed designation and check if your property is within the proposed area](#)

or visit Nottingham Insight Mapping, under the 'Housing and Property' layers.

- Click here to visit [Nottingham Insight Mapping](#)

### Selective Licensing scheme

Selective Licensing is a scheme that requires most private rented properties to be licensed. It means that houses are licensed where they have one or two tenants or a family living there.

#### Related pages

- > [Mandatory Licensing for HMOs](#)
- > [Additional Licensing](#)

## My Property

My property is a website designed to tell you about services and facilities in your local area.

### 5 Burnham Street, Nottingham, NG5 2FD

[Search for another address?](#)

Choose the service area you're interested in...

Housing and Property

Your bin day is: Friday  
[More about your bin collection...](#) [Open your bin calendar...](#)

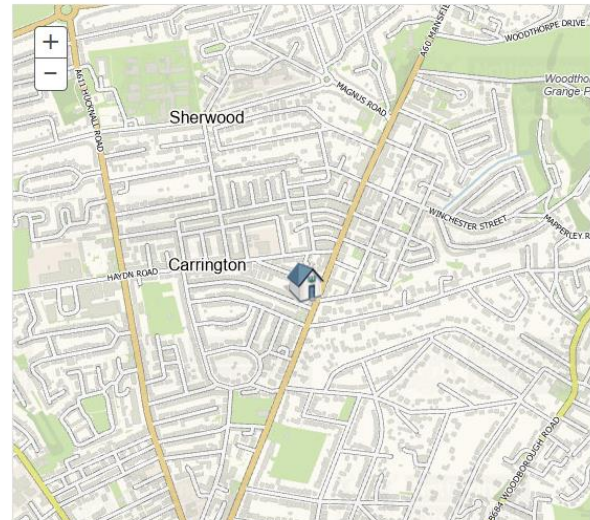
Your property is within Council Tax band B  
[Information about Council Tax](#)

No selective, mandatory or additional licences for private renting have been issued or are pending review for your property  
[Licensing for Landlords](#)  
[Do you think this unlicensed property needs a licence? Report it here.](#)

Your property is within the current HMO Mandatory licensing area  
[More information about HMO licensing](#)

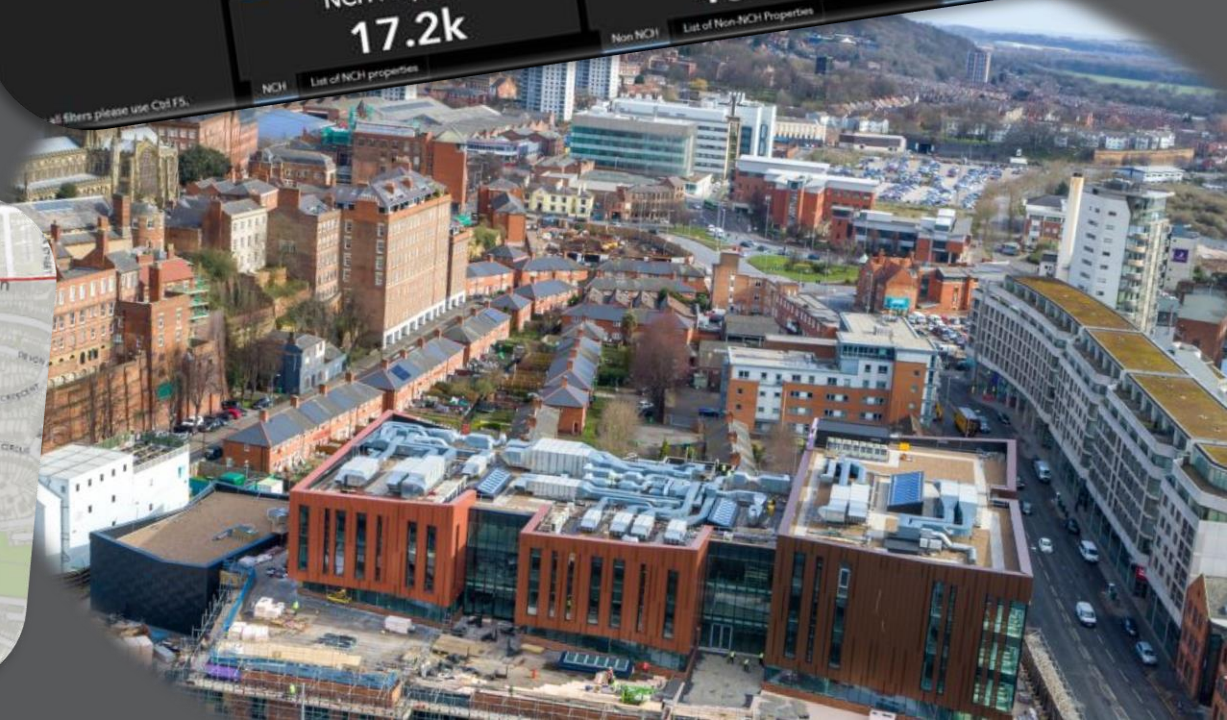
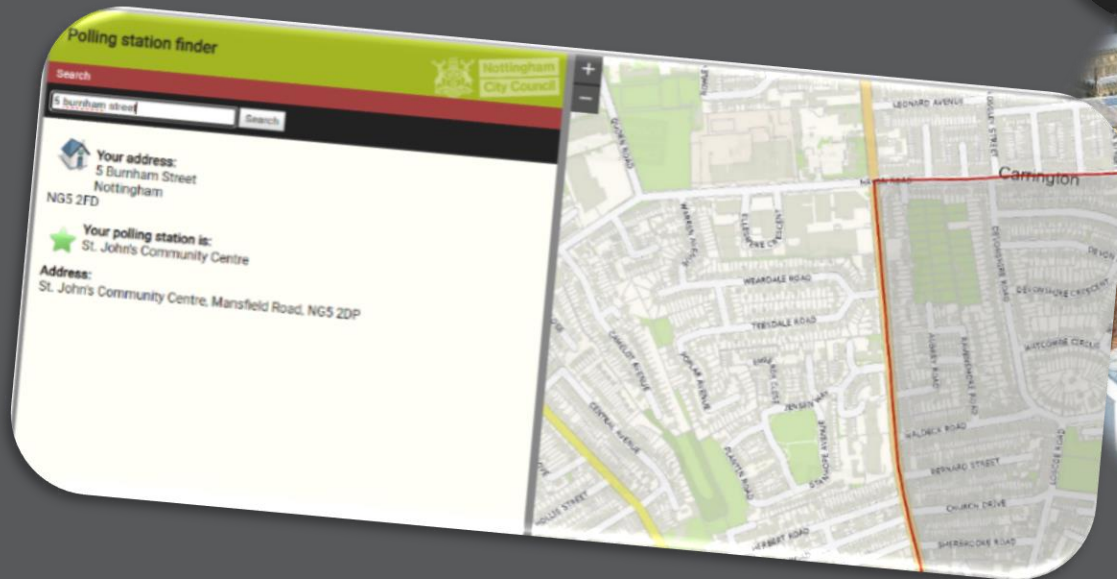
Your property is within the 2023-2028 area of selective licensing for private rented houses  
[Show selective licensing area](#) [Information about the selective licensing scheme](#)

Your property is within the 2024-2028 HMO additional licensing area which starts from 1st January 2024  
[Show additional licensing \(2024\) boundary](#) [Information about additional licensing](#)



# Other benefits...

- Carbon Reduction
- Elections
- Planning



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iStock.com/Poohz



Nottingham  
City Council



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



Nottingham  
City Council



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”.*



**Nottingham  
City Council**



# 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



Use Geoplace's dedicated webpages to access more information

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# Integration Report

Local Government Association geoplace®

## Nottingham City Council

**Address data:**  
Are you leveraging your best kept secret?



Report for  
2023-2024

### UPRN system integration snapshot 2024-25

geoplace®

#### Nottingham City Council

**OVERALL INTEGRATION SCORE**

7.8/10

National average: 6.9  
2023-2024 score: 7.6

**UPRN Integrations**  
Positive Address Data

**Key**

**UPRN RELIANCE**

- Green: Reliance on the UPRN
- Yellow: Yes - System relies on the UPRN
- Orange: Fully - System relies on the UPRN, but manually entered address permitted
- Red: No - UPRN not used, manually entered addresses permitted
- Grey: Services not provided / unknown

**ADDRESS CURRENCY**

- Green: Real-time / daily / weekly
- Yellow: Hourly / daily / weekly / Ad hoc
- Orange: Monthly / Quarterly / Annually
- Red: Not updated
- Grey: Services not provided / unknown / other

**METHOD OF UPDATE**

- Green: On site / API
- Yellow: Systems import / manually / custom process
- Orange: Manual entry / Not updated
- Red: Not linked / Services not provided / unknown / other

**Integration scores vs national averages**

SYSTEM RELIANCE ON THE UPRN	ADDRESS DATA CURRENCY	METHOD OF UPDATE
<span style="font-size: 24pt; color: green;">▲</span> <b>7.5/10</b> National average: 6.5 2023-2024 score: 6.8	<span style="font-size: 24pt; color: green;">▲</span> <b>7.5/10</b> National average: 7.2 2023-2024 score: 7.9	<span style="font-size: 24pt; color: green;">▲</span> <b>8.2/10</b> National average: 6.3 2023-2024 score: 7.4

Data source: GeoPlace Improvement Schedule questionnaire response 2024/25.  
Please note, other authority systems may be integrated but are not captured in the questionnaire.

### Key actions points

geoplace®

- 1 ACTION: Discover the potential**

It's much more than "just an address", it's the backbone for digital transformation, the foundation for data insights and the key to identifying vulnerable households and fraud.

Watch [this video](#) to understand how address data and the UPRN can help you realise all of these benefits.
- 2 ACTION: Engage with your service areas**

Speak to those responsible for the services indicated on [page 5](#) falling below or achieving their respective national integration average.

**Ask them the following questions:**

  - What is preventing address data and its UPRN being used effectively by the system?
  - What is needed to overcome this?
- 3 ACTION: Procure effectively**

Ensure all newly procured systems are able to correctly handle address data and its UPRN.

This ensures the benefits of using address data ([page 8](#)) can be immediately realised without any additional spend or work.

We have created an interactive procurement statement generator tool to help achieve this: <https://www.geoplace.co.uk/Procurement>
- 4 ACTION: Support your Custodian**

Address data is one of your most valuable assets. You have a designated officer within your authority who creates and maintains this data called an "Authority Address Custodian".

Supporting them is key to ensuring your data is kept accurate and current. Use the [LGAs tool](#) to find out who your Custodian is.

- 9 -

# Summary – leverage your best kept secret



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