Camden Residents Index

Using address data to unlock insightful citizen master data
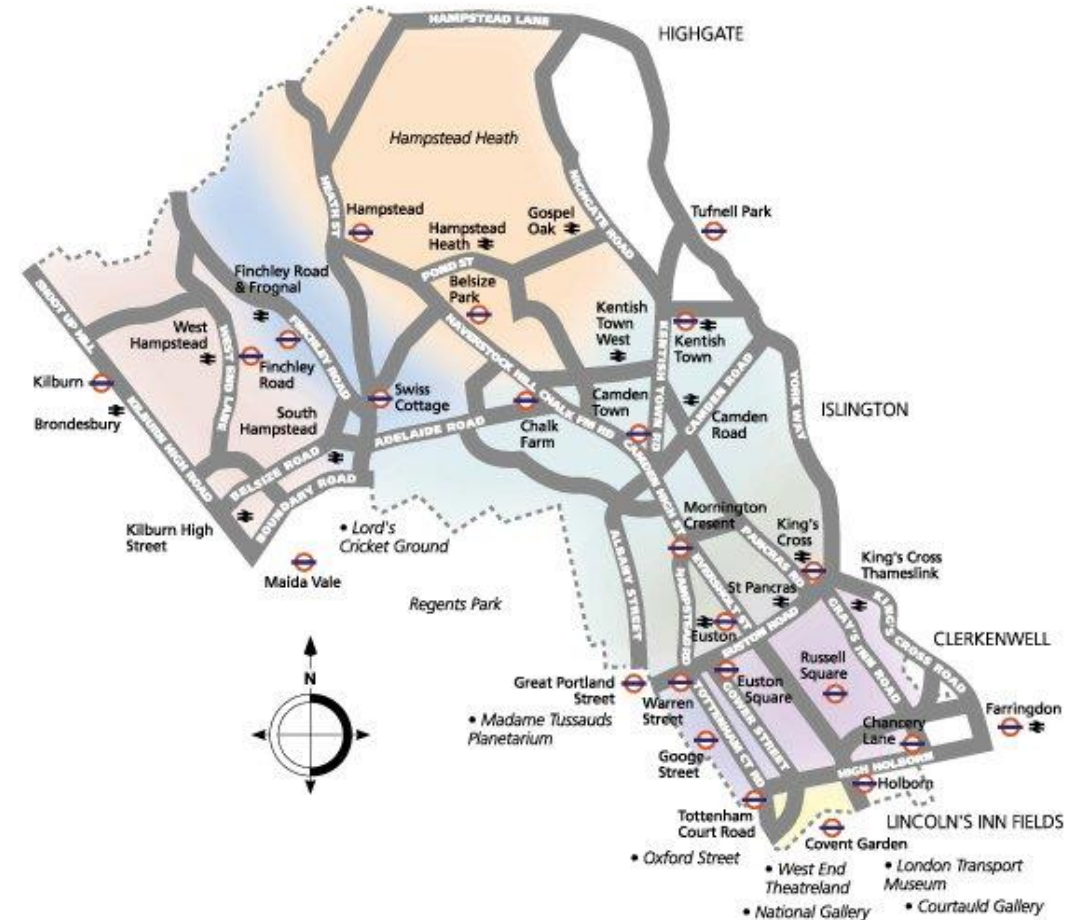
Mark Brennan - Project Manager

Camden

The London Borough of Camden

- £1bn turnover, mainly administered budgets
- 5000+ Employees
- 600+ Lines of Business
- 240+ sites
- 220,000 population (x2 in daytime)
- 16k businesses, 4th highest Business Rates
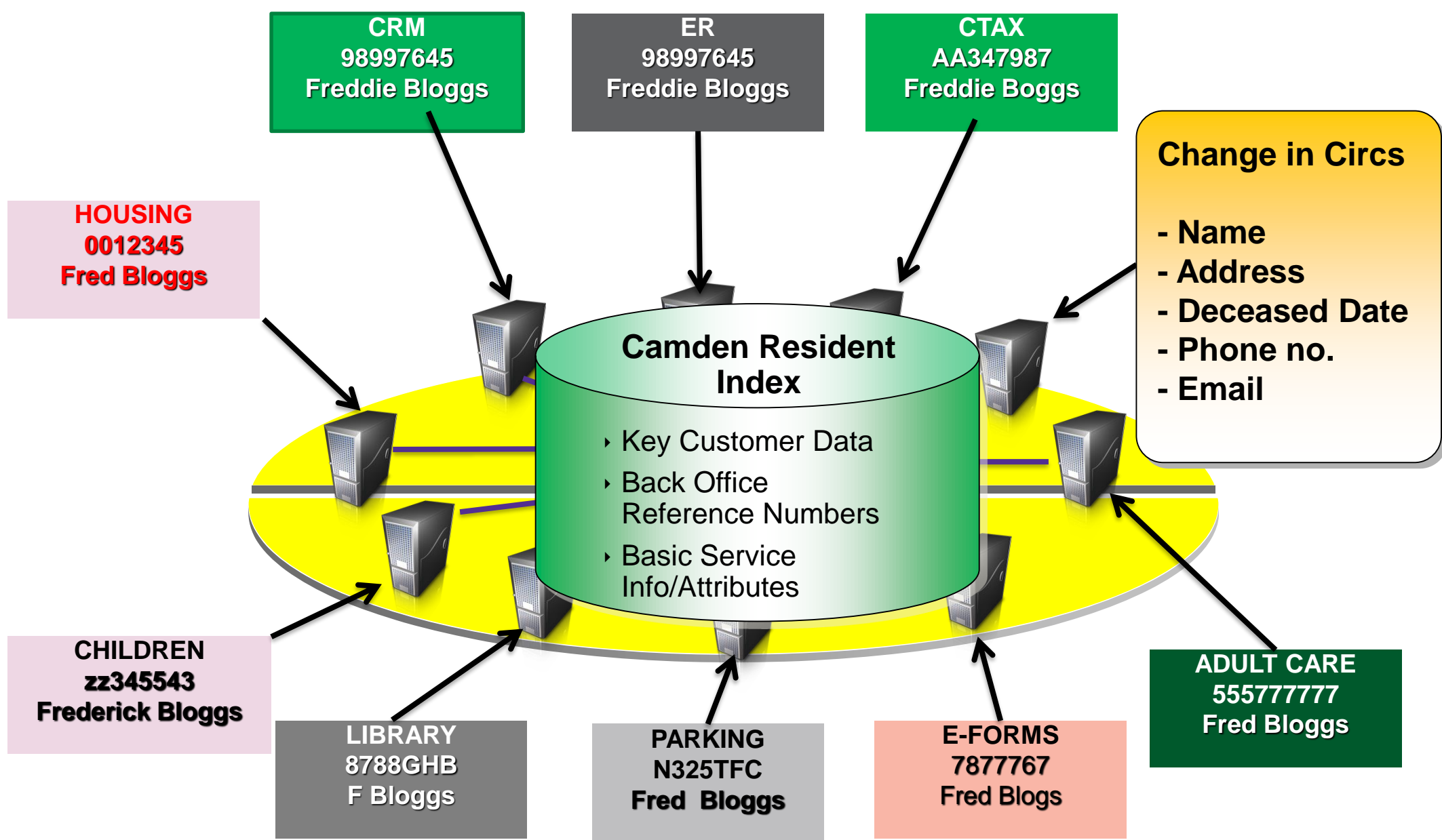- Major transport hubs, universities and health institutions

But
- Neighbourhoods with high levels of need
- 30%+ cuts (2012-2018) - £163m
- More 65+, more young families

Master Data Management

- Camden Resident Index - CRI for short
- Integrate key resident data from different line of business systems and produce a "Golden View" of citizen data.
- Implemented using IBMs Infosphere Master Data Management solution.
- Uses sophisticated probabilistic matching technology to link records together.
- Our implementation partner was Entity Group Limited, now Viqtor Davis.
- The project was implemented in 6 months in 2013

Camden

CRM
98997645
Freddie Bloggs

ER
98997645
Freddie Bloggs

CTAX
AA347987
Freddie Boggs

HOUSING
0012345
Fred Bloggs

Change in Circs

- Name
- Address
- Deceased Date
- Phone no.
- Email

Camden Resident Index

‣ Key Customer Data

‣ Back Office Reference Numbers

‣ Basic Service Info/Attributes

CHILDREN
zz345543
Frederick Bloggs

LIBRARY
8788GHB
F Bloggs

PARKING
N325TFC
Fred Bloggs

E-FORMS
7877767
Fred Blogs

ADULT CARE
555777777
Fred Bloggs

camden.gov.uk

Camden

Source applications

- ❏ Northgate Housing
- ❏ Council Tax and Housing Benefits (Civica)
- ❏ Electoral Register
- ❏ Mosaic (Adult and Children's Social Services)
- ❏ IMPULSE (Pupils database)
- ❏ Libraries
- ❏ CRM – Lagan
- ❏ Parking Permits
- ❏ YOIS Youth Justice
- ❏ Synergy EYS – Early Years
- ❏ Accessible transport
- ❏ Connexions

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FIELDS	HB	CRM	HSD	ER	ADULTS	GOLDEN
Full Name	**Fred Bloggs**	Freddie Bloggs	Frederick Blogges	Fred Bloggs	Fried Bloggs	**Fred Bloggs**
DOB	**10-1-1965**	01-01-1900	10-1-1965		10-1-1965	**10-1-1965**
Gender	M	M	M		M	**M**
Address	10 The Grange Camden NW1 0AA	Flat A 10 The Grange Camden NW1 0AA	10 The Grange Camden NW1 0AA	**Flat A 10 The Grange Camden NW1 0AA**	10 Grange Camden NW1 0AA	**Flat A 10 The Grange Camden NW1 0AA**
Home Tel		0233-2222-111	0233-2222-111			**0233-2442-111**
Mobile	**078886100070**	071003000				**07988610000**
Email		**fblogg@v.com**	bloggy@bt,com			**fblogg@v.com**
Income Support	Y					**Y**
Customer Care Ind					**Do not visit address alone**	**Do not visit address alone**

Camden

Benefits of using master data in Camden

- This was an 'invest to save' procurement
- Identifying Housing Tenancy fraud
- Residency checking for School Admissions – recently Camden withdrew five places. Reduces the ability to cheat the system.
- Electoral roll – individual registration validation
- Multi Agency Safeguarding Hub (MASH) – search for missing children – understand household composition
- Use of Master Data Web Service – Accessible Transport permit validation, Online housing account activation.
- Change of Circumstances Management
- Improved data quality and duplicate management – data protection duty to keep information up to date
- Cross system/silo reporting.

Camden

Data Sharing concerns from the business

- Sensitive data would be open to all
  - Limited sensitive data held on index and no case data. Citizen and households information can be shielded from general users. Certain data types such as Children's data is restricted to certain staff groups based on 'need to know'.
- Trawling of data
  - Enforce through training and acceptable use policy that staff should only be searching for residents that have a professional relationship with. Also system is proactively audited.
- Aggregating data
  - Privacy Impact Assessment carried out in conjunction with Camden's Legal Department.
  - Update to Camden's privacy and fair processing notices on around golden view of data.
  - Residents informed of changes via council tax bill mail out.

Implementation challenges

- Access to data sources
  - Advantage was most systems hosted 'in-house' Although some legacy systems were difficult to integrate and get data out of.
- Data quality and format of exports
  - Lots of data formatting was not consistent in different source systems i.e. address - some BS7666 format and lots not.
- Requesting and automating regular data exports
  - Some skill gaps within service to produce these.
  - Need to get regular data extracts written into business as usual processes.
- Data governance an emerging discipline:
  - Identifying/volunteering data steward was/is difficult – needs to be done as part of the 'day job'
  - Camden working on a corporate data quality policy and developing an understanding on the true cost of 'dirty data' to the organisation

Camden

Current use of UPRN in the CRI

- The Camden Local Land and Property Gazetteer is loaded into the CRI
- The UPRN is the key component used by the matching algorithm to create the Household view
- The UPRN is a key glue component to bind together people and place data
- Helps with reporting by Ward/LSOA etc
- Used in an emergency planning pilot – incorporate CRI records with UPRN as a GIS mapping layer. This allows a geographic area of interest to be plotted and core details of residents living within this area to be extracted. E.g. identify vulnerable adults within a certain radius of a gas leak.

Future use of the UPRN in the CRI

- Data quality of the LLPG itself – identify potential duplicates, badly formatted data
- Validate the LLPG addresses used within business systems –
  - are shell properties or other non-residential records being incorrectly used?
  - Are legacy UPRNs still in use? – e.g. are people still being recorded at properties which have been demolished
  - Using the probabilistic matching engine to match up non gazetteer addresses with the gazetteer
- Deeper integration of people and place data to gain new insights – e.g. identify overcrowding or conversely apparently empty properties

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