

Annual Statement 2013

Working in
partnership to
manage Britain's
address and street
data infrastructure



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Introduction from the Managing Director

GeoPlace was formed in 2010 and signalled a landmark change in the relationship between local and central government. It also represented a significant shift in the acknowledgement of the importance of good address and street data as a national resource.

Service delivery has always had to have a location. Getting the ambulance to the injured pedestrian or the fire crews to the block of flats has no room for error – time is of the essence.

In 2013, GeoPlace has a cutting edge technical infrastructure and, together with local government and Ordnance Survey provides one of the biggest shared services in Great Britain, through the creation and maintenance of publicly-owned spatial address and street data.

GeoPlace's strength is in its people and its relationship with local authorities and Ordnance Survey. GeoPlace is built on the bedrock of the relationship between local government and Ordnance Survey and this relationship is growing in strength all the time. Crucially, GeoPlace is formed by a team of experts working centrally who demonstrate excellence in information management; technical IT skills and relationship management.

Our other key strengths are;

- address and street data derived directly from source
- the Unique Property Reference Number (UPRN) is included from day one in the lifecycle of an address, and is key in the joining-up of services
- within the National Street Gazetteer, the Unique Street Reference Number (USRN) is included from day one and is used for the notification of and to improve the synchronisation of streetworks
- our addresses cover much more than just postal delivery points – AddressBase® Premium has in excess of 5 million more addresses than PAF
- a direct link to the TOIDs – the unique spatial identifiers from Ordnance Survey
- our relationship with the Joint Authorities Group (UK) (JAG UK) allows us to provide better services to the streetworks community and provide us with a national voice in street and road works matters.

Combining the expertise and local knowledge of local Custodians with the technical expertise and support provided by GeoPlace staff is vital to the on-going goal of our journey of one united address and street index used across the entire public and private sectors across Great Britain

A handwritten signature in white ink that reads "Richard Mason." The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Richard Mason
Managing Director

Who we are

GeoPlace LLP Board

The Board set the overall strategic direction and policy of GeoPlace and consists of four non-executive members.

Two are appointed by the Local Government Association, one of which chairs the board;

Daniel Goodwin (chair)

Executive Director for Local Government Finance and Policy at the LGA

Helen Platts

Head of Business Development at the LGA

Two are appointed by Ordnance Survey:

Neil Ackroyd

Ordnance Survey, Director of Operations

John Kimmance

Ordnance Survey, Head of Business Sales and Market Development

The Managing Director Richard Mason reports to the GeoPlace LLP Board.

Managing Director & Management Team

GeoPlace is managed by a Management Team which consists of the Managing Director and five senior GeoPlace employees as listed below:

Richard Mason

Managing Director

Simon Barlow

Head of Information Services

Steve Brandwood

Head of Engagement

Radha Chandrasekaran

Head of Systems

Nick Griffiths

Head of Data Management

Kate de Groot

Head of Business Planning, Operations and Quality

What we do

Overview

GeoPlace is a public sector limited liability partnership between the Local Government Association (LGA) and Ordnance Survey. GeoPlace's role is to work with local authorities to create and maintain the National Address Gazetteer infrastructure and the National Street Gazetteer for England and Wales, providing definitive sources of publicly-owned spatial address and street data.

The National Address Gazetteer

The National Address Gazetteer infrastructure, managed by GeoPlace, is the data storage and set of processes bringing together the existing 348 local authority sourced addressing datasets together with Ordnance Survey, Valuation Office Agency and Royal Mail data. Through agreement with Scotland's Improvement Service, working on behalf of Scottish Government, the National Address Gazetteer includes Scottish address data.

The National Address Gazetteer is the single source from which the AddressBase products are developed.

As a separate process, the National Street Gazetteer (NSG) is made available through GeoPlace.'

The National Street Gazetteer

The NSG contains definitive information for streets in England and Wales. Primarily it allows local authorities to manage all streetworks carried out by themselves and by statutory undertakers in an efficient manner on the national road network.

It was created to coordinate the process of streetworks in England and Wales, helping to prevent streets being repeatedly dug up over a period of months by different utility companies and local authorities. The NSG provides a unique referencing system, is embedded in legislation and is fundamental in the processes of managing all streetworks.

Local Street Gazetteers (LSGs) are created and maintained under statute and are compiled at a national hub, managed by GeoPlace to create the NSG. All 174 local highway authorities across England and Wales upload their LSG data to the NSG hub on a monthly basis, where the information is then verified and made available to licenced users via web downloads.

How we work

GeoPlace receives over 6,500 update files per month from local authorities in England and Wales. Across local authorities as a whole, there are around 2 million records modified and sent to GeoPlace each month.

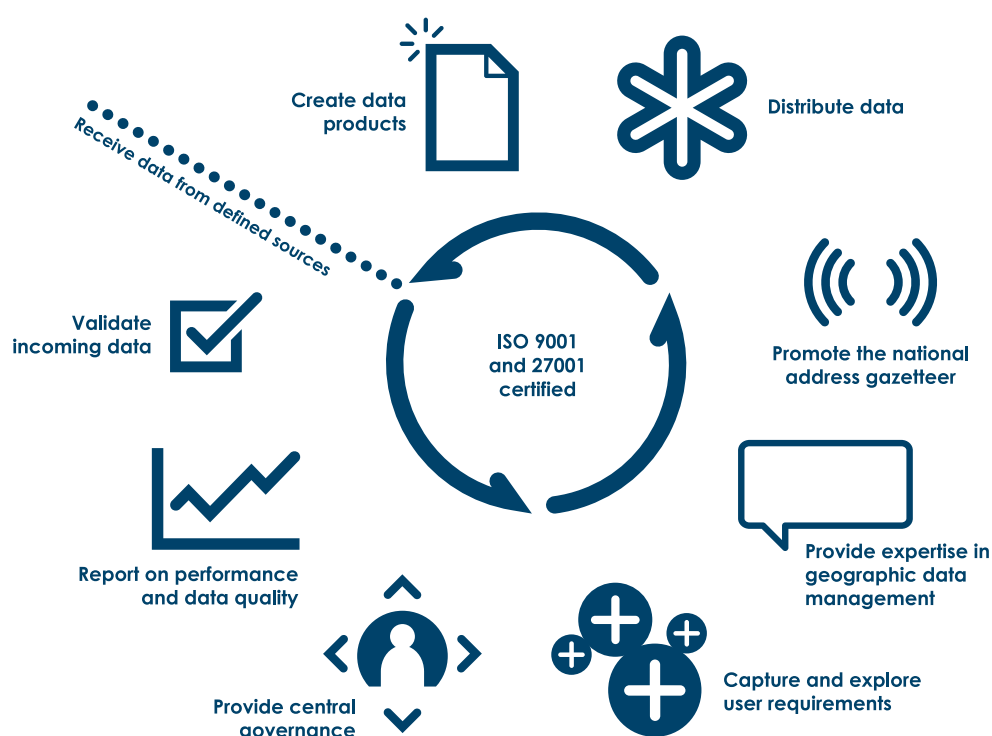
Once the records are received from local authorities, GeoPlace undertakes a large data validation exercise testing the incoming LLPG and LSG data against the Data Transfer Format (DTF) and the Data Entry Conventions (DEC) specifications. Both NLPG and NSG are then compared against each other to highlight any street record anomalies.

A series of 500 health checks are also carried out on the two datasets. Further checks are carried out on logical data consistency, classification and address mismatches between the NLPG, Ordnance Survey, Valuation Office Agency and Royal Mail's Postcode Address File (PAF) to form the National Address Gazetteer Database based upon the use of the UPRN and USRN.

By taking data from multiple sources; local authorities, Ordnance Survey, Royal Mail and the Valuation Office Agency and validating it against each other, GeoPlace can be confident that change intelligence on the ground is captured.

The role of the local authorities is particularly important in this area. There are 348 local authorities in England and Wales, responsible for providing updates on new addresses and changes to addresses to GeoPlace. Each of these addresses is supplied with a Unique Property Reference Number (UPRN). On receipt of these updates they are checked record by record to ensure that they have been produced in accordance with the Data Entry Conventions (DEC) and they are in compliance with an implementation of the national standard for the representation of address information - BS 7666 Parts 1 and 2. Whilst GeoPlace undertakes the 'data crunching' the local authorities verify any anomalies in their area.

GeoPlace manages all the activities relating to the National Address Gazetteer infrastructure which enables Ordnance Survey to then fulfil its role as the sole distributor of the AddressBase products.



The diagram illustrates the roles of GeoPlace and Ordnance Survey's role within GeoPlace. All of these processes are underpinned by ISO Standards.

Working with our partners

Local authorities

Vital to the success of GeoPlace and the building of the National Address Gazetteer infrastructure and National Street Gazetteer is engagement with the local authorities that produce address and street data.

There are 348 local authorities in England and Wales providing address updates and 174 authorities providing street updates to GeoPlace. These updates form the bulk of the National Address Gazetteer and the National Street Gazetteer. The Data Co-operation Agreement (DCA) provides a contractual commitment between each authority (known as a Participating Authority) and GeoPlace.

On receipt, these updates are validated to ensure that they have been produced in accordance with the – Data Entry Conventions (DEC), the Data Transfer Format (DTF) and validation rules. Participating Authorities are also set annual improvement targets to foster continuous improvements in data quality, completeness and currency, and are part of a performance management framework, through the DCA, to support the least well performing Participating Authorities.

Shared ownership of the DCA (including technical documentation, the continuous improvement programme and the performance management framework) with Participating Authorities is critical to ensure commitment by local government to GeoPlace's work.

Through this shared ownership, GeoPlace has worked extremely successfully in building a Participating Authority community, committed to the success of the National Address Gazetteer and the NSG.

The DCA provides local government's operational contribution to the GeoPlace partnership. Contract management and governance arrangements have been put in place to reflect the need to manage a standard agreement across a large number of Participating Authorities.

The DCA sets out a variation procedure whereby variation may be made to the DCA in writing between the Participating Authority and GeoPlace, where such amendment has the unanimous agreement of the Authority Contacts Executive (ACE) – the body formed from representatives of Participating Authorities, elected by their peers and representatives of GeoPlace.

These arrangements have been put in place to enable reasonable essential changes to be made to the DCA without renegotiation between GeoPlace and several hundred Participating Authorities and to allow for a degree of flexibility over the duration of the DCA.

The DCA specifically highlights areas where change may be expected, to reflect existing strategic thinking and discussion, operational development over time and to enable the utilisation of newer technologies. It also puts in place processes for the agreement, management and evolution of the improvement targets and performance measures.

GeoPlace manages a network of officer contacts, which, as detailed in the DCA governance, elect peers to represent them at regional level. These regional representatives elect the Participating Authority representatives on ACE. ACE ultimately manages a programme of communication and consultation with Participating Authorities prior to any formal contract change process being implemented.

GeoPlace has a work programme to support local authority Custodians and engage with Participating Authorities on an on-going basis.

Ordnance Survey

Ordnance Survey is responsible for capturing market needs, the specification and distribution of the AddressBase range of products. Ordnance Survey worked closely with local government and GeoPlace to derive the new AddressBase products. It has informed customers and system suppliers through the OS Insight programme which started in April 2011.

It supports product use in the market by direct end user engagement, software vendor support and wider market engagement. It is also responsible for supporting data usage.

Ordnance Survey uses its market reach to engage with users and potential uses to grow the spatial addressing market and drive innovation. Ordnance Survey is the sole distributor for the sales, marketing, distribution and product management of the AddressBase products both directly and through its partners.

Ordnance Survey also provides information sourced from their large-scale data to GeoPlace for inclusion in the National Address Gazetteer. This includes: TOIDS for the address; building and street features together with a range of addresses for certain priority objects and their classifications (descriptions).

GeoPlace interacts with Ordnance Survey at a number of strategic, contractual and technical levels. The day-to-day relationship is managed through the GeoPlace / Ordnance Survey Programme Board.

Our mission, values and staff

GeoPlace is “the centre of excellence for the management of spatial address information and streets data for Great Britain”

GeoPlace;

- is world class in the application of innovative and creative information management solutions
- maintains a centre of excellence for state of the art location related information management in the spatial address data and street information sector

Usage of our data and related services provides efficiency gains and more accurate and improved delivery of public services across all aspects of government (local and central, emergency services and health) and extend to the private sector. GeoPlace is the trusted advisor in matters relating to addresses and streets.

Our mission

GeoPlace leads a series of work programmes in building the National Address Gazetteer infrastructure and the National Street Gazetteer. GeoPlace;

- provides and maintains a centralised data hub of national address and street data
- provides data matching services to link third party and organisational datasets through the UPRN and USRN
- coordinates the address and street maintenance process from data source
- provides a suite of managed services to contributing local authorities to improve access and update to the national datasets
- meets statutory obligations for the National Street Gazetteer
- produces the AddressBase products for Ordnance Survey to take to market in its role as sole Distributor
- shares with Ordnance Survey sales, pre-sales and marketing staff a full understanding of the knowledge and expertise on addressing available from GeoPlace.

Our core values

- promote innovation and creativity in staff
- work in an agile business environment to allow for rapid change and manoeuvrability
- foster a working environment based on respect, trust and responsibility.

Our staff

GeoPlace recognises that our staff are key in achieving our mission and workplan.

Creating and maintaining large spatial address datasets to a high standard of currency and accuracy requires specialist intellectual capability and expertise. This has been built up over ten years and is now one of the core skills within GeoPlace. This along with our ability to manage and define our work effectively and efficiently to meet changing business, user and industry needs in a robust, adaptable and professional manner allows us to achieve the results we do.

We promote innovation and creativity and monitor and develop our staff's skills to ensure that they are able to fulfil their role within the company and benefit from personal professional development.

Governance

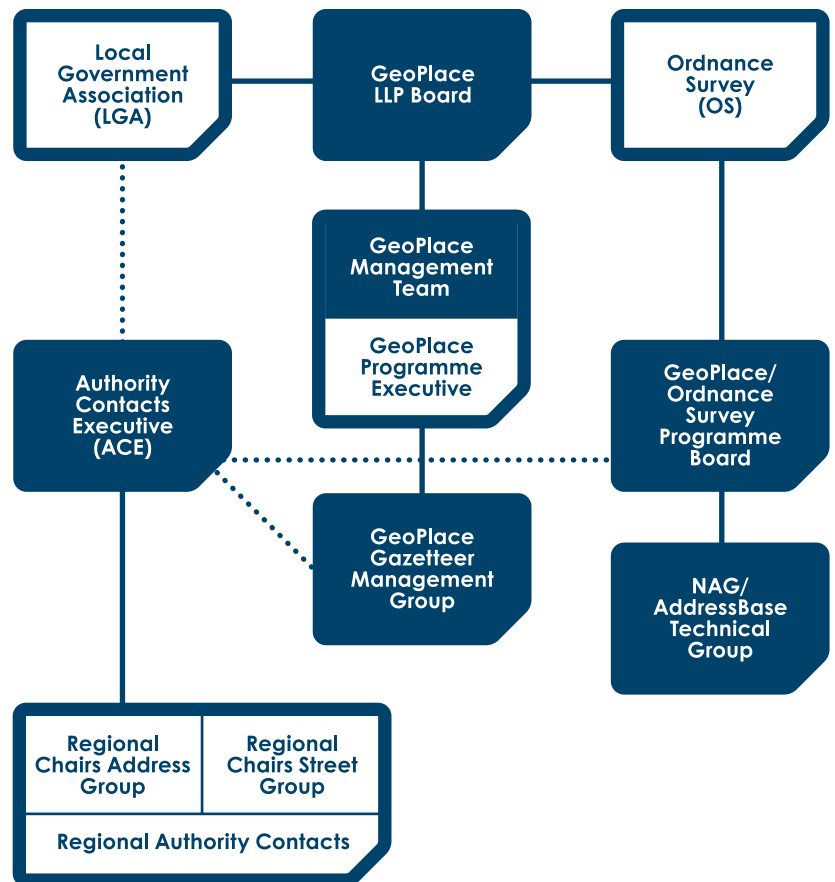
The Board provides strategic direction to the GeoPlace business and authorises the Business Plan.

There are two user groups which liaise with GeoPlace through Ordnance Survey:

- the GI Customer Group (for the PSMA);
- private sector user group managed by Ordnance Survey

Under the PSMA the GI Customer Group represents the interests of the public sector, advising the Department of Business, Innovation and Skills (BIS) on strategic management and covers all aspects of the PSMA including addressing. It acts as an intelligent and forward-thinking public sector customer for geographic data.

The Authority Custodian Executive (ACE) manages the Data Co-operation Agreement (DCA) contract on behalf of Local Government. The diagram below shows the governance arrangements for local government and the management of the hubs as outlined within the (DCA).



Our quality statement

- we listen to and understand our customer needs and provide them with exceptional support and service.
- we will continue to exceed our customers' expectations through the continual improvement of performance, reliability, responsiveness and value.
- we monitor and develop our staff's skills to ensure that they are able to fulfil their role within the company and benefit from personal professional development.

GeoPlace is committed to continually review and improve the effectiveness of our Quality Management System.

Quality objectives have been established and are reviewed at all relevant areas and levels of GeoPlace. These are reviewed for suitability at appropriate times.

This policy has been communicated and understood throughout GeoPlace. All staff have the responsibility to familiarise themselves with both this policy and the business processes relevant to their specific roles.

Our strategic objectives

Strategic objectives of GeoPlace

These are to:

1. provide a highly professional service to the creating local authorities which meets both their and our business needs
2. continue to deliver the NSG to meet statutory obligations and build upon this work to enhance the value of street information collected from local government
3. continue to maintain and enhance the definitive National Address Gazetteer Database for the UK¹
4. produce a range of products to the specification agreed with Ordnance Survey that meets the needs of all users in both the public and private sectors
5. employ the most appropriate technologies and processes to secure efficiencies in production and reduce current duplications of work across the addressing end to end process
6. maintain a sustainable and profitable business that provides a return to the Joint Venture Members.

¹ Assuming that agreement is reached with the Land and Property Service of Northern Ireland.

Work planned for 2013-2014

In the forthcoming year GeoPlace will:

A Continue to improve working with the creating authorities for the provision of updates to GeoPlace through the Data Cooperation Agreement (DCA)

Provision of a highly professional service to and from the local authorities who are creating the Local Land and Property Gazetteers (LLPG's) and Local Street Gazetteers (LSG's). The creating local authorities must be kept fully engaged with the whole address and street data process. They provide frequent updates to the central hub of new addresses and streets and respond to change intelligence supplied to them by the hub that has come from Royal Mail, the Valuation Office Agency and Ordnance Survey.

Data improvement

Currently each contributing local authority updates their LLPG and LSG locally using software from a range of different suppliers. The LLPGs and LSGs are updated in accordance with the DEC with the data content being improved on an on-going basis through the annual Improvement Schedule cycle. Local government is committed to continual improvement of data. In particular we will look at the following :

- increasing the level of matching to PAF
- improving the quality of classification data

Engagement with the contributing local authorities

GeoPlace supports a local authority community who are committed to the success of a national address database. Through a network of regional custodian groups coordinated by GeoPlace together with monthly newsletter and a technical support helpdesk, we shall continue to support and provide guidance, leadership and technical advice to further both the data maintenance and use of address and street data within the community. The focus of these activities is the annual conference where Exemplar Awards recognising outstanding achievements are presented.

B Through the DCA governance process, work with local authorities to understand the requirements for building an interface for all creating local authorities to streamline the collection and integration of address and street data into a centralised hub. This is combined with providing a web services capability for a standardised interface to the National Address Gazetteer for these organisations. The aim is to introduce an overall improvement in the supply of new addresses to the National Address Gazetteer

In addition to data management services to support the collection, validation and dissemination of address and street data from contributing authorities GeoPlace will also make provision of support services to improve data quality in the LLPGs and LSGs. These support services, available at their choosing, cover data matching, help desk, training and business advice and consultancy around address and street related data integration and corporate strategy.

Working within the DCA governance process, GeoPlace aims to develop and roll out web based Centralised Maintenance (CM) tools to provide contributing authorities with a series of additional data capture and dissemination tools to support efficiency improvements both locally and centrally as well as making it significantly easier to enforce national data consistency. SOCIM has been commissioned to undertake a project to understand the business case for providing such a service for each local authority.

The further development of our central GeoHub infrastructure and architecture for management of the NLPG, NSG and National Address Gazetteer data together with associated software applications designed to streamline the addressing end to end process and provide efficiencies in quality and timeliness of the data.

This work is a precursor to the improvement of enhanced interfaces for the collection and integration of address and street data from local authorities and Royal Mail and also to improve and streamline the software interfaces to Ordnance Survey systems for AddressBase production.

Current management of this database includes the continual matching of the different datasets and resolution of any queries. We shall regularly review the methodology behind the AddressBase production processes and work towards streamlining some of the data inputs and processing methods in order to provide further efficiencies and cost savings in the end to end process.

C Explore and introduce enhanced interfaces to other PSMA members and also Ordnance Survey, VOA, Royal Mail, ONS and Ministry of Justice

Continue identifying opportunities to enhance the interfaces with PSMA members and other organisations through the use of the UPRN.

D Continue to maintain the National Address Gazetteer for Great Britain and extend this to Northern Ireland.

GeoPlace maintains the National Address Gazetteer which encompasses the most valuable attributes from the NLPG, the NSG, AL2, PAF, Valuation Office Agency data, and the One Scotland Gazetteer.

Bring production of change only updates to the same level of stability as for production of full supply data files.

E Continue and extend the investigations around the integration of NSG and ITN data and the exploitation of associated street data

Our work with Ordnance Survey investigating the integration of NSG and ITN data will continue this year to scope and define the requirements and approach for the next stage of the project work. We have put in place a technical lead to oversee the project from within GeoPlace and alongside considering the technical and data architecture this resource will work with Ordnance Survey representatives to develop a product and market proposition that meets both statutory and commercial user requirements for an enhanced street dataset. This will need to be funded by the market.

This project will build on the expertise we have gained from developing the National Address Gazetteer and associated data and process interfaces to ensure efficiencies are built into the solution.

F Effectively manage the contractual and operational relationships with data providers and Ordnance Survey

Continue to manage the on-going relationships between GeoPlace and our customers through the DCA, PSMA, and Ordnance Survey contracts to achieve a clear, consistent, effective and successful partnership working arrangement. As part of this we will monitor and track work against our contracts to ensure that our obligations are met and that our performance exceeds expectations.

G Ensure that GeoPlace runs to agreed standard HR terms and conditions to forge a strong GeoPlace team and brand

In order to produce wherever possible a strong GeoPlace team and brand we will continue work to produce a common set of harmonised HR terms and conditions for GeoPlace staff. This work is underway from the current year and aims to complete this year.

Our staff is our greatest asset and commitment to their well-being is paramount to our success as a business.

H Provide change intelligence on address and street data to Ordnance Survey via mutually agreed processes to support Ordnance Survey's data capture and maintenance, product, sales and marketing operations

Product specifications consist of content and quality measures as well as the way in which data is transferred between organisations. GeoPlace prides itself on delivering outputs to the agreed specifications. Continual product improvement coordinated with local authorities, Ordnance Survey and other data providers will allow us to develop our programmes of work around:

- raising quality levels
- the inclusion of new content attribution in response to market need
- creation of outputs of agreed content appropriate to specific markets.

I Exploit the daily address change intelligence provided to GeoPlace by the local authorities

Investigate the opportunities for exploiting the almost real time change intelligence data that GeoPlace maintains in the central data hubs.

J Enable all members to meet their INSPIRE obligations

INSPIRE is an EU directive which aims to create a European Union spatial data infrastructure, which will enable the sharing of environmental spatial information among public sector organisations and better facilitate public access to spatial information across Europe in order to assist in policy making across jurisdictions.

The development of the National Address Gazetteer and an AddressBase product output compliant with the INSPIRE Address data model will be produced from the National Address Gazetteer. Data in this format will be available to all members of the PSMA at no extra cost. This means that local authorities will be able to meet their obligations under INSPIRE at no additional cost. We expect to deliver against this obligation during 2013.

Business Plan 2013 from the Regional Chairs Address and Street Groups

Under the Data Co-operation Agreement (DCA) governance process, the Regional Chairs Address and Street Groups are the elected representatives of the Authority Address and Authority Street Custodian community.

Their remit includes deciding the strategic direction, quality and content of authority addressing and street data, together with advising on GeoPlace services.

Underpinning this role is the production of an annual business plan of work to which Authority Address and Street Custodians work collectively as a community to deliver.

The annual business plan represents the steps that DCA Participating Authorities take within the continuous cycle of improvement of data quality and content which is fed into the AddressBase range of products and distributed to a wide range of users through Ordnance Survey, and also the National Street Gazetteer (NSG) which supports national roadwork coordination.

The business plan outlines the forthcoming activities for the two groups and provides context for the work undertaken within the DCA. Combining the work of the Regional Chairs Address and Street Groups ensures that the activities of the two groups are effectively coordinated and synchronised.

The business plan consists of a number of activities which are designed to help DCA Participating Authorities commit to data updates and quality improvements whilst also providing them with support to undertake this programme of work. It also provides a structure through which the requirements of DCA authorities can be fed back centrally to GeoPlace, Ordnance Survey and other bodies.

A number of work programmes are managed by working groups consisting of representatives from the Authority Custodian community with a specific interest in that area of work in combination with specialists from GeoPlace.

Work programme

- Agreement and roll-out of the annual Authority Datasets Improvement Schedule through which DCA Participating Authorities make commitments around data quality and content, plan improvements to their data and are provided with measurements against their performance
- Review of the Data Entry Conventions and Best Practice for the NLPG and the NSG. This includes placing them out for consultation with Authority Contacts and software suppliers, reporting on the results of the consultation and combining them into one document and. This will also emphasise the need for complete synchronicity between Local Land and

Property Gazetteers (LLPGs) and Local Street Gazetteers (LSG)

- Investigate whether there are any synchronicity issues of the NSG with Ordnance Survey's Integrated Transport Network
 - Investigate town and locality remit. This is a long term issue for DCA Participating Authority address and street specialists as there are no universally recognised definitions of settlement, town and locality names and boundaries, presenting a challenge for address and street specialists in local government
- Work around the NSG's Additional Street Data (ASD) geared to measuring improvement in content and quality. This includes:
 - ensuring DCA Participating Authorities supply ASD to level 3 and that it is spatially enabled
 - investigating data sources and statutory returns to Government that inform ASD maintenance
 - assessing whether there needs to be a process to ensure that Ordnance Survey receives information from local authorities around reclassification of streets
 - integrating Pavement Management System (PMS) data into the NSG via the GeoPlace hub
 - signposting section 58/63 of the New Roads and Streetworks Act, and the public obligation for, list of streets under Section 36 of the Highways Act
- In conjunction with the Highways and Utilities Committee (HAUC), devise a business case and agree a timetable for the development of Change Only Updates for the NSG
- Assess the methodology for capturing Public Rights of Way information (PROW) and its possible inclusion in the Data Entry Conventions as a new record type
 - ensuring that Public Rights of Way information is made available for publication
- work with local authorities to assess outcome of surveys and workshops around Central Maintenance in accordance with the terms of reference of the Regional Chairs Groups
- Define DCA Participating Authorities' requirements for the implementation of AddressBase and advise on its operational deployment
- Investigate the impact of AddressBase implementation on DCA Participating authorities and support its wider rollout through data quality improvement
- Develop a process plan to manage requirements from stakeholders
- Standardise the supply of addressing change intelligence to interested parties
- Promote the use and development of the Candidate Process for users to feedback information to DCA Participating Authorities

Our finances

Sustainable business

GeoPlace has developed a sustainable commercial business model, and further loans will not be required from its 2 owners. During the year, GeoPlace is expected to create an operational surplus which will be returned to Ordnance Survey and the Local Government Association.

Revenue sources

GeoPlace revenues are derived from three main sources :

1. public sector - an allocation from the Ordnance Survey PSMA;
2. private sector – based on Ordnance Survey royalties across a wide range of commercial organisations. Private sector growth is anticipated in line with Ordnance Survey's business plan;
3. specialised consultancy services for data matching and migration.



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GeoPlace is a public sector limited liability partnership between the
Local Government Association and Ordnance Survey