

Thursday 9th May 2019

etc Venues, 133 Houndsditch, London, EC3A 7BX

UPRN 200000072488 · USRN 8100289

TOID osgb1000006036420

#geoplace19



GeoPlace Annual Conference

Bringing Location to Life

GeoPlace annual conference, exhibition and Awards

The event for address, street information and geographic information experts in Great Britain

Register to attend the conference at

geoplace.co.uk/news-events/annual-conference/registration



About the conference

The GeoPlace annual conference is an opportunity for around 400 address, street and geographic information experts from across the UK to come together to network; share information; and listen to a wide range of speakers who 'bring location to life' in their day-to-day work using address and street data.



It's your day

The GeoPlace conference supports Authority Address and Street Custodians; Street Naming and Numbering Officers; Streetworks managers; team colleagues; GIS officers and anyone else in your authority that you think would benefit from greater insight on how your data is being used.

Please do invite your line manager, or colleagues from other departments who you think would benefit from greater exposure to the world of addressing and street data.

The conference is a celebration of the work that you do on a day-to-day basis. Speakers will demonstrate how they use your local authority address and street data to:

- save lives in the fire and police services
- protect citizens and prevent fraud
- enable Streetworks notifications
- support utility works
- understand the location and proximity of local services to citizens
- analyse how effectively government policy is implemented
- collect Census data
- support council services in refuse and recycling, resolve day-to-day issues that affect citizens, provide tailored services to citizens, improve the services that people get from their council
- underpin the public rights of right network.

The theme of the conference is 'Bringing Location to Life', and this will be evident throughout the day; through the speakers' presentations, the solutions that suppliers promote on their stands, the visualisations created by GeoPlace and councils on the displayed media walls in the exhibition.

We have a superb, modern, purpose build venue. Refreshments and food are also a major focus on the day with delegates welcomed with an 'Energiser breakfast' on arrival which includes:

- Beurre'd'Isigny pain au chocolate, croissants, mini Danish pastries.
- Assortment of artisan breads, pickles, sea salt butter.
- Giant wood platter of charcuterie and cheese.
- Organic muesli and gluten free muesli, seasonal berries.
- Fruit Greek yogurts, toasted fennel and chia seeds.
- Porridge with berry compote.
- Selection of freshly blended juices.
- Lavazza coffee, Taylor's English & herbal tea
- Mid-morning refresher of smoothies, savoury and sweet bites.
- Lunch menu of tasty, sustainable food, with healthy options available as well as a sweet treat
- An afternoon refresher of Rhubarb & apple juice with cucumber, mint, lime, sweet bites, seasonal fruit selection.

Tea and coffee are also on-tap all day long.

Plenary sessions

We invite speakers who interest and inspire attendees.

Speakers this year include:

- **The Geospatial Commission** who will build on their presentation at last year's conference and update us on the developing UK geospatial strategy
- **HMRC** will discuss how they use addresses to protect citizens and prevent fraud
- **The Department for Transport** will discuss their need for local authority data and the value that our community brings to the DfT
- **The National Audit Office** will explain the role of the NAO, how location information is used to support their Value for Money and investigations work, what to do when location data is of poor quality
- **Welsh Government** will show how the UPRN is a vital identifier in understanding the location and proximity of, local services to citizens
- **Our Principal Chairs of the Address and Streets Regional Group** will give their annual address to the community
- **Camden Council** will demonstrate how the Camden Residents' Index exploits data that is held across multiple different council systems using the UPRN to gain new and predictive insights at a household level
- **The Office for National Statistics** will give an update on their use of address information to make a success of Census 2021
- **The London Fire Brigade** will demonstrate their innovative use of data science, including a recent project which highlighted the power of the UPRN
- **ITO World** will close the conference with a powerful demonstration showing how they're Bringing Location to Life. With visualisations from liveable cities to population demographics for Hyperloop, and from bike sharing to parking transactions - the session will also showcase a new visualisation created especially for the conference using local authority address and street data.

The full agenda is on the website:

www.geoplace.co.uk/news-events/annual-conference/2019-theme



▲ *William Priest, Director, Geospatial Commission at the 2018 conference*

Lightning session

7 speakers will present for 7 minutes using 7 slides in a challenge to highlight how they 'Bring location to life' in their councils and police authority

The journey of an address in the Police system

Olivia Powell, GIS Manager at Avon & Somerset Constabulary

Waste Collection Services Incab System

James Atthews, Scarborough Borough Council

Environment Roads and Facilities Digital Transformation Project

Sophie Birchall-Rogerson, Conwy County Council

How to avoid letting off steam

Gareth Osborne, Nottingham City Council

Our journey from serving generic content to bringing the information to the user, based on their location

Nizete Vasconcelos, Tonbridge and Malling Borough Council

Tertiaries 'Я' Us

Mary Burton, Nottingham City Council

Visualising the LSG mapping using OS Zoomstack

Stephen Black, Sunderland City Council

Street Naming & Numbering Officer Network

The SNN Working Group will be available all day to talk with SNN Officers, offer help and support as well as run some practical session.

Exhibition

Running alongside the conference is the exhibition showcasing suppliers with products and services available to local street and address authorities which can be utilised by your gazetteers.

There are two opportunities to win prizes:

- 1 Participate in the Orienteering challenge** – visit all the suppliers and get your card stamped for the opportunity to win a £75 Amazon voucher!
- 2 Download the Aligned Assets Symphony Augmented Reality App** – collect a logo from 5 of the exhibitors for your chance to win a prize.

It is thanks to the suppliers that we can run the conference free-of-charge for delegates, so please do take the opportunity to get new ideas or talk to your existing suppliers.



Bringing location to life!

Making full use of the media walls at the venue, throughout the day the walls with bust into geo life with data visualisations from GeoPlace, the exhibitors and from council submitting entries to our data visualisation competition –
www.geoplace.co.uk/news-events/annual-conference/submissions/visualisation-competition

So, calling all SNN officers - If you have a problem, if you're struggling with streets and going postal with your plots and if no one else can help, come to this year's conference where maybe the SNN-PWG team is your answer.

This year's conference contains SNN workshops and drop-in surgeries with the team. Bring along any queries to a surgery or attend a practical hands-on workshop. Sections of a new SNN Code of Practice will be introduced at the workshop. This is a not to be missed opportunity!"

Focus on streets

The conference will host a parallel session focusing on street data. In the morning, the Department for Transport will provide an update on Street Manager, the new digital service for raising Streetworks notifications, with a particular emphasis on how it will interact with and display the NSG and ASD. In a further session the DfT will also discuss its local data action plan, highlighting the importance of local data at a national level.

The afternoon session will look at 'street data in action' with a speaker from Devon County Council outlining how it has utilised Microsoft's Power BI in order to analyse Budgets, Street Works, Enquires and any other aspect of the vast quantity of data we hold within Highways and present the findings in a layout tailored to requirements of the end user. Following an analysis of the NSG, a speaker from ADEPT will focus on the opportunities and benefits of including PROW with in the NSG.

On-site support and training

GeoPlace support sessions will take place throughout the day in the Data Zone within the exhibition room including:

- Helpdesk 1-2-1 session
- Data clinic

Recognising the importance of the content, the AGI and Royal Geographical Society have both accredited the conference with 4 and 5 CPD points respectively.



Exemplar Awards

The Exemplar Awards will be presented just before lunch in the following categories:

- **Best in Region**
- **Data Quality and Improvement Award for Addresses**
- **Data Quality and Improvement Award for Streets**
- **Peer Award**
- **Data Visualisation Award**
- **Exemplar Award**



Find out if your authority has won 'Best in Region', see if you have won a Gold Award. Pick up your certificate on the day and have your photo taken.

Social events

As usual, GeoPlace will provide the opportunity for delegates to come together in a more informal setting the night before the conference and directly following the conference.

The evening before conference is always a great way to explore a city, whether you are new to it, or a frequent visitor. We've taken the opportunity to ask two Blue Badge Local Tour Guides to give us a personalised walking tour of the old City of London. The walk will start at 18.00 at the Kindertransport Statue outside the Liverpool Street exit of Liverpool Street station - near MacDonalds and finish at the Kings Arms in Wormwood Street which has been welcoming guests since 1769! Located close to Liverpool Street Station, the pub is well located for people travelling into and from London.



Most importantly it is also the stage for an evening with GeoPlace's Helpdesk Support Manager, Stella Loftus's band - Stella 'n The Loft.

You may not know this; by day Stella heads up GeoPlace's Support Desk and was shortlisted in 2015 for The European Contact Centre & Customer Service Awards, Professional of the Year Award, but by night, together with her husband Stella transforms into singer/songwriter and front woman for their band - Stella 'n The Loft.

Stella will be performing as an acoustic trio at the Kings Arms and will be joined during the evening by other GeoPlace musicians including Steve Brandwood and Baz Lokat.

DO NOT MISS this special night of entertainment. The walk, the music and a few drinks are on us.

The conference will close with drinks in the conference venue.

Involving other colleagues at your authority

Whilst the conference is targeted at local street and address experts, anyone else from your authority that you think would benefit from the day would be welcome. If helpful we would be happy to send invitation directly to any of your colleagues.

Colleagues such as Customer Service Managers, Business Intelligence and Analytics Officers, Policy and Research Officers and Chief Information Officers will find the day of interest. This is also a great opportunity for you to introduce them to the importance of location data and its power in bringing different datasets together.

If you would like us to send an invitation to the day to one of your colleagues, just email gayle.gander@geoplace.co.uk with your request.

Food

An important aspect of the day is of course food and refreshments! There will be plenty of it, from the time you arrive until departure. We are happy to cater for dietary requirements, simply note any when you register for the conference.

Accommodation

The hotel finding service 'arrangeMy' should be able to find you the cheapest rates. You can email your requirements to bookings@arrangemy.com. See www.geoplace.co.uk/news-events/annual-conference/faqs/accommodation for more information.

Why you should come along

This is your conference. Its purpose is to discuss the issues that matter to you. The event aims to provide you with the tools to help you make the case for resourcing your role and understand why addressing and street information is so fundamental to an authority's business.

- the event focuses on facilitating knowledge transfer, promoting best practice and includes a number of practical sessions providing support and training
- the conference features a wide range of speakers from central government such as the Department for Transport, HMRC, Welsh Government, the National Audit Office. There are also speakers from local government including Devon County Council and Camden Council as well as the emergency services
- the conference provides a national forum for colleagues to come together from across the whole of the UK
- meet and network with colleagues from other authorities working on the gazetteers and from the JAG (UK)
- gain new ideas; explore new ways of working to take back to your authority
- hear first-hand about developments in local street and address datasets and how they are being used nationally
- listen and participate in round table discussion groups on topics relevant to all those who work with the gazetteers
- see whether you have won an Exemplar Award for 2019 for Data Quality and Improvement
- look around the software and services offered by the suppliers at the exhibition
- meet the Regional Chairs from across England and Wales, as well as hear from the Principal Chairs (Chairs of the Regional Groups)
- many members of the GeoPlace team will be at the event, ready to meet you and answer your questions and discuss any data issues you may have on a one-to-one basis with the GeoPlace Helpdesk
- go back to your authority with a clear idea on the targets for improvement
- collect CPD points - the AGI and Royal Geographical Society have both accredited the conference with 4 and 5 CPD points respectively.

Can we help you make the business case to attend?

We realise that it can be difficult to make the business case to attend the event. If it would be helpful, we would be happy to write directly to your line manager explaining the importance of the event for your role. If you would like us to do this, please email communications@geoplace.co.uk.

Download the 'Letter of justification to attend the conference' from here.

Additionally;

- the event is free of charge to attend thanks to the sponsorship of the exhibitors
- travel could be cheaper than you think if you book in advance

For more information, and to register to attend the event, please see the GeoPlace website www.geoplace.co.uk/news-events/annual-conference



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

