

Best Kept Secret: Unlocking the hidden value of your data

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28 November 2024



Nottingham
City Council

Addresses and streets – all captured and verified



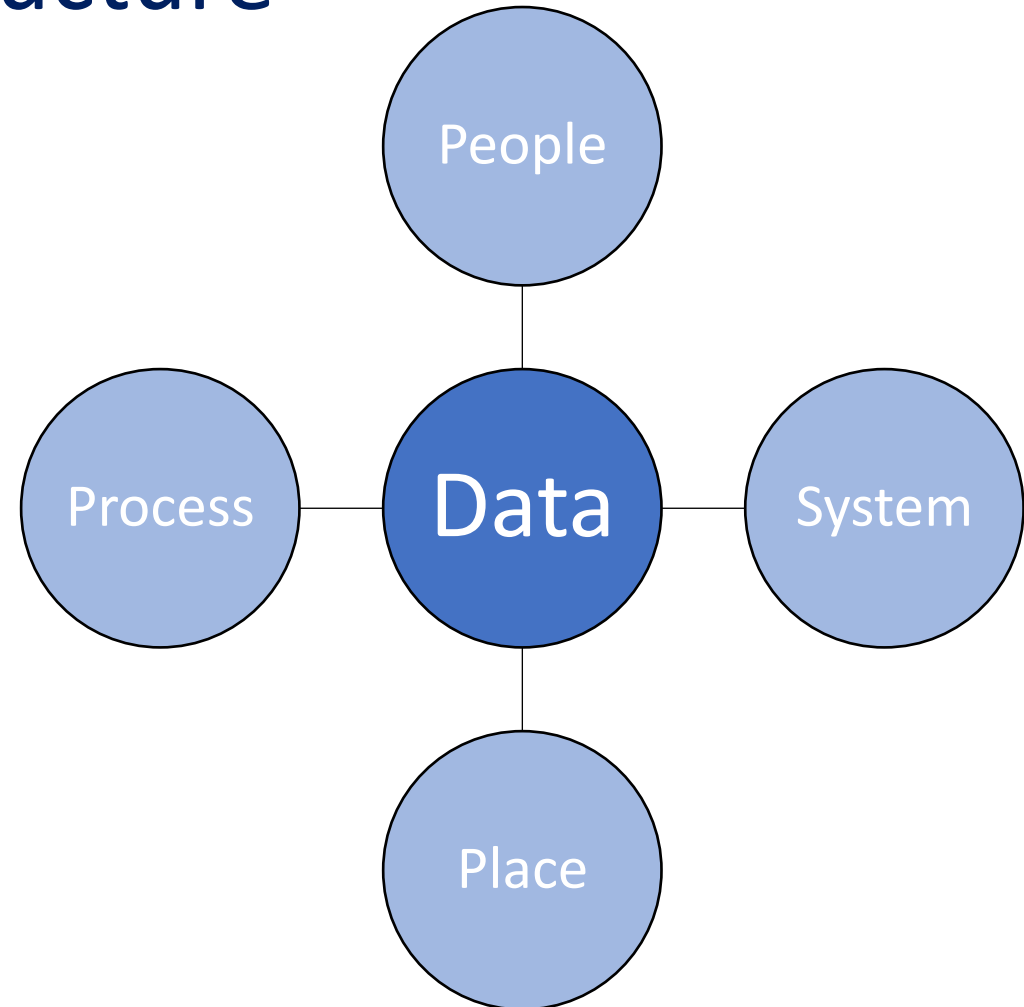
What happens to address and street information?



- 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

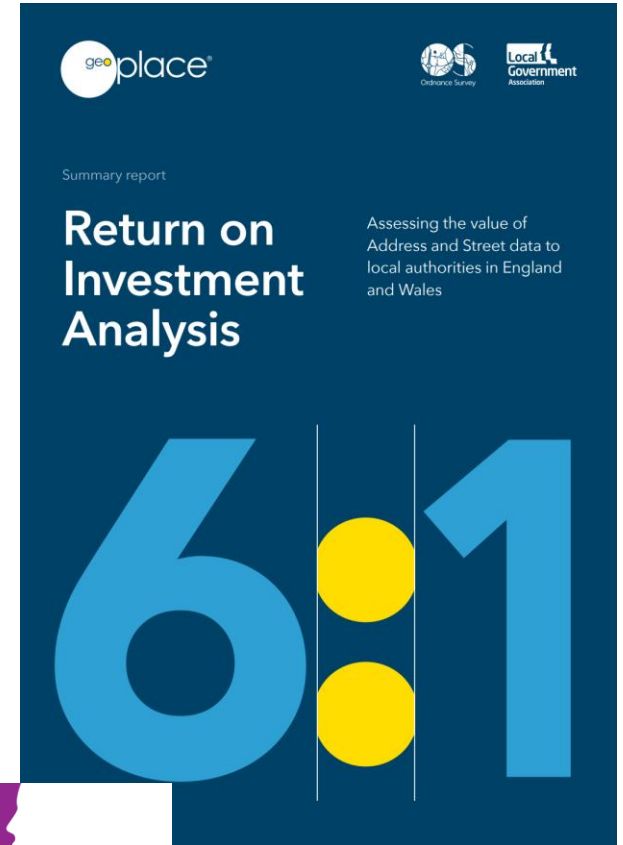
Imagine being able to ask:
“Show me everything we know in the organisation about...”

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



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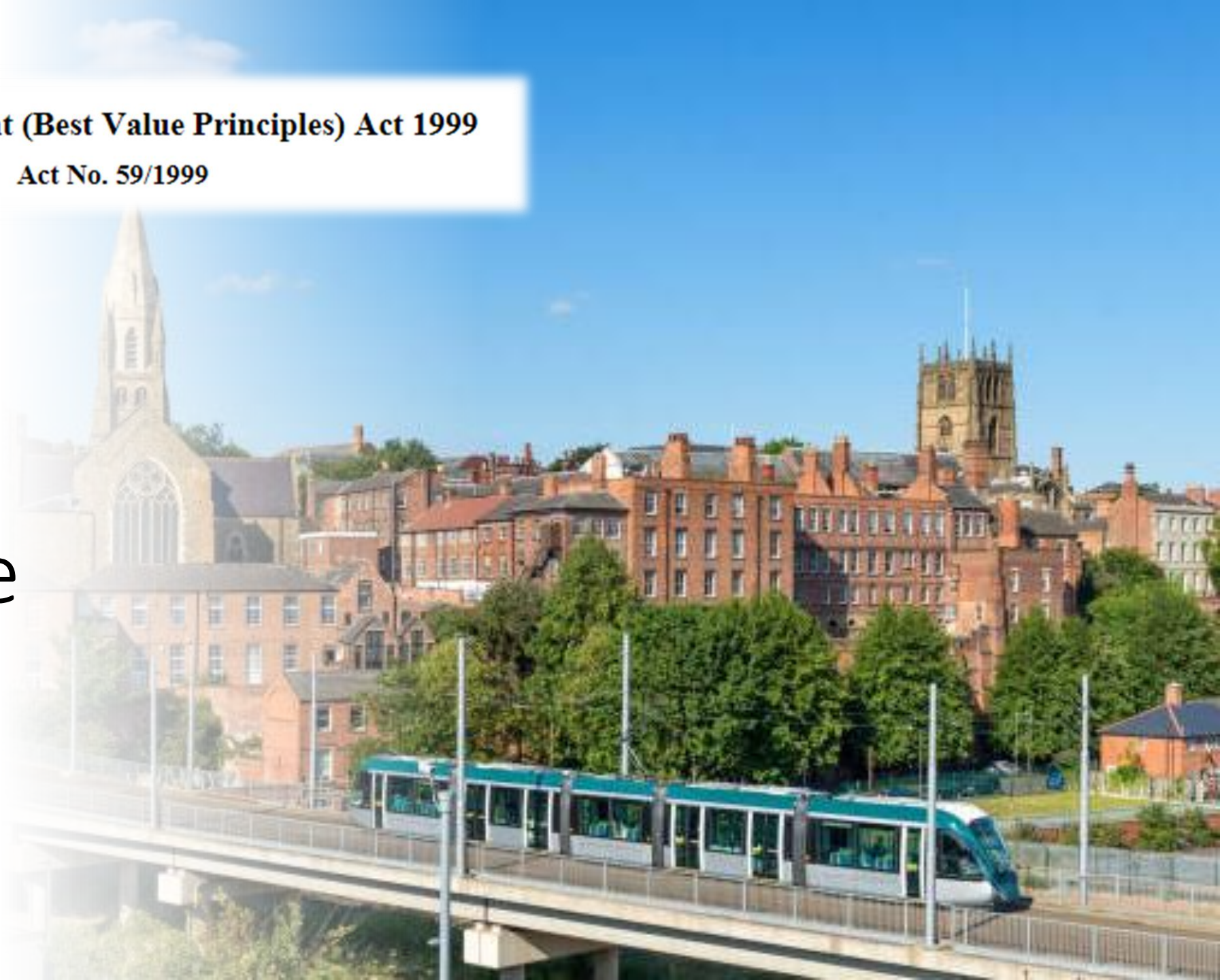


ConsultingWhere
Maximising the value of location information

Local Government (Best Value Principles) Act 1999

Act No. 59/1999

Best Value



The Value of Our Address Data



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



Net Present Value (NPV) of
£4.1 million

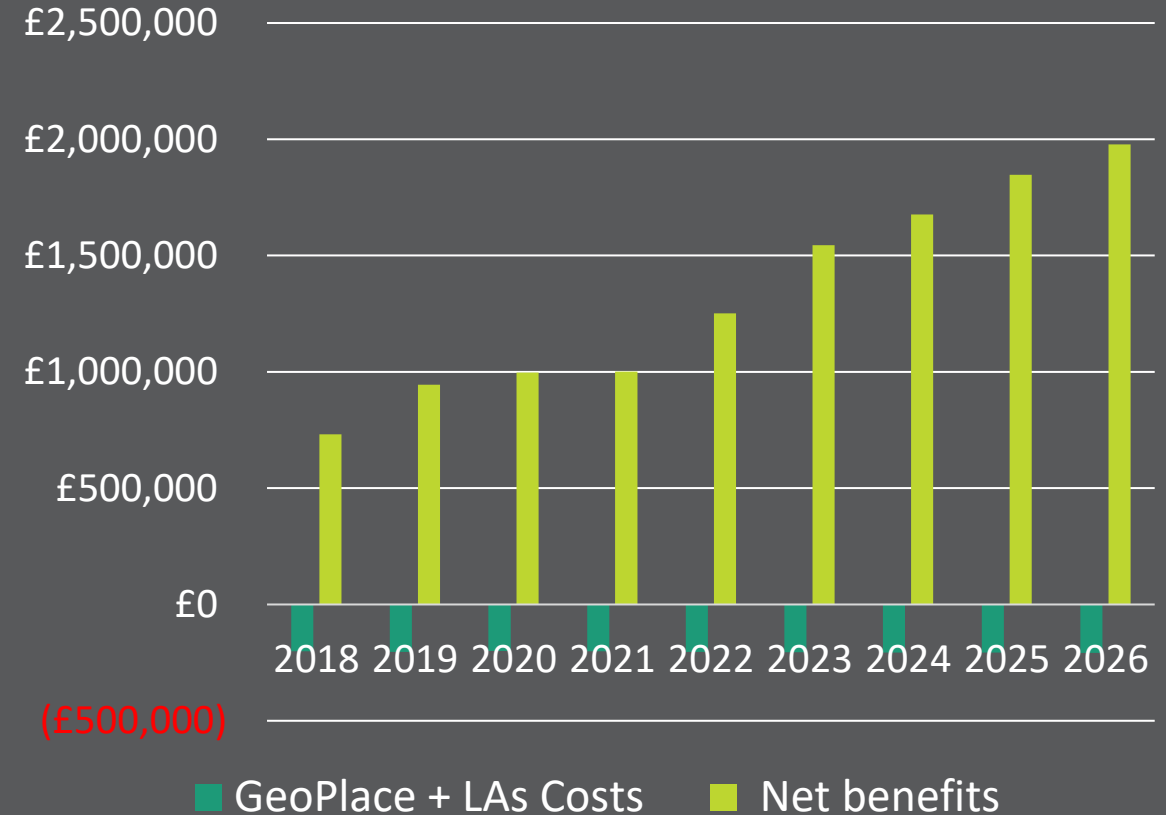


Future potential for an even larger
ROI of **6:1** (2018-2026)



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**

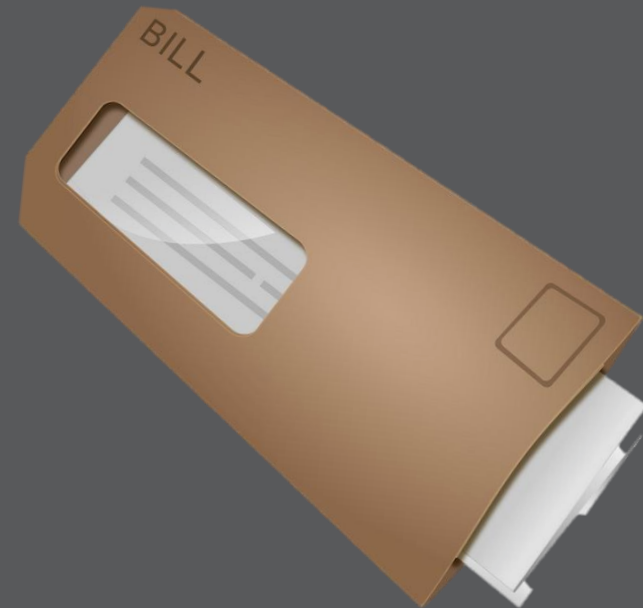


Platinum Award for Address Data
Nottingham City Council
2024

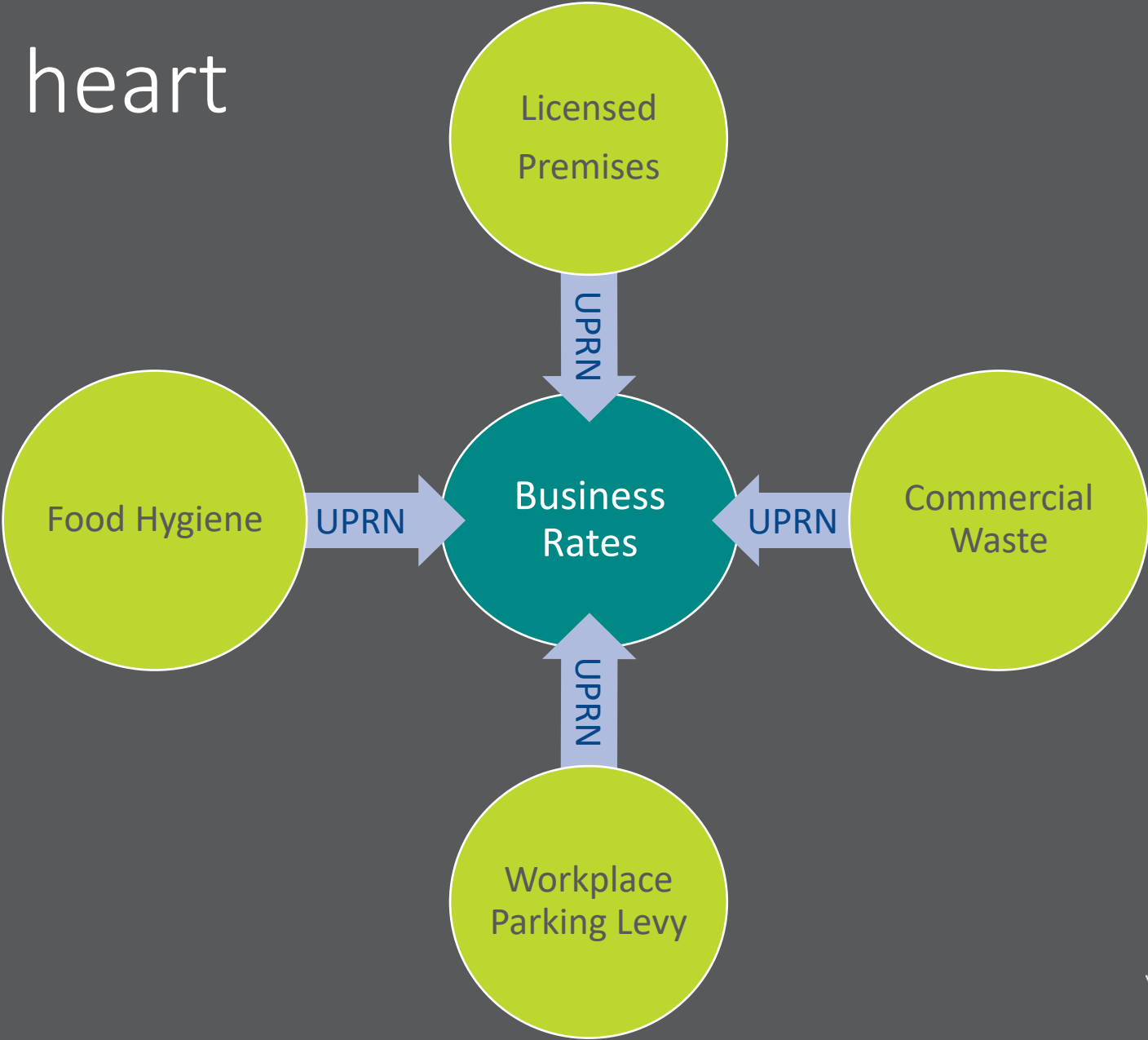
Business Rates



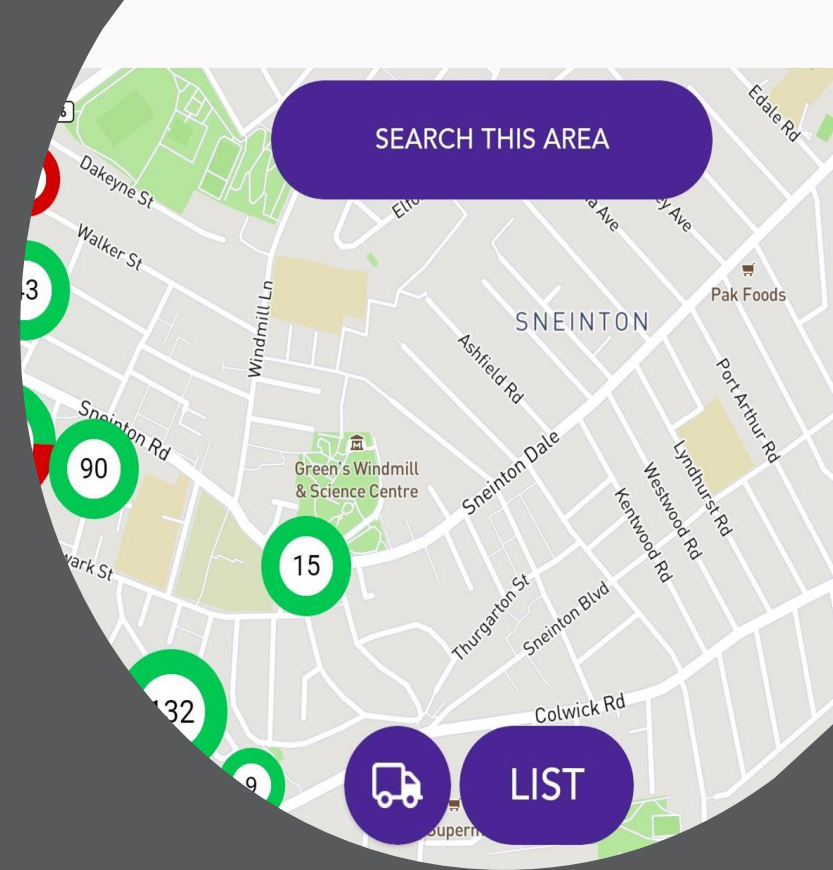
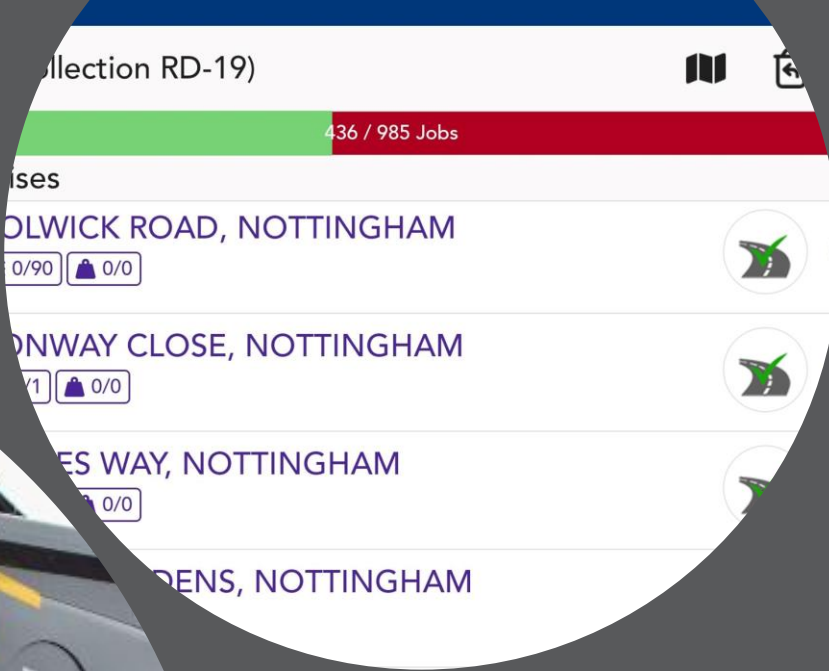
Additional Revenue
£5.4 million



UPRN at the heart



Waste Management



Savings of
£0.6 million



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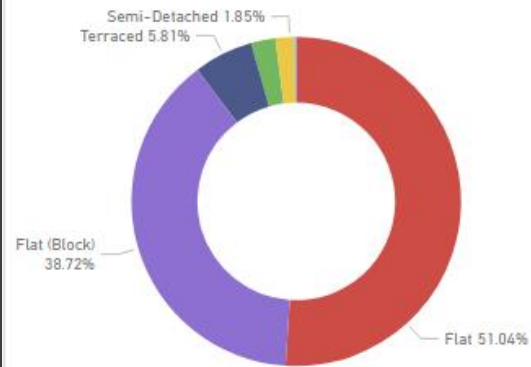
Food Waste Rollout Programme



Property Type Dashboard

Select Ward:

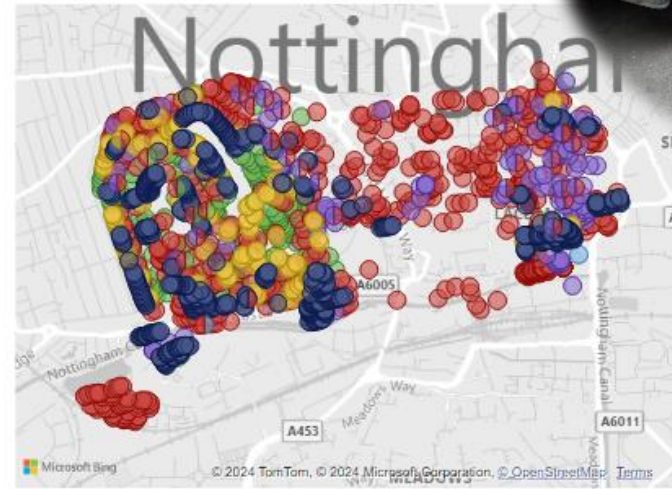
Castle



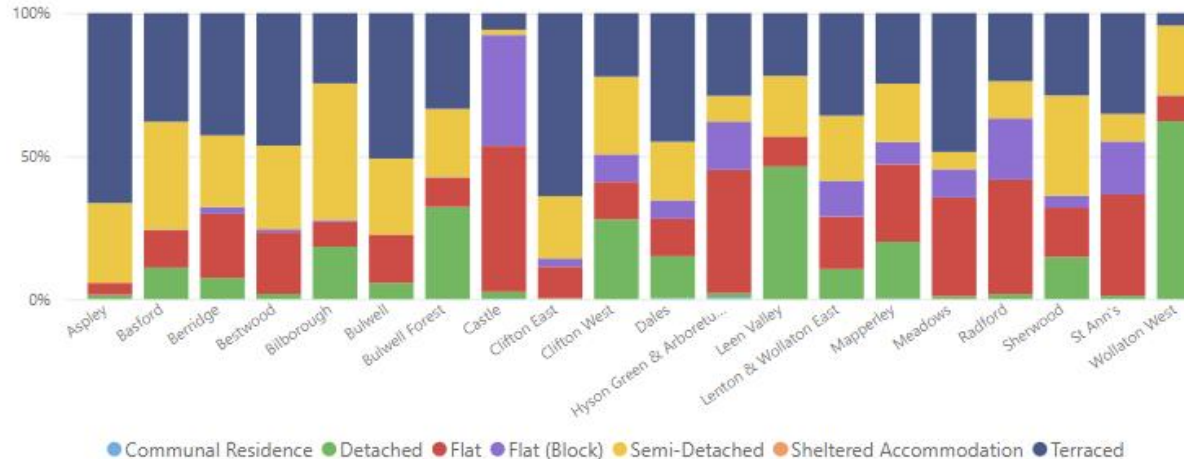
Property Type	Number of Properties
Flat	4158
Flat (Block)	3154
Terraced	473
Detached	196
Semi-Detached	151
Communal Residence	14
Total	8146

Data Source: LLPG (Local Land and Property Gazetteer). Data should not be relied on a property level. Please contact the 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



Department for
Work and Pensions

Safer Housing

Savings of
£220,000 per
annum



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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 you 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...](#)

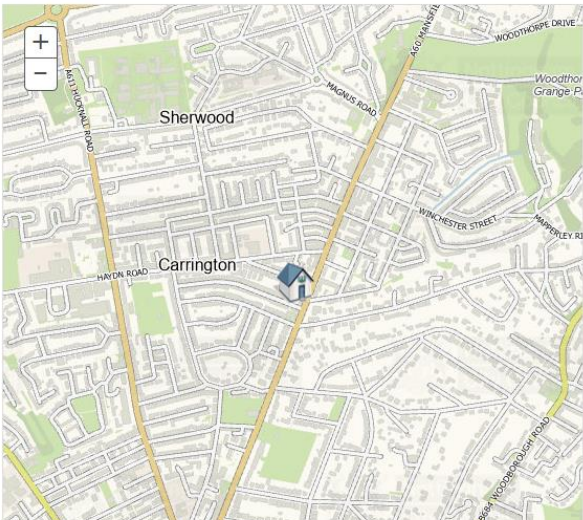
Your property is within Council Tax band B
[Information about Council Tax](#)

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](#)

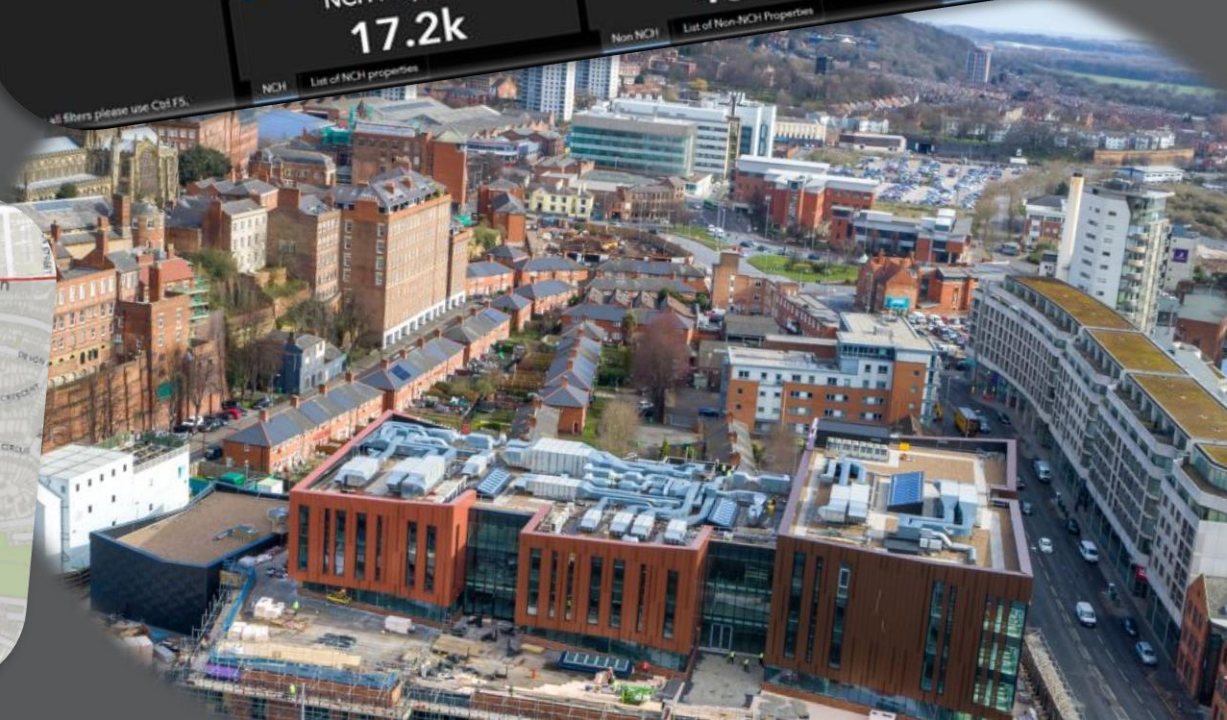
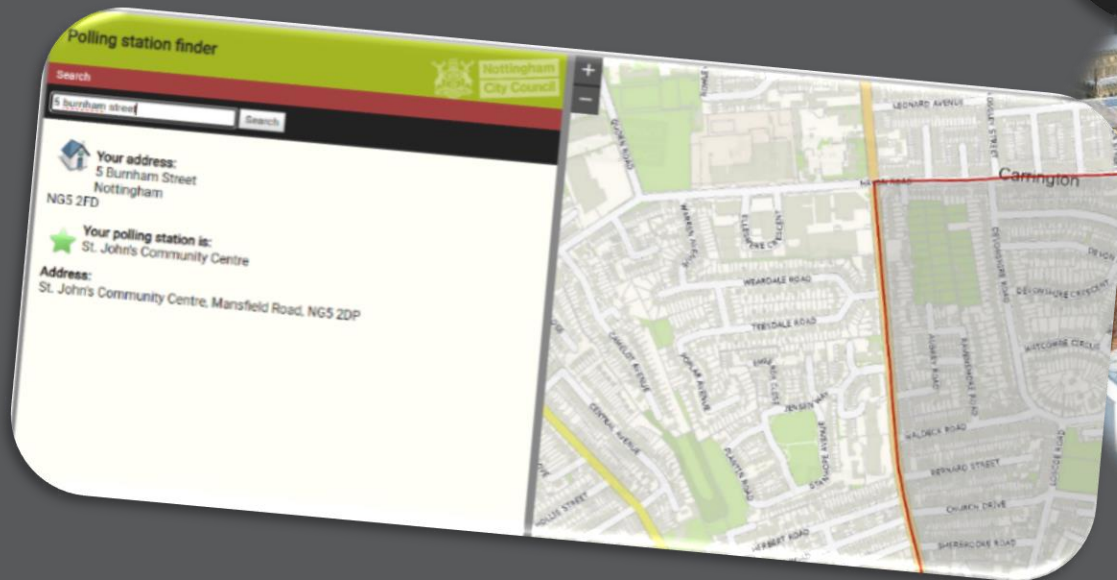
Your property is within the 2023-2028 area of selective licensing for private rented houses
[Show selective licensing area](#) [Information about the selective licensing scheme](#)

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



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



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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 and LGA's dedicated webpages to access more information

Summary – leverage your best kept secret



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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

RELIANCE ON THE UPRN

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

ADDRESS CURRENCY

- Green: Real-time / daily / weekly
- Yellow: Hourly / monthly / quarterly / Ad hoc
- Red: Not updated
- Grey: Service not provided / unknown / other

METHOD OF UPDATE

- Green: On site / API
- Yellow: System import / batch / Custom process
- Red: Manual entry / Not updated
- Grey: Not listed / Service or system not provided / unknown / other

SYSTEM RELIANCE ON THE UPRN

7.5/10

National average: 6.5
2023-2024 score: 6.8

ADDRESS DATA CURRENCY

7.5/10

National average: 7.2
2023-2024 score: 7.9

METHOD OF UPDATE

8.2/10

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



Champion data at all levels of your organisation – what is your data strategy?



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