



Why you should link your data

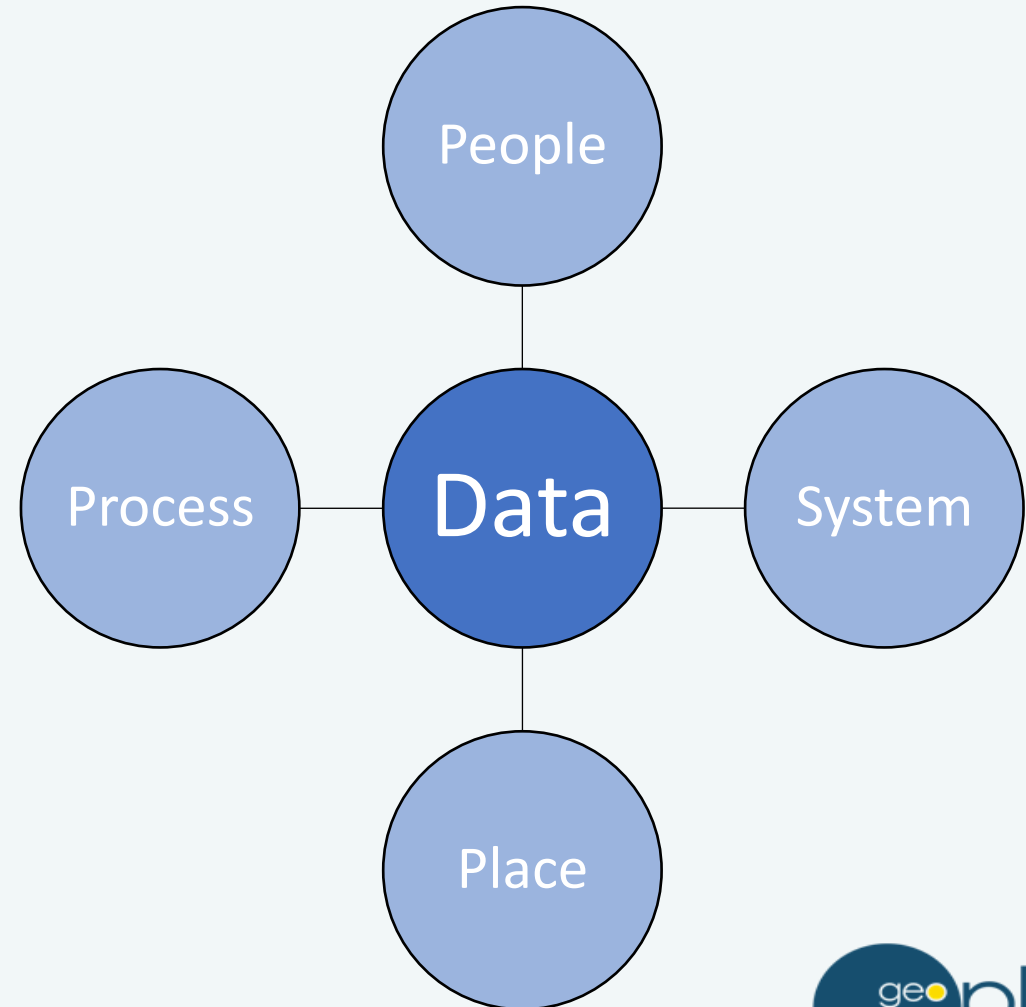
Resources to help you get started

Nick Chapallaz, MD, GeoPlace LLP



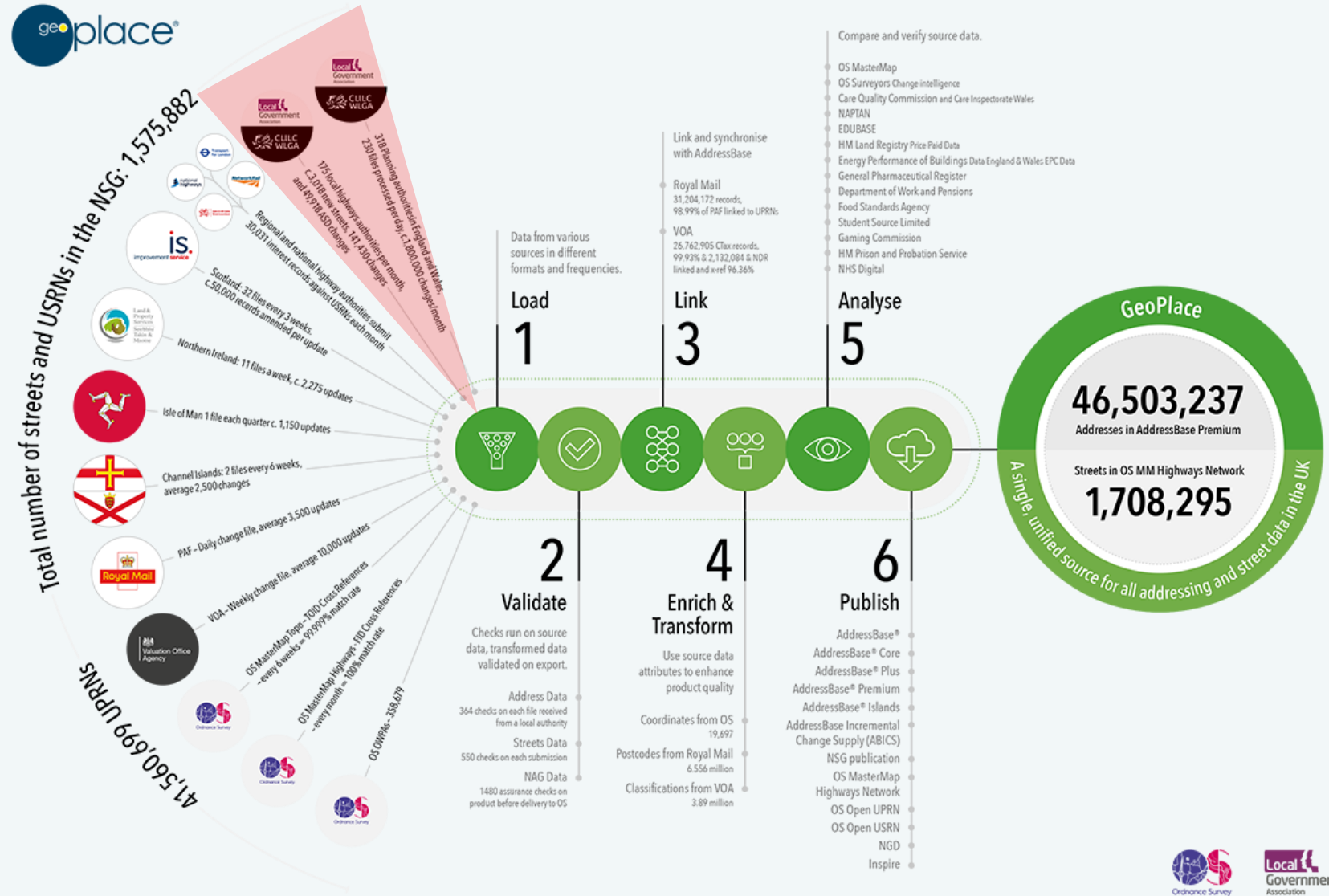
# Data connects teams, processes and organisations – national infrastructure

- 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



# It's your data and you have it already

# You create authoritative street and address data and UPRNs and USRNs



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

# Unique identifiers enables data linking possible.

## Linking data brings:



**Accuracy and certainty** – knowing you are dealing with the same entity



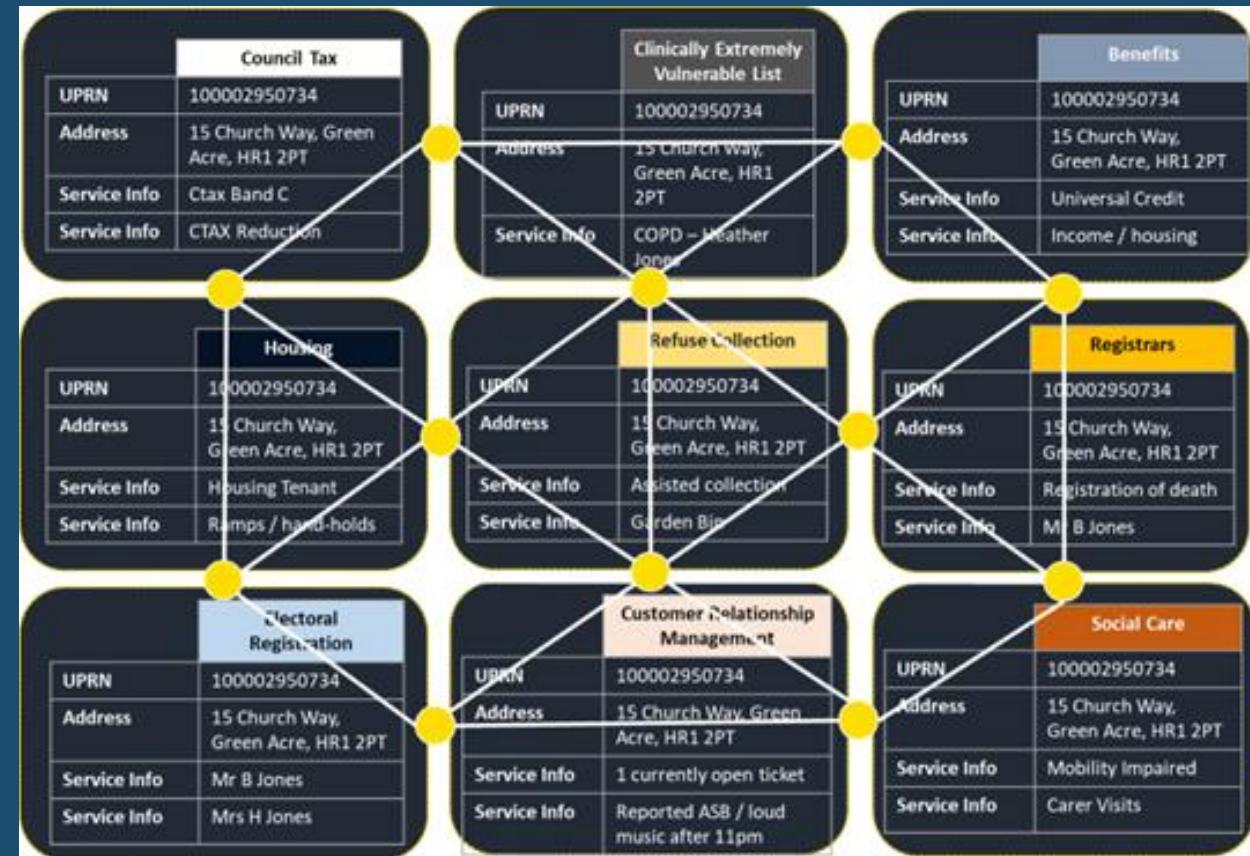
**Efficiencies** – remove silos, connect processes and automate



**Intelligence** – Better informed decisions ensure better outcomes



**Innovation** – capability for new services in new ways

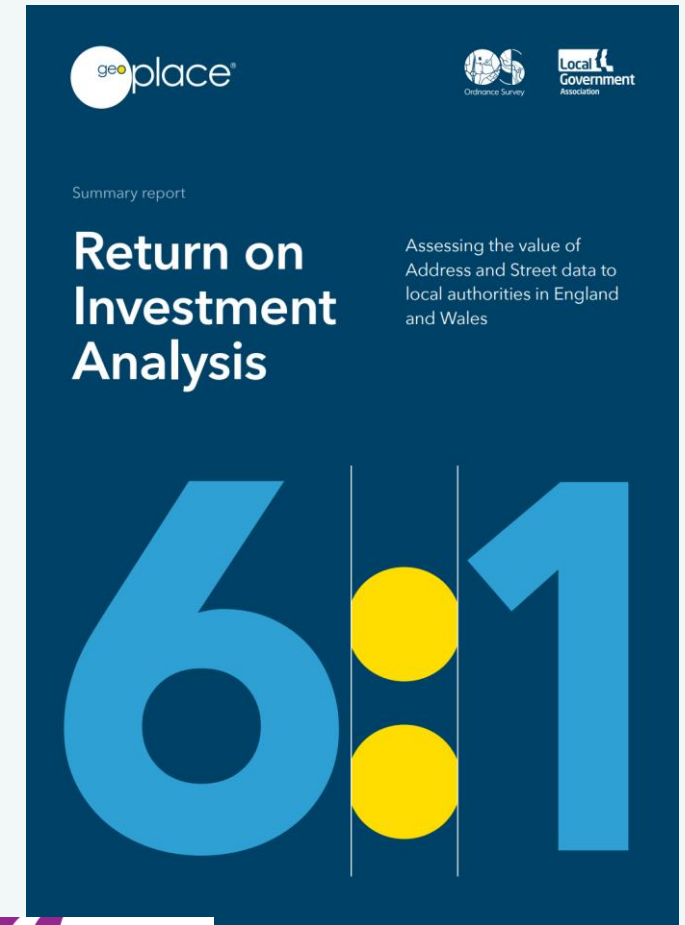


# Don't just take our word for it –

*“The LGA believes UPRNs and location data are key to almost everything that’s delivered or achieved by councils.”*

*“For example, confirm that a more vulnerable family receiving social care is also benefiting from the right council tax benefits, or that commercial buildings are paying the right amount of business rates.”*

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 License





# Nottingham City - an exemplar



Nottingham  
City Council

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

SHARE



Organisations of all kinds demand evidence before they can justify strategic investment. This new case study - 'Return on Investment Analysis: Assessing the socio-economic value of address and street data to Nottingham City Council'- should be of huge interest to all local authority decision-makers. In it, the findings show that for every £1 invested in the use of accurate and integrated addressing, there lies the potential to make efficiency savings and increase revenue organisation-wide by up to £6. The report predicts that the benefits could generate a NPV of £5.7 million over the period 2023 to 2026.



### HIGHLIGHTS

As a step-change in functionality, by integrating UPRNs and USRNs this study shows the value of different departments utilising authoritative address and street data. The report examined 6 specific areas:

1. [Data integration](#), the total impact of integrating addressing data from 2018 to 2026 using the UPRN is estimated to be around £2.4 million
2. [Collection of business rates](#), with an impact at an estimated uplift of £6.2 million in newly-identified business rates
3. [Children's social care and early help services](#), the total impact of investing in better addressing will be an estimated increase of £0.4 million

...ency gain to the council for licensing and enforcement is in the range of

...mpact over the period 2018 - 2026 is estimated at £0.6 million

...ervative estimate suggests that the direct savings would be at least

geoplacemaps.com

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HOW TO...

Use your gazetteer to detect missing local tax revenue

Shop  
UPRN  
320000928714

# Be inspired and learn from other authorities

### UPRN Integration in Rushmoor's Digital Services

Rushmoor Borough Council created a system to automate many elements of their waste management service. As a result, they've reduced calls about missing bins, and there's also been a larger uptake of the Bulky Waste and Garden Waste services. This brings in a significant amount of revenue for the council, which is being reinvested in service improvements for the community.

Related Content

- Saving £2m by integrating its Waste and Recycling Service with its LFG
- UPRNs facilitate energy retrofitting in Nottingham

Rushmoor is a borough council in Hampshire, England. It has long been a strong advocate of the Local Land and Property Gazetteer (LLPG) and Address Data.

A huge amount of effort goes into maintaining the data. Each record contains a unique identifier for the property, which is used to link the data to other systems.



### Case Studies

Are you looking for a case study on street data? Want to read a case study about addressing, or how to engage more effectively with your own authority? We capture the results from local authorities and Custodians' work across England and Wales, showing how valuable UPRNs, USRNs, street and address data is for society, people, businesses, and decision-making in general. Using address and street data to help realise the power of place. [Sign up here to receive notifications of new Case Studies.](#)

[MAP VIEW](#) [FULL VIEW](#)

Search Case Studies

**FILTERS**

- Addresses
- Bins, waste & environment
- Business & licensing
- Channel shift
- Community safety
- Community, people & culture
- Conference 2021
- Council property
- Council tax & NDR
- Customer contact & services
- Data management
- Democracy
- Economic development
- Education & skills
- Emergency services
- Environmental protection
- Fraud
- Health & social care



### Development of GIS as a key service for Maldon District Council

Spatial information enables smarter working and collaboration. The recent launch of its new Internal mapping system has enabled Maldon District Council to work with its residents, providing them with maintained data, providing a better service to officers and councillors.



### Case Study

**BRINGING LOCATION TO LIFE**

### Environment Roads and Facilities Digital Transformation Project



### Deriving multiple savings by integrating UPRNs into council systems

Leeds City Council has integrated Unique Property Reference Numbers (UPRNs) into its systems, providing a fuller picture of address data and assisting in asset management. The UPRNs also played an essential role in the council's Covid response strategy.

Related Content

- Overcoming multiple integration challenges in forming Buckinghamshire Council
- Using location to create understandable, shareable insights from complex raw information



Planning

Within Leeds City Council, UPRNs have been used in many areas, including Enforcement, E-Planning, and the Council's website. UPRNs have also been used to share and collect data from enforcement officers, which has helped to build confidence in the data. Through the integration of UPRNs, the Council has been able to provide a better service to its residents, which has resulted in retrospective planning applications generating fees of £1,848,000 and £1,386,000.

THE CHALLENGE



# CONWY

CYNGOR BWRDEISTREF SIROL  
CONWY BOROUGH COUNCIL



# Progressing your integration journey



# Find out who your custodian is

## Find my local address and street custodian

A precursor to making better use of data and improving service delivery in your local area



<https://www.local.gov.uk/uprn-find-my-local-address-and-street-custodian>

# An individual 'Integration Report' for every authority

Local Government Association geoplace®

## Cambridge City Council

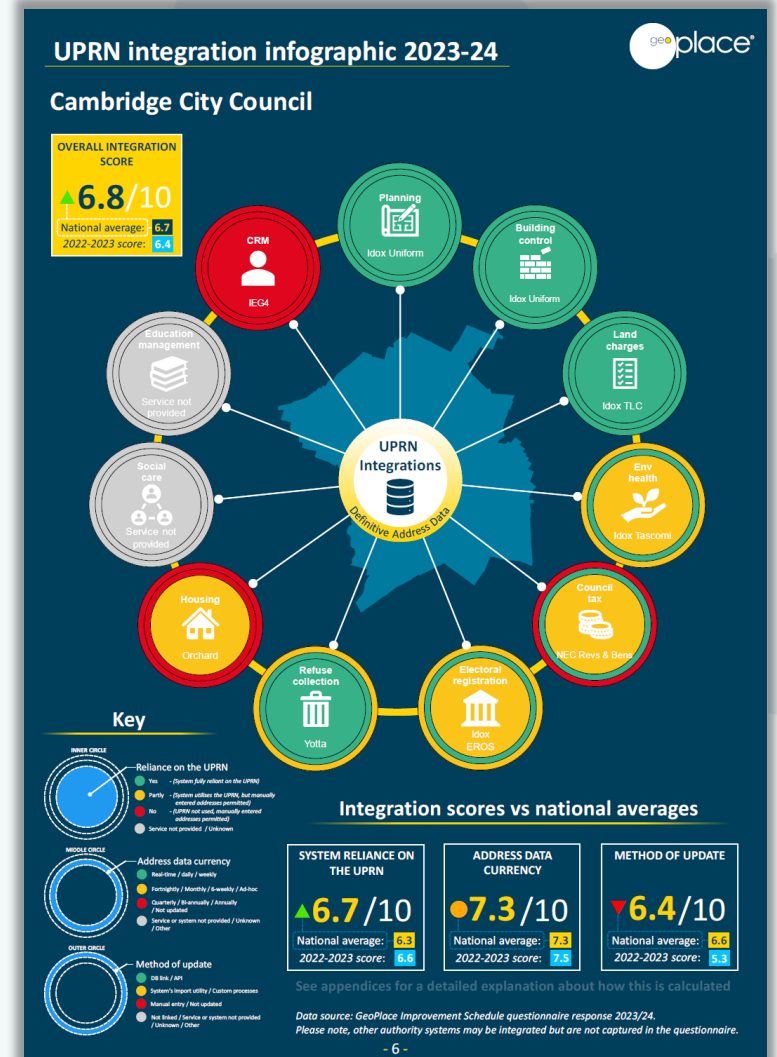
**Address data:**  
Are you leveraging your best kept secret?



Report for  
**2023-2024**

## Contents

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# An individual 'Integration Report' for every authority

## Your maturity level



- Based on your authority's overall integration score of **6.8/10**, your level of UPRN maturity is categorised below.

Your level of UPRN integration maturity is:

**Level 3 of 5:  
ESTABLISHED**



### Level 3 - ESTABLISHED: Characteristics

- 35.8% of local authorities fall within the "Established" category. Your authority is progressing well on its integration journey but further work is required to realise the benefits address data can offer (page 8). Some service areas may be experiencing these already.
  - A number of systems are utilising address data and its UPRN, but not all. The quality of these integrations need further refinement in order to achieve effective integration.
  - Priority:** Automate processes where possible and ensure address data is updated as frequently as can be in order to support the services consuming it (page 7).
- Reliance on the UPRN** - The ability for the software system to use the UPRN
- Systems fall into two main categories: those which permit manually entered addresses and those capable of handling the UPRN effectively and mandating its usage. Manually entered addresses can lead to duplication, errors in recording and difficulty in sharing information with other departments. Processes may well be in place to subsequently link these properties to a UPRN to ensure ongoing integrity.
- Currency of address data** - How frequently address data is updated and kept current
- The majority of systems update address data on a daily basis however a large proportion vary with some being weekly, 6-weekly, monthly or ad-hoc. A handful of systems may well update in real-time through the use of an API.
- Method of update** - How automated the mechanism is to update address data and the UPRN
- The majority of systems use file based updates and system utilities which are manual in nature. A handful of systems may utilise automated processes to update address data not requiring intervention. Some may even use an API to deliver address data directly to the system.

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## Your service scorecard



### Looking at each service area individually

- 2 services are **below** the national average and are not utilising address data in an effective way. The below services require attention to ensure you are obtaining the full benefits as listed on page 8.
- CRM, housing

SERVICE AREA	INTEGRATION MEASURES			INTEGRATION SCORE (Max 10)	COMPARED TO NATIONAL AVERAGE FOR EACH SERVICE
	RELIANCE on the UPRN	CURRENCY of address data	METHOD of update		
CRM	0	0	0	0 / 10	Below (7.4)
Housing	5	0	0	1.7 / 10	Below (5.2)
Environmental health	5	9	9	7.7 / 10	Above (7.5)
Council tax	5	9	0	4.7 / 10	Above (4.3)
Electoral registration	5	9	9	7.7 / 10	Above (6.6)
Building control	10	9	10	9.7 / 10	Above (8)
Planning	10	10	10	10 / 10	Above (8.3)
Refuse collection	10	9	9	9.3 / 10	Above (7.4)
Land charges	10	10	10	10 / 10	Above (8.1)
Social care	--	--	--	-- / 10	Not provided
Education management	--	--	--	-- / 10	Not provided

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## Integration measures & how to improve



The overall integration score is comprised up of 3 individual measures. Their importance and how to improve in each area is explained below.

### MEASURE 1: Reliance on the UPRN

**What do we mean:** The ability of the software system to solely rely on the UPRN and address

**What to aim for:** Software systems which mandate the usage of the UPRN and "official address"

**Why it's important:** Software not mandating the use of the UPRN or "official address" allow users to manually enter properties without validation or verification. This leads to errors in capture, confusion in communication, duplication of effort and is a barrier to data-linking and generating insights. It is therefore important to ensure software systems mandate the usage of the UPRN, otherwise address data needs to be constantly maintained, cleaned and audited.

**How you can improve :**

- Determine if the software system can utilise address data and the UPRN and mandate its use. You may need to ask your I.T dept or system supplier directly. A list of key questions are included in Appendix A.
- Ensure manually entered addresses are periodically matched to a UPRN and retrospectively updated and corrected if required. This is key to ensuring address data remains trustworthy and accurate.

### MEASURE 2: Currency of address data

**What do we mean:** How frequently address data is updated and kept current in the system

**What to aim for:** As frequently as possible to support the service areas function. Typically daily or weekly but in some cases real-time. It all depends what the service area requires.

**Why it's important:** Effective service delivery requires up-to-date address data. Old, stale data may not contain new addresses or reflect changes that should be present. This can lead to confusion, delay and services not being delivered if relied upon.

**How you can improve :**

- Determine how frequently the software system loads address data. You may need to ask your I.T dept or system supplier directly. A list of questions are included in Appendix A.
- Implement the most frequent option possible to support your various service's needs.

### MEASURE 3: Method of update

**What do we mean:** How automated the mechanism is to update address data and the UPRN

**What to aim for:** As automated and "hands off" as possible

**Why it's important:** Manual, file-based update methods take time, effort and resources to operate. They are prone to errors and have multiple points of potential failure. In contrast, fully automated, dynamic mechanisms such as APIs enable address data to be updated seamlessly with zero or minimal effort and only needs to be configured once.

**How you can improve :**

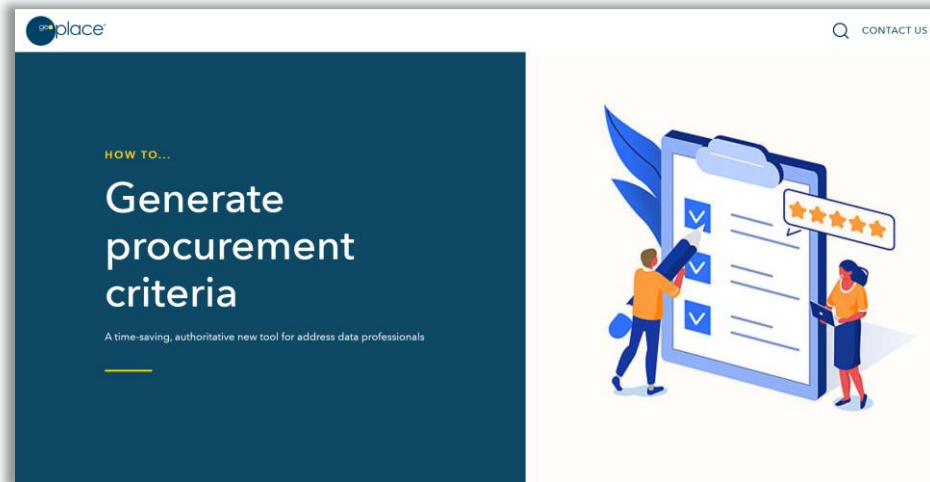
- Determine how the software system loads address data. You may need to ask your I.T dept or system supplier directly. A list of key questions are included in Appendix A.
- Aim to implement the most automated option possible.

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# Systems dependence – help make UPRN and USRN mandatory via Procurement Criteria



"How do we ensure software will consume address data correctly?"

"How do we make sure it will do it in the best way for us?"

"And how do we make sure that we can purchase software with confidence?"

The screenshot shows the 'Procurement Statement Generator for Address Data' tool interface. The page has a white background with a dark blue header containing the Geoplace logo. The main content area is titled 'Procurement Statement Generator for Address Data' and features a progress bar with four steps: 1. Establishing Address Data Requirements (highlighted), 2. Identifying an Address Data Product, 3. Contact Details, and 4. Recommended Procurement Statements. Below the progress bar, the 'STEP 1: Establishing Address Data Requirements' section is displayed. It includes a paragraph explaining the tool's purpose, a list of systems it is specific to (Planning, Council Tax, Electoral Registration and Housing), and a note about its intended use by Local Authority Address Custodians. A question is posed: 'What is the shortest amount of time the service area is prepared to wait for addresses to be updated or added to the system? \*'. The options are radio buttons: A day, A week, A fortnight, A month, and Every 6 weeks. Another question is asked: 'Are out of authority addresses required? \*'. The options are radio buttons: Yes and No. At the bottom, there is a note: 'As well as "Approved" (in use, unoccupied, under construction) properties, are any of the following required to be displayed in the system?'. The Geoplace logo is visible in the bottom right corner of the page.

# API resources available – links to resources to follow

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STREET DATA AND SERVICES

## DataVia API

Add the National Street Gazetteer's detailed street data to your GIS, web or mobile applications with ease and make location-based decisions with confidence.

DataVia - Bring the National Street Gazetteer directly into your council



Ordnance Survey

Data Products Customers Support Developers What's New Shop General Public

OS Places API

Product overview Technical information Get this product

Home > Data Products > OS Places API

## OS Places API

With OS Places API you have direct access to rich address data for geocoding, postcode searching, form-filling and much more. Find UK addresses instantly online and be confident you're getting the most up-to-date information.

Addressing and location API Public Sector Plan Premium Plan Energy & Infrastructure Plan

This product is updated daily

Get this Product

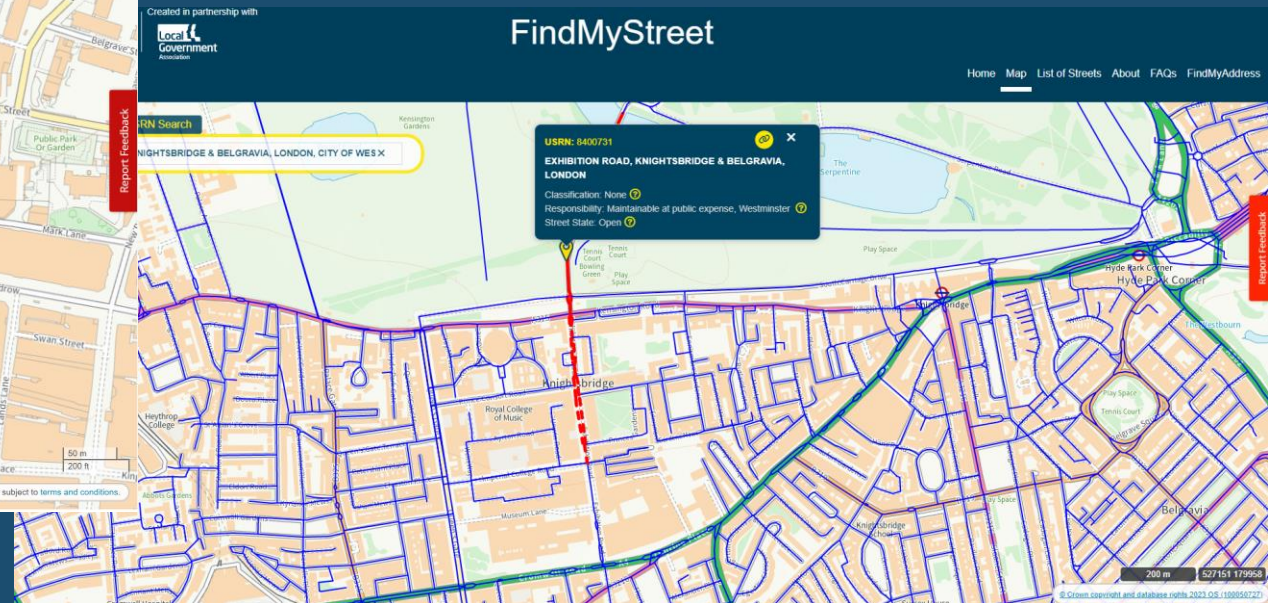
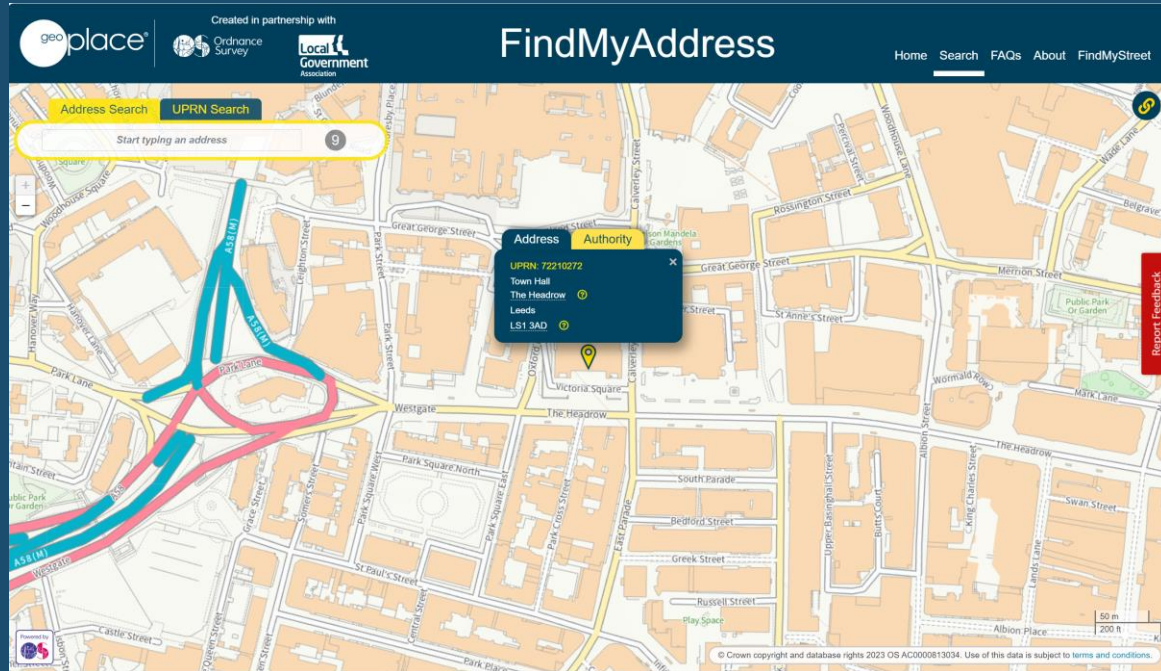
View Technical Information

OS Places API – your address data and UPRNs updated daily





# FindMyStreet and FindMyAddress



- Citizen identification of UPRN and authoritative local authority address

- Use to meet your List of Streets responsibilities
- Identify missing streets
- Citizen identification of USRN



# 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 – Land & Property and Street Gazetteer custodians, Street Naming & Numbering



Review your Integration Report – it's on its way to you with the slides!



Use our dedicated webpages to access more information



# Summary – leverage your best kept secret?

The screenshot shows a web browser window with the URL <https://www.geoplace.co.uk/local-authority-resources/guidance-for-custodians/how-to/how-to-derive-efficiencies-and-insight-from-the-data-you-didnt-kno...>. The page features the geoplace logo in the top left and a search bar with 'CONTACT US' in the top right. A vertical navigation menu on the right side includes: MENU, ADDRESSES & STREETS, LOCAL AUTHORITY RESOURCES, STREET NAMING & NUMBERING, ABOUT US, and NEWS & EVENTS. The main content area is split into two columns. The left column has a dark blue background with the text 'HOW TO...' in yellow, followed by 'Derive efficiencies and insight from the data you didn't know you had' in white. The right column features the 'Local Government Association' logo, which consists of a purple rectangle with the word 'Local' in white, a white silhouette of two profiles facing each other, and the words 'Government Association' in grey below.



# LGA Resources to Help You Use the Data You Didn't Know You Had...

[UPRN Guide](#) – brings together into one place a series of case studies, videos and tools

[Data Maturity Tool](#) – a quick and easy self-assessment tool which enables you to build a shared understanding of how well your council uses data and where to improve