

Tuesday 21st May 2024

Old Trafford, the home of Manchester United
Sir Matt Busby Way · Old Trafford · Manchester · M16 0RA

UPRN 100012675377 · USRN 41000235



GeoPlace Annual Conference 2024

Connecting People and Places

GeoPlace annual conference, exhibition and Exemplar Awards

The essential event for local authority address and street Custodians, SNN Officers and local authority data users

Register to attend the conference at:

<https://registration.geoplace2024.co.uk/geoplace24/register>





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 in person to network; share information; and listen to a wide range of speakers who connect people and places in their day-to-day work using address and street data.

The conference is a celebration of the work that local authority address and street Custodians and SNN Officers, Traffic Managers and Streetworks Managers do every day.

Building useful services around people and communities needs reliable and up-to-date data. When we can understand where people are and what they need we can shape the services that serve them best.

Knowing *where* change is taking place, *where* houses are being built, *where* communities are developing and *where* the infrastructure is needed relies on dependable and accurate geographic data. Location data, and particularly address and street data, with their associated UPRNs and USRNs are the magic ingredients that connect services to people to places.

Attendees at our last in-person event said:

- “The speakers were all very informative, an excellent day - as a Custodian, I feel proud knowing that our work is so important!”
- “It is extremely helpful to see our work in a national context, explained by someone who clearly understands the importance of LSG/LLPG data”
- “Local authority case studies were really helpful in supporting the promotion of business transformation and development”
- “It made me feel valued as a result of the day to day work I do - we can see the benefits of the process after the work had been done.”

The conference website, including agenda and registration is available at www.geoplace.co.uk/news-events/events/conference

It's your data

The conference will explore several service areas where your work makes a difference:

- **Health** - better-integrated data that's reducing costs to provide 'Healthy Homes'
- **Digitising the home-moving process** - more compliance, less stress, less risk, less cost, more surety
- **Household energy** - more-accurate analysis that accelerates the green agenda and saves money for residents
- **Housing** - from new-builds, to nurturing connections throughout the property life-cycle
- **Connectivity** - building the resilient and lightning-fast full-fibre networks that homes and businesses need
- **Reducing congestion** - improving air quality, enhancing the overall reliability and effectiveness of our highways networks, both above and underground.

We'll also look at the benefits of data integration and explain how UPRNs and USRNs [are key to almost everything that's delivered or achieved by councils](#). As the Local Government Association says:

"The UPRN should be fundamental to all data matching and, therefore, to all data analysis. This would ensure that disparate data sets and innovative applications of data can be blended to provide insight and understanding about residents and businesses, which is needed to deliver area-based services effectively on the ground. Every authority has common focal points, such as housing, education, welfare and highways. When the UPRN is added to each siloed department's data, the whole organisation benefits. It becomes a much simpler exercise to link inter-departmental information."



Skills, professionalism and CPD

Your time is important. You'll take home much more than keynote presentations from this conference.

We focus on skills, professionalism and CPD - and both the Royal Geographical Society (RGS) and Association for Geographic Information (AGI) have accredited the conference with 5 and 4 CPD points respectively.



You'll also have the opportunity to meet several key organisations at the exhibition, offering guidance and support to professionals working with data:

- Association for Geographic Information
- Geography in Government
- JAG(UK)
- HAUC(UK)
- Royal Geographical Society, with their Chartered Geographer scheme
- Socitm

[See more information for delegates](#)

Support, insights, advice, guidance and CPD

As well as compelling presentations, the event will provide you with practical support, insights, advice, guidance and CPD.



Support

GeoPlace support sessions will take place throughout the day in the exhibition room. The team is available for with 1-2-1 and advice, with some slots available for pre-booking.

Data clinic

The GeoPlace Insights team will also be on hand to demo work around Traffic Sensitive Streets and Public Rights of Way, as well as our work on linked data. We have matched a number of national datasets to UPRNs that are available to local authorities free of charge, to help in your own analysis and as a source of further intelligence for Custodians. These include And Domestic Energy Performance Certificates (EPC and HMLR Price Paid

Street Naming & Numbering Officer Network

Meet with the team to discuss the [Street Naming and Numbering Code of Practice](#). The Code is designed to provide guidance and support for SNN Officers when doing their day-to-day job. We'll be demonstrating examples of our forthcoming scenarios, which provide specific guidance when managing real world challenging housing and property developments that require new street names and property numbers.

Keep traffic moving

The GeoPlace consultancy team are leading experts in the transport network and highways sector, with years of experience supporting authorities to optimise data to deliver efficiency for stakeholders and to residents. A recent article in UKAuthority outlines how [GeoPlace works with authorities to cut congestion on the roads](#). The team will be on-hand to discuss additional services that we can offer to authorities such as:

- Lane Rental Scheme Implementation
- Permit Scheme Reviews
- Traffic Sensitive Reviews
- Reinstatement Reviews
- Additional Street Data Reviews
- Network Reviews

What's your ROI?

Do you need to defend your expenditure on maintaining your local address and street gazetteers? GeoPlace has recently worked with specialist management advisors ConsultingWhere, to make a [national assessment of the Return on Investment of the address and street data to local authorities](#).

Earlier this year we customised this work to provide [an RoI report specifically for Nottingham City Council](#).

With this experience ConsultingWhere are now able to offer a cost-effective Return on Investment service to individual local authorities. Each report provides a customised assessment of economic value and PowerPoint presentation on the value of the land and property gazetteer to your local authority.

The report will look at the specific priorities of your council, the efficiency gains already realised as well as what might be achieved going forward. It will be presented in the language and format designed to engage senior decision makers.

The team from ConsultingWhere will be on hand to discuss your specific needs in this area.

Exemplar Awards

geoplace
exemplar
awards

The Exemplar Awards will be presented in the following categories:

The Exemplar Awards will be presented in the following categories:

- Exemplar Award
- Data Linking Award
- Peer Award
- Data Quality and Improvement Awards, including:
 - The Improvement Award for Addresses
 - The Improvement Award for Streets
 - Gold Award for Address Data
 - Gold Award for Street Data
 - Platinum Award for Address Data
 - Platinum Award for Street Data



Find out if you've won a Gold or Platinum Award this year and have your photo taken with your certificate.



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.

It's with great thanks to these companies that we can run the event free-of-charge for delegates. Please, do take the opportunity to meet them and get to know how they can help you and your local authority.

An easy way to do this is via the Orienteering Challenge. Take part for the opportunity to win a £100 Amazon voucher!

[Find out about the Exemplar Awards](#)

It's your day

A good conference is one that's relevant, information, and enjoyable. With that in mind, we're looking forward to welcoming you as we take part in:

- Breakfast barm on arrival
- Refreshments throughout the day, including a hearty lunch
- Getting together the night before the conference for a pub quiz and refreshments
- And post-conference drinks.



Involving other colleagues at your authority

Do you have colleagues who'd love to know more about Connecting People to Places?



The GeoPlace conference also welcomes all local authority officers who would benefit from greater insight on how your data is being used.

Your address and street data [gets used by a huge range of people](#), in local authorities and further afield in central government, the emergency services, as well as the property, insurance, retail, logistics and banking sectors.

Whilst the focus of the conference is on you, we also welcome your colleagues who are interested in our world - or in getting to know more about your work.

From experience, we know that other officers - such as Customer Service Managers, Business Intelligence and Analytics Officers, Transformation, Policy and Research Officers and Chief Information Officers - are likely to benefit from the day's agenda too. You can see the [job titles](#) and [organisations](#) of the people who attended our last event.

If you'd like to invite colleagues from those departments - they'd be more than welcome. It's a good way to boost your own profile, and to introduce them to some of the wider applications off address and street data.

Email communications@geoplace.co.uk if you'd prefer an invitation to come directly from GeoPlace. We'd be happy to extend a warm welcome to your fellow officers.

[Meet the exhibitors who make the event possible](#)

Why you should come along

This is your conference. We're discussing the issues that matter to your day-to-day work. We want to give you the tools to help you make the case for resourcing your role, and to highlight why addressing and street data are key to an authority's business. If you're making the case internally, to join us in Manchester, then these key points may help you:

- we feature speakers who use your data to serve the public - it's an event that builds on your work, and helps you to deliver more value to your organisation
- it's about promoting and introducing you to best practice, via knowledge transfer, with practical sessions providing support and training
- you'll hear new ideas and have the opportunity to explore new ways of working - already tried and tested - which you can take back to your authority
- it's a national forum, giving you access to colleagues from across the whole of the UK, as well as other authorities working on the gazetteers
- we reveal developments in local street and address datasets and how they are being used nationally
- you'll see if you've won an Exemplar Award for 2024 for Data Quality and Improvement
- suppliers will be on hand to help you pick up information about software and services that could deliver value to your organisation
- take the opportunity to meet several key groups and industry bodies at the exhibition, offering guidance and support to professionals working with data
- you'll get to meet our Regional Chairs from across England and Wales, as well as hear from the Principal (National) Chairs
- GeoPlace board members from the LGA will be present to 'champion the role of the Custodian' and present the Exemplar Awards
- The ONS and DfT will speak on why your data is fundamentally important for their policy decisions
- the GeoPlace team is on hand, ready to talk through any specific data issues you may have through the GeoPlace Helpdesk
- and you'll 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?

Our annual conference is free of charge for delegates (and travel costs can be kept down by booking advance), but it can still be hard to make the case for attending the event. We're here to help. We're more than happy to contact your line manager directly, explaining the importance of the event for your role. If you'd like us to do this, please email communications@geoplace.co.uk.

Download the 'Letter of justification to attend the conference' from [here](#).

For more information, and to register for the event, please see the GeoPlace website <https://www.geoplace.co.uk/news-events/events/conference>

And please do bring along colleagues who would benefit from understanding how address and street data can break down silos to support digital transformation.

