



Summary report

Return on Investment Analysis

Assessing the value of Address and Street data to local authorities in England and Wales



Address and street data delivers immense value

Everything happens somewhere. Services are delivered to people and places. Whether that's helping people in fuel poverty, understanding energy use, lighting the highways, repairing potholes and having bins collected, supporting vulnerable people, connecting to superfast broadband and 5G, voting, or paying council tax.

Many authorities have embraced the use of national address and street data to create innovative services that improve efficiency within the authority, aid revenue collection and offer better customer service.

Convincing decision makers needs a solid business case showing that improved processes will produce a good return on investment.

Understanding the value

GeoPlace wanted to quantify this benefit for local authorities in England and Wales, to understand what the financial return can be from maintaining that location data.

Knowing the potential for a return on investment is vital, as it helps decision makers to support the business case for maintaining and using that location data authority-wide.

Cost Benefit Analysis: 2021-2026

In 2022, GeoPlace commissioned ConsultingWhere to undertake a new Cost Benefit Analysis (CBA).

This CBA showed that more widespread adoption and use of the LLPG and LSG in each local authority is predicted to generate **£384m** savings over the period 2022-2026 - particularly through benefits derived in adult social care, education, planning, and environmental health.

This represents an enhanced ROI of approximately **6:1**.

After applying HM Treasury Discount Rate, the total net benefits over the 10-year period from 2017-26 are expected to be **£636m**, representing an overall ROI of **5:1**.

This executive summary is an abridged version of the full 32-page report.

Key Findings

Many different local authority functions rely on address and street data. It's a vital part of the references used to enable or deliver services, and therefore needs to be current, consistent, and comprehensive.

The study focussed on the following use cases:

- Data Integration
- Non-Domestic Rates
- Highways Asset Management
- Adult Social Care
- Customer Relationship Management
- Waste management

The study showed that many authorities have been using address and street data effectively to create innovative services – improving efficiency within the authority, aiding revenue collection, and offering better customer service.

This table summarises the use cases in financial terms:

Quantified Use Case	Discounted Benefits (Millions)
Data Integration	£171.0
National Non-Domestic Rates	£74.9
Highways Asset Management	£190.7
Adult Social Care (Including COVID Shielding)	£9.8
Customer Relationship Management	£167.9
Waste Management	£180.0
Total	£794.3

The net benefits have been discounted using HM Treasury Discount Rate of 3.5% per annum, and the estimated mean case is estimated over the period of 10 years from 2017-26.

In financial terms, the largest components were Waste Management, Highways Asset Management, Customer Relationship Management, and Data Integration.

Highways Asset Management and Adult Social Care are growing in importance.

Data Integration has ongoing growth potential as more functions see the benefits of having a single source of the truth for address and street data

Realising even greater value

ConsultingWhere highlighted several barriers to local authorities achieving greater value. These included:

- A lack of funds
- A lack of investment and a lack of resources to integrate systems and use the data effectively.
- A lack of management awareness

- Procurement of new software systems frequently failing to specify the need to support address and street data

In addition, earlier use of authoritative street and address data in the planning cycle would assist in better realising its potential and value to the authority.

Next steps

GeoPlace will:

- Help you understand the potential ROI for your authority
- Develop video presentations suitable for sharing with senior decision makers explaining the value of national address and street data
- Publish case studies that have been produced as a result of this study
- Provide support guides to aid procurement of systems that facilitate the integration of this data into a wider range of corporate systems
- Enhance collaboration with bodies working at a national level such as the National Audit Office, Valuation Office, Land Registry and DLUHC in government and Socitm and Solace as pinnacle representative bodies
- Complete plans to incorporate the accurate coordination of Unique Property Reference Numbers (UPRNs) at an earlier stage in the planning process
- Advance the concept of improved integration of authoritative key registers within government to provide more consistent and up to date information for users across all sectors
- Work more closely with Ordnance Survey and private organisations particularly in land and property, transport and finance sectors to ensure national address and street data meets their digital transformation objectives

 **Read the full 32-page report:**
www.geoplace.co.uk/roi

Find out more:



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

