

Digital transformation: The power of accurate customer address data

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Who are we?

- GeoPlace LLP
- Established 2010 - OS & LGA
- Administering the Data Co-operation Agreement (DCA)
- Part of the Public Sector Geospatial Agreement (PSGA)
- Working alongside local & central government
- Bringing location to life



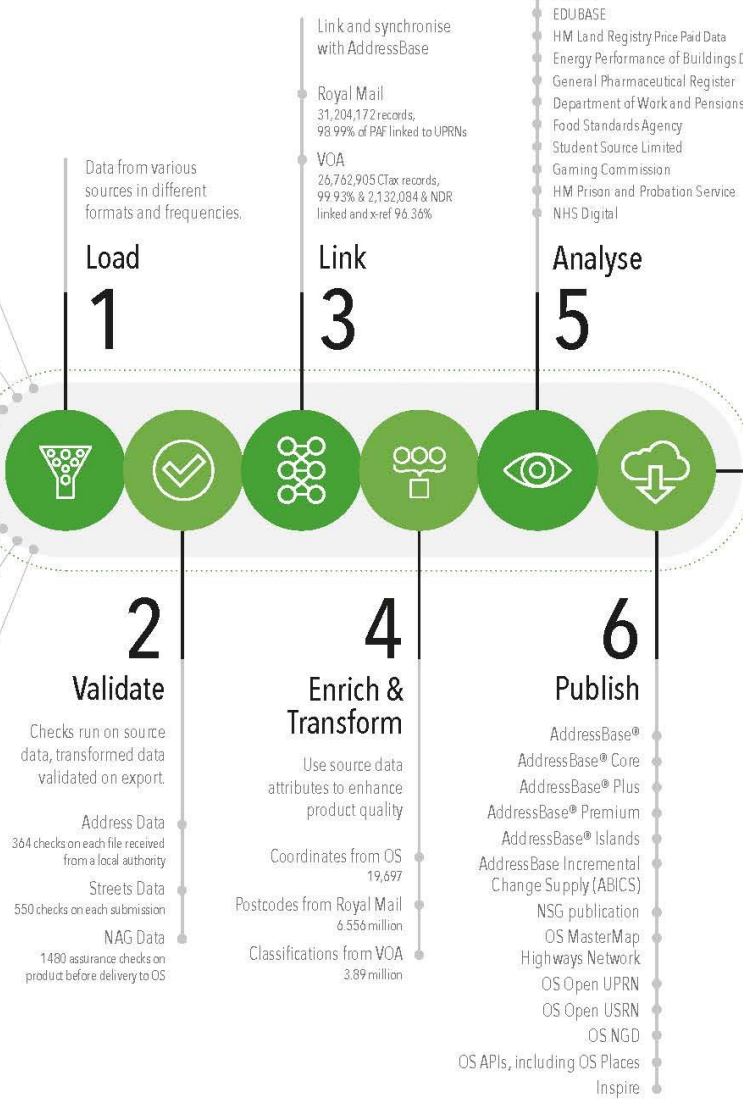
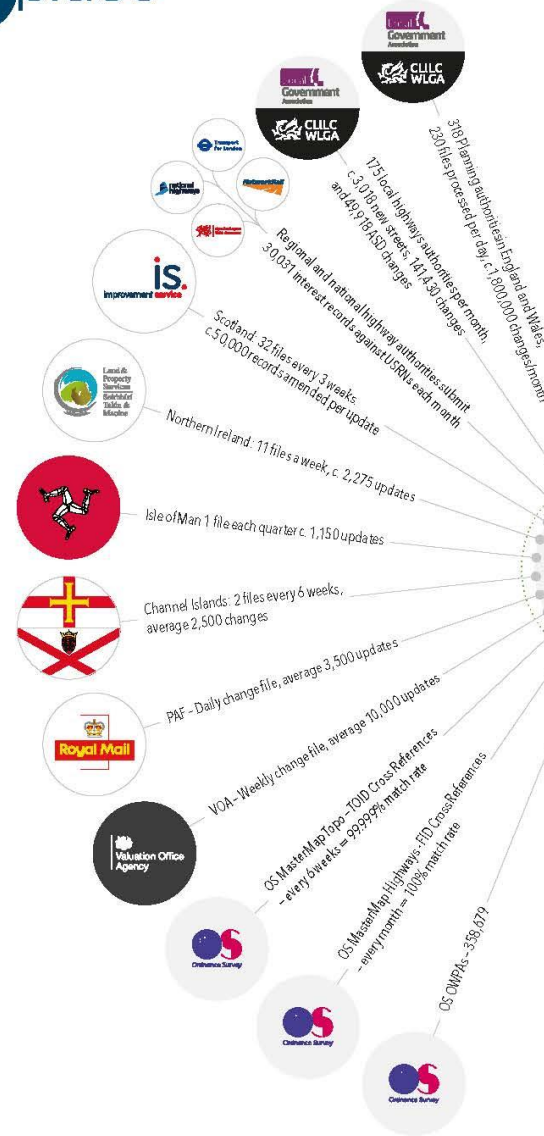


Making **life** a little bit **easier**

Addresses and Streets – all captured and verified



Authoritative street and address data: UPRNs and USRNs

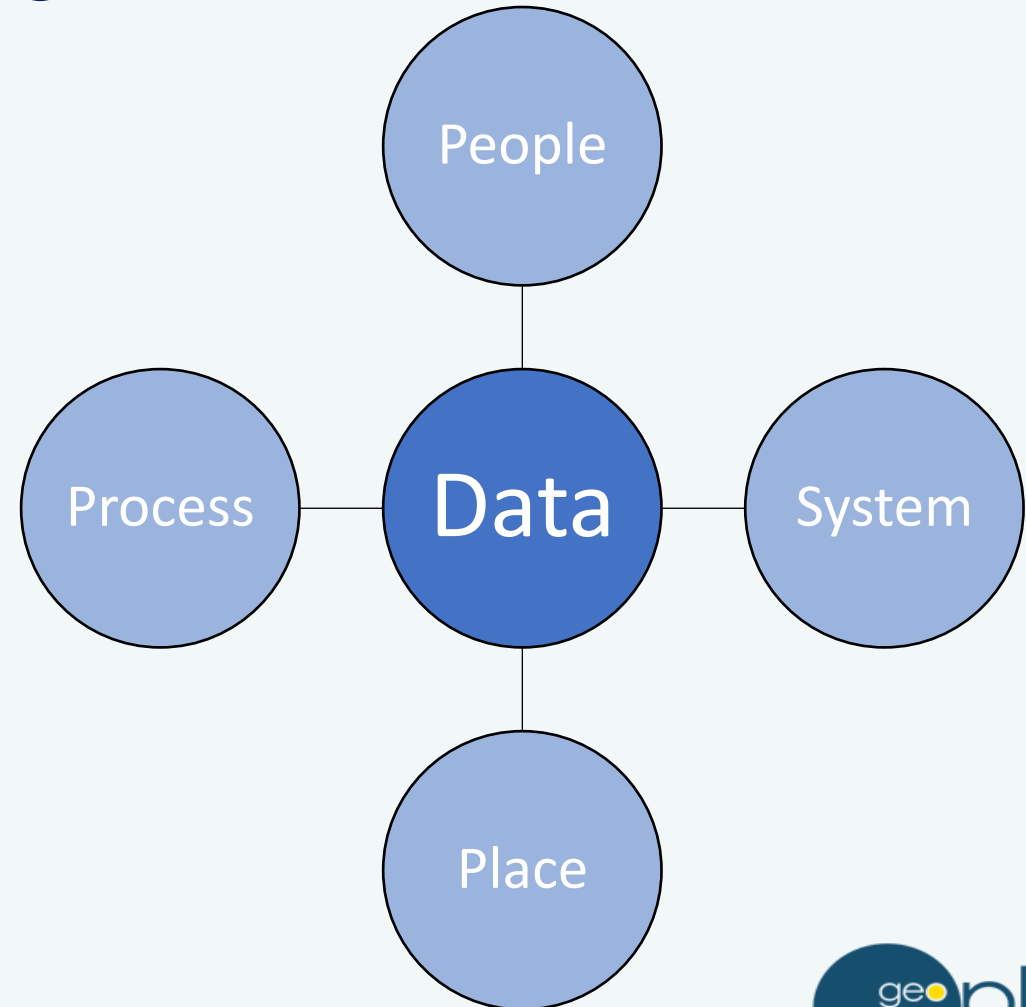


- OS MasterMap
- OS Surveyors Change Intelligence
- Care Quality Commission and Care Inspectorate Wales
- NAPLAN
- EDU BASE
- HM Land Registry Price Paid Data
- Energy Performance of Buildings Data England & Wales EPC Data
- General Pharmaceutical Register
- Department of Work and Pensions
- Food Standards Agency
- Student Source Limited
- Gaming Commission
- HM Prison and Probation Service
- NHS Digital
- Royal Mail
- VOA
- OS MasterMap Topo
- OS MasterMap Highways
- OS Open UPRN
- OS Open USRN
- OS NGD
- OS APIs, including OS Places
- Inspire



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



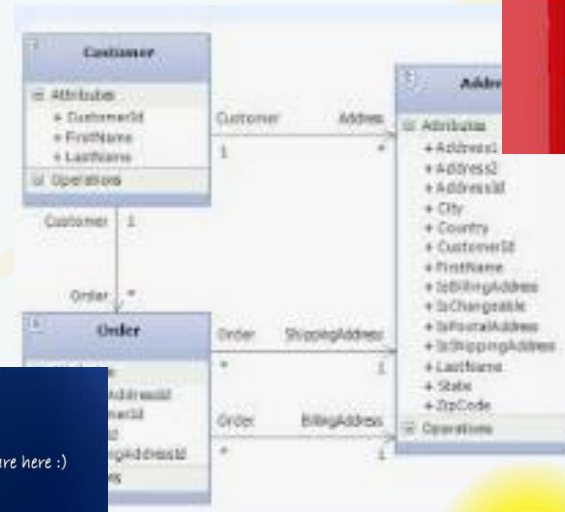
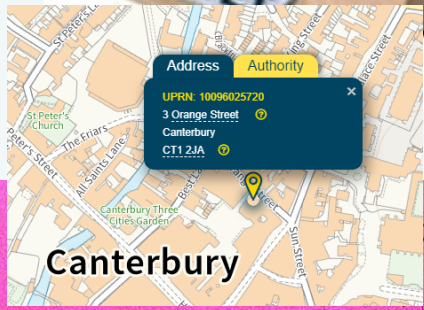
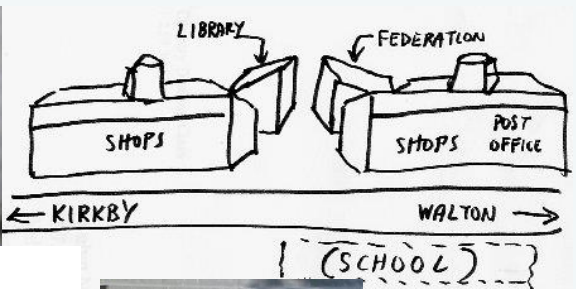


UPRN and USRN are the most effective tools for linking

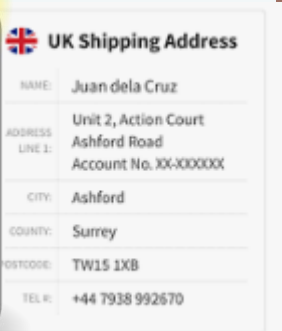
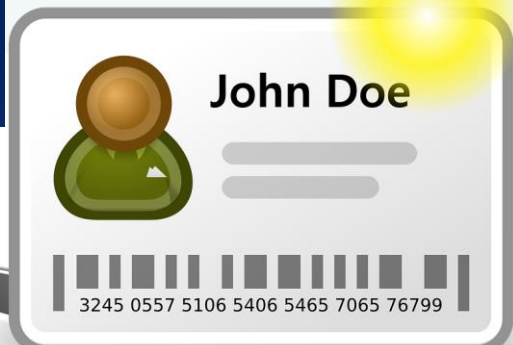
Imagine being able to ask:
“Show me everything we know in the organisation about...”

UPRN 10033625525
USRN: 4601460
15 Church Way,
Green Acre
HR1 2PT

Rev. W. W. ...
Lombard & The Jacked
Heart,
Lodge Hall,
Muck Wenlock, Salop.
Paul Fairly,
613 W. Belmont,
Mich. la. Kansas.
To H. K. ...



MR + MRS T. BURLINGHAM
? A ROAD SOME WHERE NEAR
THE GOLF COURSE.
IN THETFORD.
NORFOLK.



Unique identifiers make data linking possible.

Linking data brings:



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



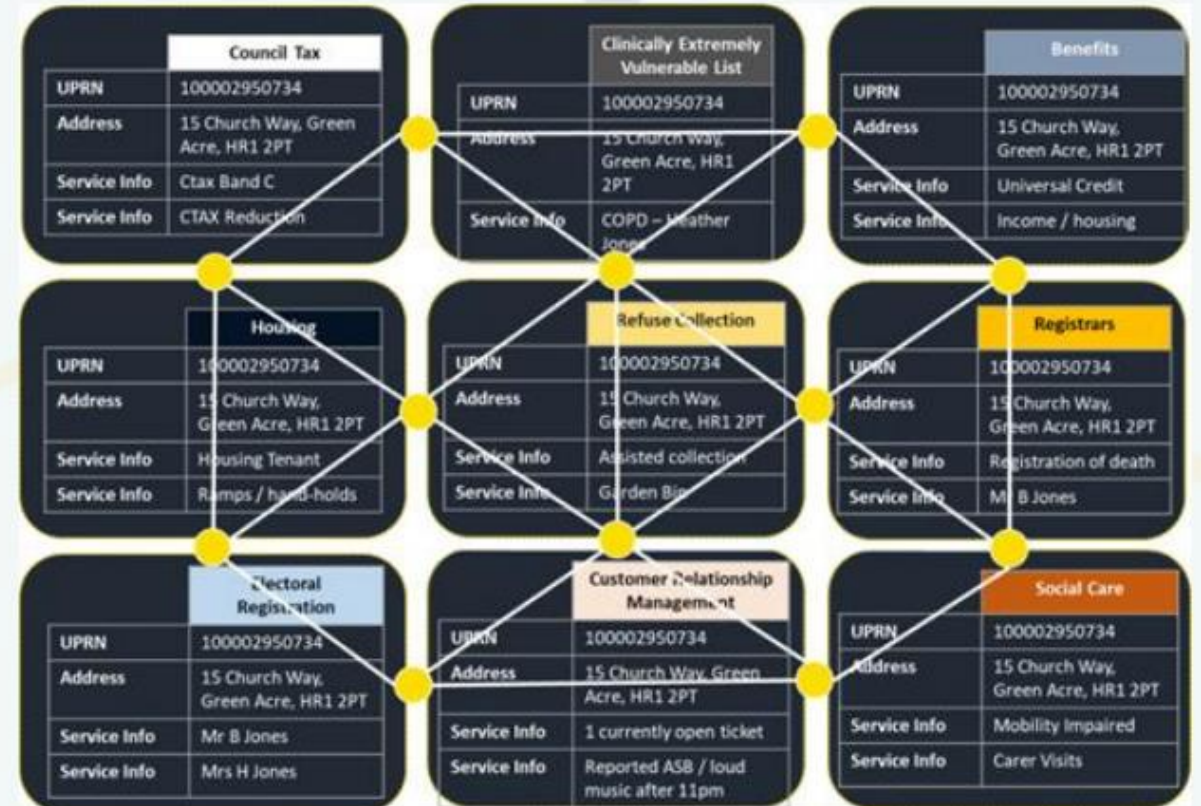
Efficiencies – remove silos, connect processes and automate





















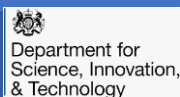



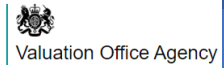














Intelligence – Better informed decisions ensure better outcomes



Innovation – capability for new services in new ways



Public sector services seeding commercial markets facilitated by UPRN and USRN

Public Policy theme	Government Department	Initiatives	Sector impact	UPRN / USRN adoption to date
Property & Housing	    	<ul style="list-style-type: none"> Landlord Register Leasehold Register Tall Buildings Register Energy Performance Gas / Electrical Safety Digital Planning Planning Reforms 	<ul style="list-style-type: none"> Private rented sector Commercial property agents Health & safety sector Property Search Agency Property risk Property research and climate monitoring 	     
Highways & Transport	 	<ul style="list-style-type: none"> Street Manager Traffic Regulation Orders Trunk Road network / Red Route EV Charge Points Active Travel 	<ul style="list-style-type: none"> Statutory Undertakers & Contractors EV Charge Point installers & operators Engineering consultants Transport & logistics Traffic & travel 	  
Digital Economy	  	<ul style="list-style-type: none"> Project Gigabit Broadband roll-out Regulation interoperability 	<ul style="list-style-type: none"> National gigabit roll-out UK fibre network provider market Local and rural broadband 	  
Taxation & Fraud	   	<ul style="list-style-type: none"> Digital identity & single sign-on Universal credit National fraud initiative Business registration 	<ul style="list-style-type: none"> Finance & accounting Credit reference agencies Property taxation & financing 	  
Climate & Energy	  	<ul style="list-style-type: none"> Energy efficiency of buildings ESG Retrofit & Home upgrade grants Faster Switching Climate Change Stress tests 	<ul style="list-style-type: none"> Banks / lenders Insurers Comparison platforms Utility providers Debt collection and credit reference 	    

Personal Demographics Service

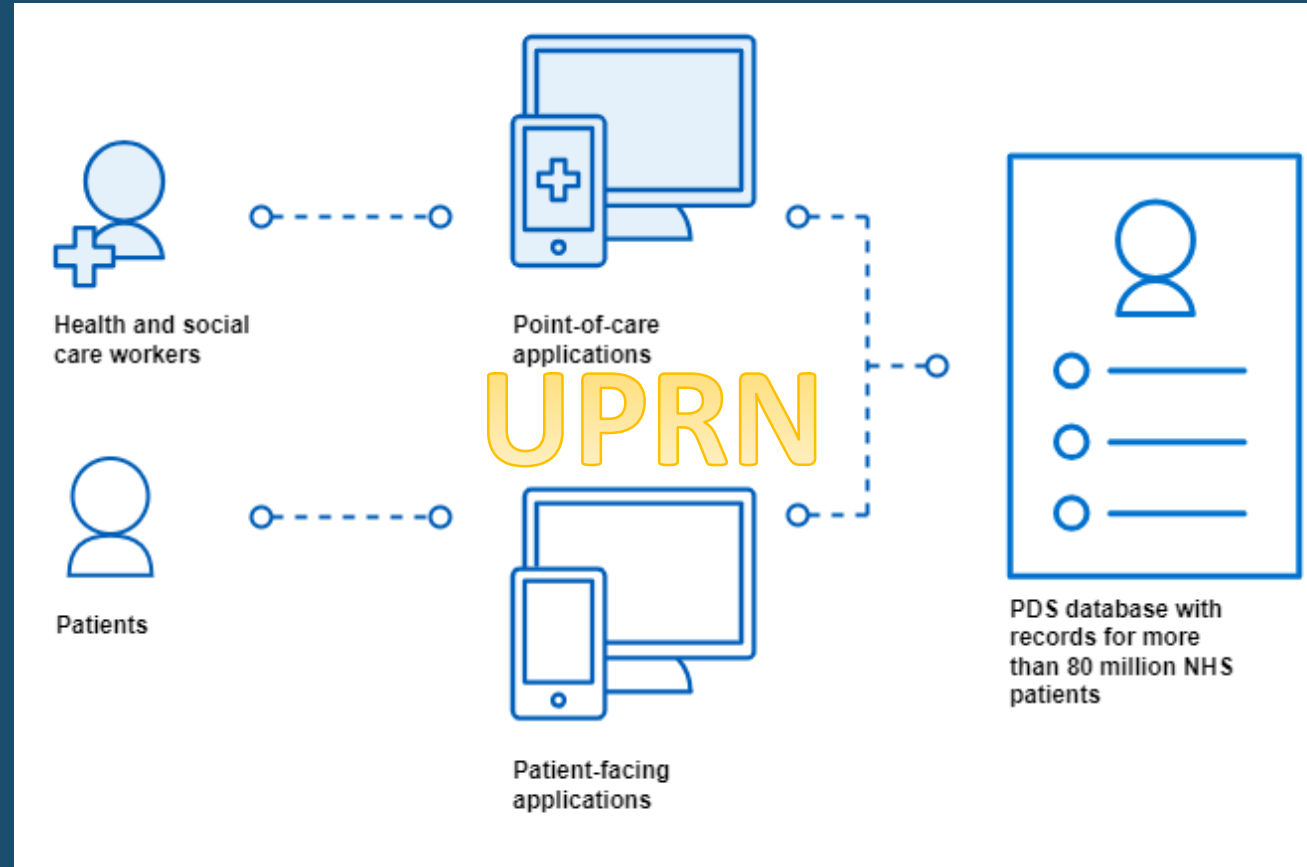


The national master database of all NHS patients in England, Wales and the Isle of Man. It contains more than 80 million records, of which over 60 million are for people currently registered with a GP.

PDS holds basic non-clinical information about each patient, including:

- NHS number - a national unique patient identifier
- demographic data - name, **addresses**, date of birth, gender and so on
- contact details - such as phone number or email address
- **registered GP**
- nominated **pharmacy** and other linked pharmacies
- related people, such as next of kin
- whether the patient is flagged for **restricted access**
- historic information such as **previous addresses**

People born in England, Wales or the Isle of Man are registered and issued an NHS number at birth. **People moving to those areas are registered when they first interact with an NHS care setting such as a GP or hospital.**



Success stories & opportunities

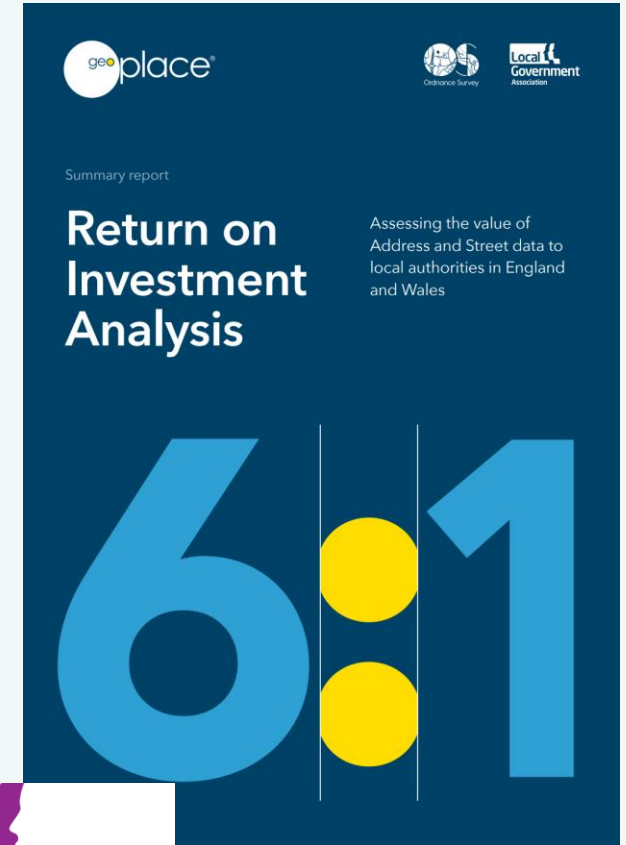
*Examples of the UPRN
underpinning real
action....*



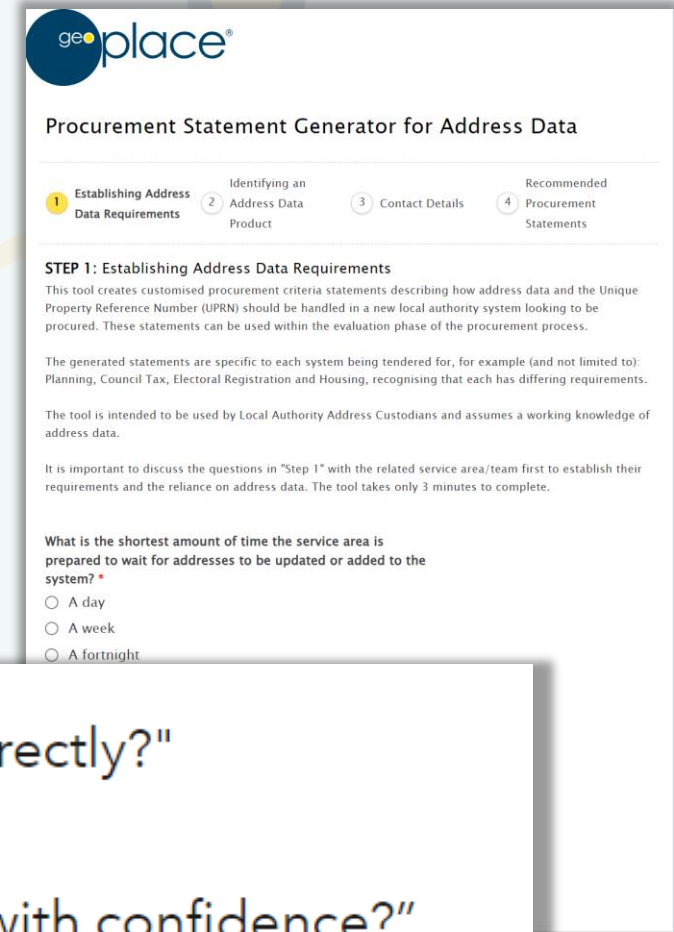
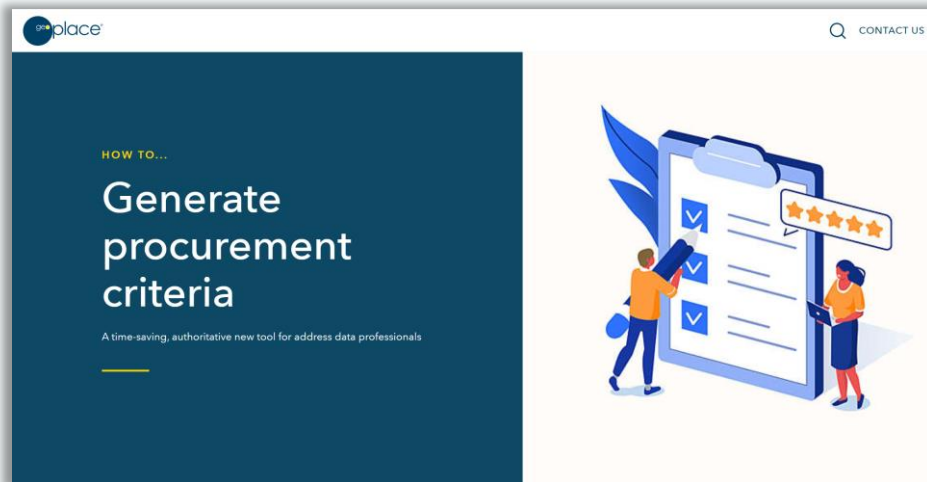
Powerful data at the heart of every authority - don't just take our word for it

“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



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?"



Get in touch:

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