

# Example City Council

## Address data:

Are you leveraging your  
best kept secret?



Report for  
**2023-2024**

# Contents

Did you know . . . . .	1
So, how well are you using address data and its UPRN? . . . . .	2
Summary of progress . . . . .	3
Your maturity level . . . . .	4
Your service scorecard . . . . .	5
UPRN integration infographic 2023-24 . . . . .	6
Integration measures & how to improve . . . . .	7
Integration benefits for your authority . . . . .	8
Key action points . . . . .	9
Appendices . . . . .	10

# Did you know..

## It's your data, you already have it

- Every local authority in England and Wales helps to maintain the national address and street databases.
- Local authorities are the first to know about local changes. That's because you have the statutory responsibility for granting planning permission and the naming and numbering of new streets and properties. Every local authority uses this information to help maintain its Local Land and Property Gazetteer (LLPG), a database containing the official, legally known address and location for all properties within your authority.
- You have a Custodian who manages that data, daily. It's your data, you already have it and you also have experts who can show you how to use it.

## It's more than just an address on an envelope

- Every address in your authority contains a Unique Property Reference Number (UPRN). Unique and authoritative, the UPRN is like a National Insurance number for physical objects. Every property or addressable object in Great Britain can be identified with a UPRN.
- This authoritative 'code' can be used to create trusted connections between disparate sources of information providing absolute certainty that the property being referred to is correct.
- When departments use the UPRN, they can link matching records in different databases together. This means fewer errors in data exchange and communication. It also allows you to 'tie' all of its information together at the household level, revealing where and how to overcome both localised and authority-wide challenges.
- As addresses are located on the ground via precise geographic co-ordinates, it unlocks the ability for mapping and geographic analysis to take place. This allows you to see departmental data on a map showing exactly where it is being delivered and where it is needed – crucial intelligence.

## Utilising address data can lead to an ROI of 6:1

- A recent independent [cost benefit analysis](#) showed that wide adoption and use of address data will generate £384m savings for local authorities in England and Wales over the period 2022-2026
- Investment may be needed in some service areas to integrate this resource across your authority's systems, but those savings represent a Return on Investment of approximately 6:1.

# So, how well are you using address data and its UPRN?

- This document walks you through how well your authority is utilising address data and its UPRN.
- The term “integration” refers to how well address data and its UPRN are being used (relied upon, updated and handled).
- Address data is typically used by software systems used to deliver your authority’s services to residents, but any department using an address has the potential to use the UPRN.
- The information is based upon your authority’s responses to the GeoPlace annual improvement schedule survey 2023-24 and previous years, completed by your designated Authority Address Custodian or other authorised individual.
- For further information, queries or advice on any part of this report, please contact [support@geoplace.co.uk](mailto:support@geoplace.co.uk)



- *The LGA advises that:  
“The Unique Property Reference Number – the unique identifier for every addressable location – is key to almost everything that’s delivered or achieved by councils”. [Find out more.](#)*
- *An independent report states that widespread adoption and use of address and street data in local authorities could generate **£384 million** savings over the period 2022-2026, with an enhanced return on investment of 6:1. [Find out more](#) about how you could discover your own ROI.*
- *GeoPlace worked with Nottingham City Council and ConsultingWhere to [analyse Nottingham’s potential ROI from integration of its address and street data](#). The report shows 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.*

Your overall integration score is:

**6.1/10**

- This is **below** the national average of **6.7/10** which reflects how well your authority is utilising address data and its UPRN.
- In comparison to other **unitary authorities**, the integration average for these types of authorities is **7.3/10**, which yours is currently **below**.

## Your progress over the past three years indicates:

- Example City Council has **significantly declined** in its utilisation of address data and the integration of the UPRN across the organisation. For more information on how to improve and the benefits of doing so, please see [page 8](#).



## In 2022-23, your Local Land and Property Gazetteer (LLPG) contained:

**184,453**

properties, of which

**51,771**

were updated

### Your data is relied upon by:

- The entire public sector
- Emergency services
- Commercial sector
- Utilities sector
- Finance sector
- Insurance sector
- Health sector
- Housing sector

- Based on your authority's overall integration score of **6.1/10**, your level of UPRN maturity is categorised below.

Your level of UPRN integration maturity is:

**Level 2 of 5:  
FORMING**



## Level 2 - FORMING: Characteristics

- 42.8%** of local authorities fall within the “Forming” category. Your authority is at the early stages of its integration journey. There is significant work to do in order to realise the key benefits address data can offer ([page 8](#)).
- A number of systems are linked to and are utilising address data and its UPRN, but not all. The quality of integration is lacking and improvement is needed to ensure their correct handling of address data.
- Priority:** Integrate the UPRN as far and wide as possible drilling down on each system in turn, ensuring they are able to handle address data and the UPRN ([page 7](#)). Any service area which handles an address should be using the UPRN in its software system(s). Address data should be updated as frequently as possible.

### Reliance on the UPRN - *The ability for the software system to use the UPRN*

- Manually entered addresses are permitted for the majority of systems. These are unverified and inaccurate which can lead to duplication, errors in recording and difficulty in sharing information with other departments. Some systems are completely unable to work with address data and the UPRN.

### Currency of address data – *How frequently address data is updated and kept current*

- For most systems there is no regular update cycle keeping on top of changes, for example systems may range from updating never to 6-weekly, weekly or daily. This inconsistency can lead to confusion, a breakdown in communication, duplication and impact service delivery.

### Method of update - *How automated the mechanism is to update address data and the UPRN*

- There is a lack of consistency in how address data is updated. Methods tend to favour laborious, supervised manual methods such as manual entry of individual records, file updates and custom processes rather than automated, “set and forget” mechanisms like APIs.

## Looking at each service area individually

- 4 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](#).
- *Planning, land charges, building control, environmental health*

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		
Planning	5	0	5	3.3/10	Below (8.3)
Land charges	5	0	5	3.3/10	Below (8.1)
Building control	5	0	5	3.3/10	Below (8)
Environmental health	5	8	9	7.3/10	Below (7.5)
CRM	10	8	5	7.7/10	Above (7.4)
Refuse collection	10	8	5	7.7/10	Above (7.4)
Electoral registration	10	8	5	7.7/10	Above (6.6)
Education management	10	8	5	7.7/10	Above (6.2)
Council tax	5	8	5	6 /10	Above (4.3)
Housing	10	8	--	-- /10	Missing Info
Social care	10	8	--	-- /10	Missing Info

## Example City Council

**OVERALL INTEGRATION SCORE**

**6.1/10**

National average: **6.7**

2022-2023 score: **7.5**



### Key

**INNER CIRCLE**

Reliance on the UPRN

- Yes - (System fully reliant on the UPRN)
- Partly - (System utilises the UPRN, but manually entered addresses permitted)
- No - (UPRN not used, manually entered addresses permitted)
- Service not provided / Unknown

**MIDDLE CIRCLE**

Address data currency

- Real-time / daily / weekly
- Fortnightly / Monthly / 6-weekly / Ad-hoc
- Quarterly / Bi-annually / Annually / Not updated
- Service or system not provided / Unknown / Other

**OUTER CIRCLE**

Method of update

- DB link / API
- System's import utility / Custom processes
- Manual entry / Not updated
- Not linked / Service or system not provided / Unknown / Other

### Integration scores vs national averages

**SYSTEM RELIANCE ON THE UPRN**

**7.8/10**

National average: **6.3**

2022-2023 score: **7.4**

**ADDRESS DATA CURRENCY**

**5.9/10**

National average: **7.3**

2022-2023 score: **8.0**

**METHOD OF UPDATE**

**4.5/10**

National average: **6.6**

2022-2023 score: **5.3**

See appendices for a detailed explanation about how this is calculated

Data source: GeoPlace Improvement Schedule questionnaire response 2023/24. Please note, other authority systems may be integrated but are not captured in the questionnaire.



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 :**

1. 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](#).
2. 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 :**

1. 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](#).
2. 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 :**

1. 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](#).
2. Aim to implement the most automated option possible.

Listed below are just some of the benefits available to each service area and the wider authority when address data and the UPRN are effectively utilised and integrated. Click on each benefit to find out more (this will take you to the GeoPlace website).

SERVICE AREA	Benefits of integrating for the service	Authority wide benefits
Building control	<ol style="list-style-type: none"> <li><a href="#">1. Detection of unauthorised developments</a></li> <li><a href="#">2. Safer, more secure homes and buildings</a></li> <li><a href="#">3. Warmer, more sustainable buildings</a></li> </ol>	<a href="#">6:1 Return on Investment</a>  <a href="#">Provides foundation for digital transformation</a>
Council tax	<ol style="list-style-type: none"> <li><a href="#">1. Identifying missing properties and revenue</a></li> <li><a href="#">2. Improving business rates collection</a></li> <li><a href="#">3. Maximising general revenue collection</a></li> </ol>	<a href="#">Facilitates creation of single household views of service usage</a>
CRM	<ol style="list-style-type: none"> <li><a href="#">1. Address lookup containing legally known properties</a></li> <li><a href="#">2. Creation of online reporting services</a></li> <li><a href="#">3. Improved access to council services</a></li> </ol>	<a href="#">Facilitates multi-agency intelligence sharing</a>
Education management	<ol style="list-style-type: none"> <li><a href="#">1. Accurate school distance calculations</a></li> <li><a href="#">2. Creation of School transport plans</a></li> </ol>	<a href="#">Streamlining of public-facing services through online citizen portals</a>
Electoral registration	<ol style="list-style-type: none"> <li><a href="#">1. Informing Ward boundary reviews</a></li> <li><a href="#">2. Modernisation and accuracy of the register</a></li> <li><a href="#">3. Service efficiencies and accurate property information</a></li> </ol>	<a href="#">Ability to geographically plot service related data and generate location intelligence</a>
Environmental health	<ol style="list-style-type: none"> <li><a href="#">1. Identification of unlicensed HMOs</a></li> <li><a href="#">2. Service redesign through data and mobile devices for street scene staff.</a></li> </ol>	<a href="#">Makes data-linking possible through the use of persistent identifiers</a>
Housing	<ol style="list-style-type: none"> <li><a href="#">1. Energy retrofitting strategies</a></li> <li><a href="#">2. Improving the standard of living in rented accommodation</a></li> </ol>	<a href="#">Improved inter-departmental communication</a>
Land charges	<ol style="list-style-type: none"> <li><a href="#">1. Automated land charge searches</a></li> <li><a href="#">2. Expedited property search process</a></li> </ol>	<a href="#">Avoidance of duplication, repeated effort, errors in maintaining individual "address lists"</a>
Planning	<ol style="list-style-type: none"> <li><a href="#">1. Improved public access to planning</a></li> <li><a href="#">2. Supports and informs policy making</a></li> <li><a href="#">3. Planning reform and transformation</a></li> </ol>	<a href="#">Use of the "official," legally known address</a>
Refuse collection	<ol style="list-style-type: none"> <li><a href="#">1. Route balancing and optimisation</a></li> <li><a href="#">2. Transformation from paper based to digital processes</a></li> </ol>	<a href="#">Prevention and detection of fraud</a>
Social care	<ol style="list-style-type: none"> <li><a href="#">1. Proactive, evidence based service delivery</a></li> <li><a href="#">2. Identification of vulnerable households</a></li> <li><a href="#">3. Targeting local services more effectively</a></li> <li><a href="#">4. A facilitator for delivering care services</a></li> </ol>	

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:

1. What is preventing address data and its UPRN being used effectively by the system?
2. 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.

# Appendices

*(Click to access content on the GeoPlace website)*