**Making better decisions for your local community**

Unique Property Reference Numbers (UPRNs), and Unique Street reference Numbers as the unique identifiers for every addressable location, are [key](https://www.local.gov.uk/uprn) to almost everything that’s delivered or achieved by councils.

As well as pinpointing exacts where assets are, the identifiers are fundamental to data matching and data analysis. They bring together datasets to provide insights and understanding to support better decision making for the benefits of residents and businesses within our authority.

When the identifiers are added to a department’s data, such as housing, education, welfare and highways, the whole organisation benefits as it becomes a much simpler exercise to link inter-departmental information.

Every local authority has a data Custodian whose role is to oversee the creation and maintenance of the geospatial records used to contribute to the national property and street data set. These custodians undertake skilled, detailed jobs that involve high levels of accuracy and responsibility.

1. find out more in this new video developed to mark ‘Gazetteers@GIS Day 2021
2. [check out the LGA website: UPRNs: A guide for councils](https://www.local.gov.uk/uprn)
3. [watch this video and case study from the LGA on how local authorities can ‘win’ with UPRNs](https://www.geoplace.co.uk/case-studies/easy-wins-for-local-authorities-with-uprns)
4. [See the ‘why location data’ resources on the GeoPlace website](https://www.geoplace.co.uk/addresses-streets/location-data)