

Address data essentials:

Why UPRNs matter

(Unique Property Reference Numbers)

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GeoPlace

100070466076

100070466077

100070466078

100070466079

100070466080

100070466081

100070466082

100070466083

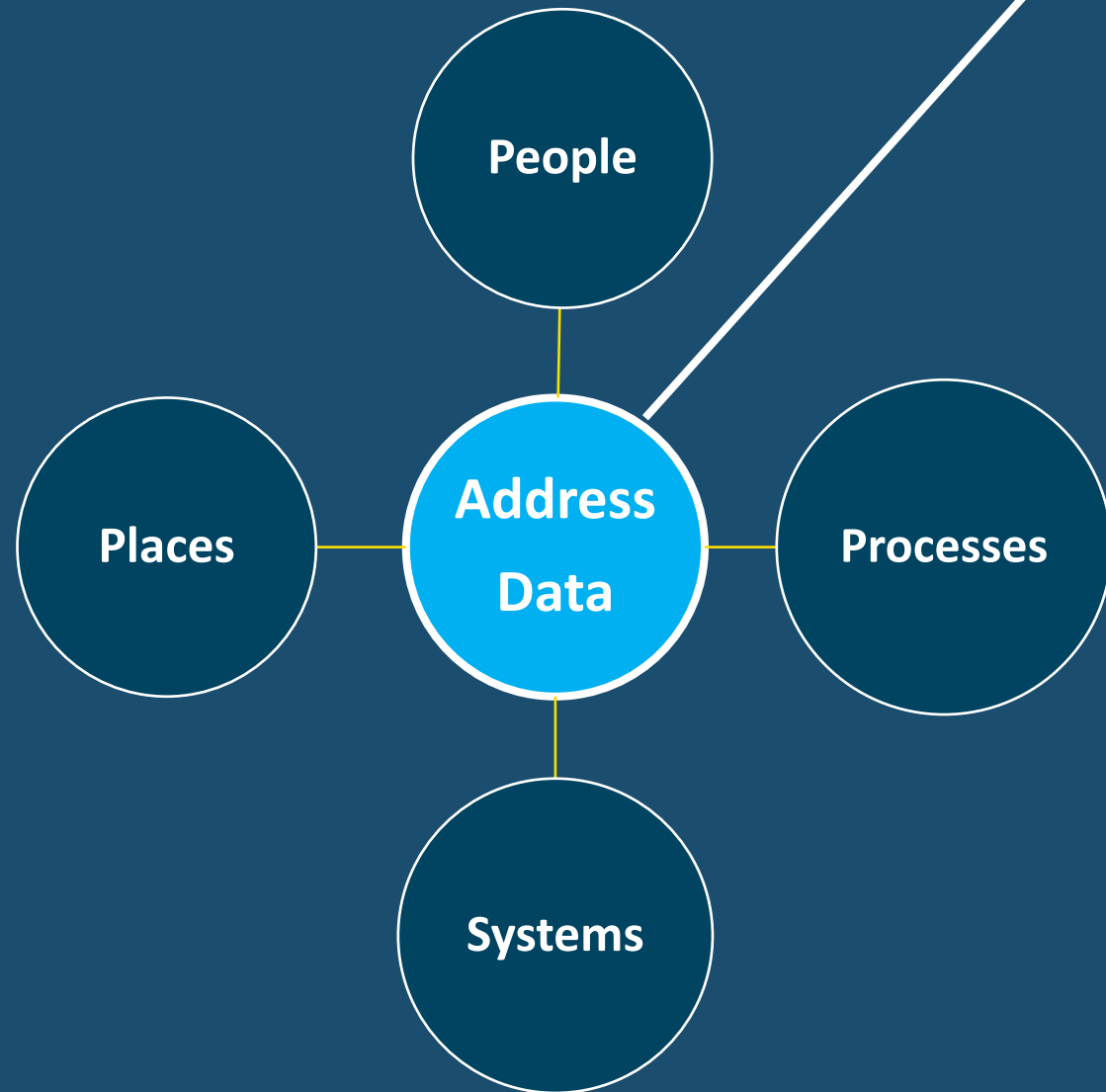
100070466084

The misconception

57 Pennine Avenue
Hill Street
Alfreton
DE55 4AE



The reality



“Everything happens somewhere”

Location is ubiquitous



“Precise location information is essential for councils to deliver services to the residents they serve.”

“The Unique Property Reference Number – the unique identifier for every addressable location – is key to almost everything that’s delivered or achieved by councils.”

47,701,684

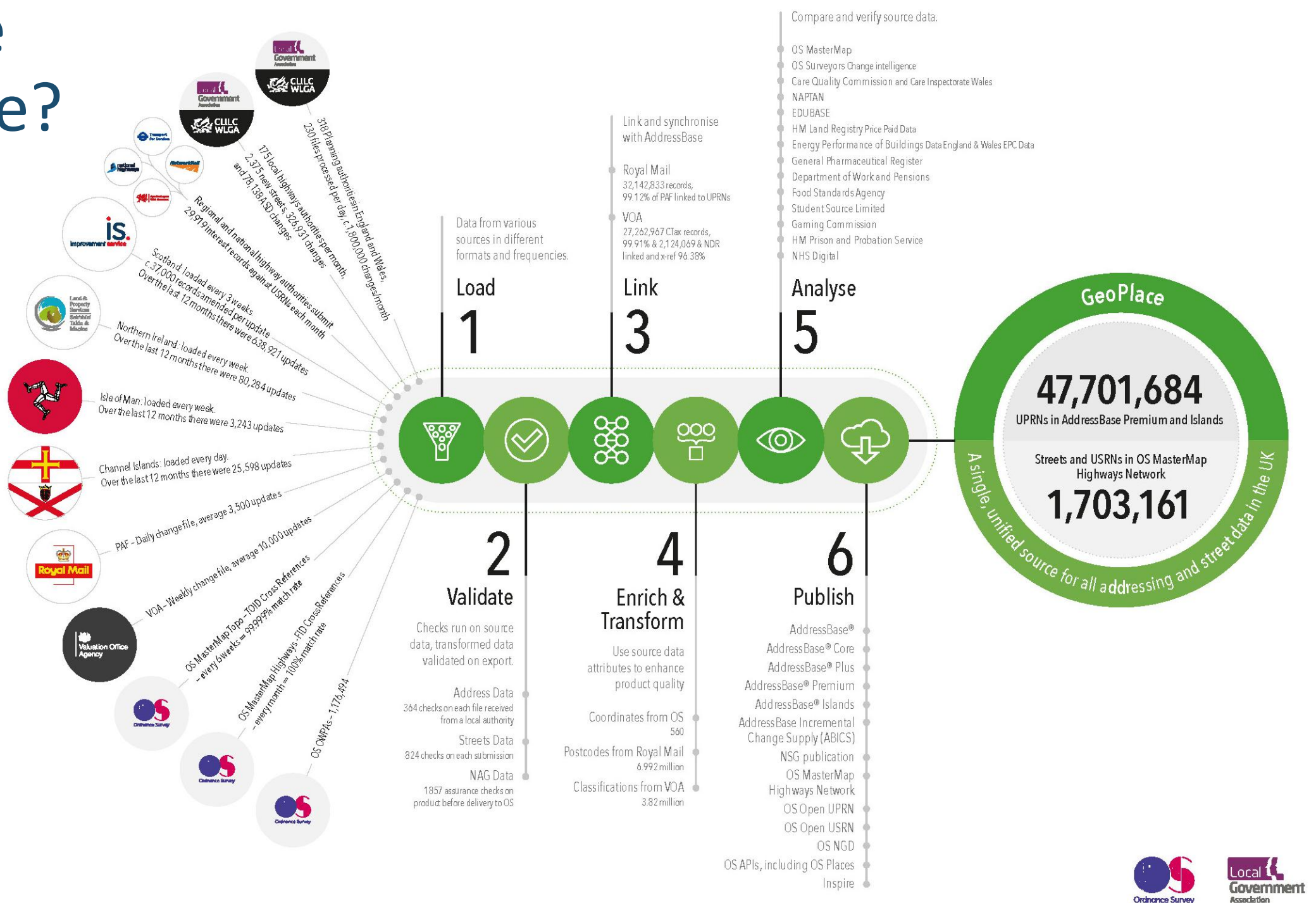
Addressable locations in GB

Underpin

>800

Local government services

Who are GeoPlace?



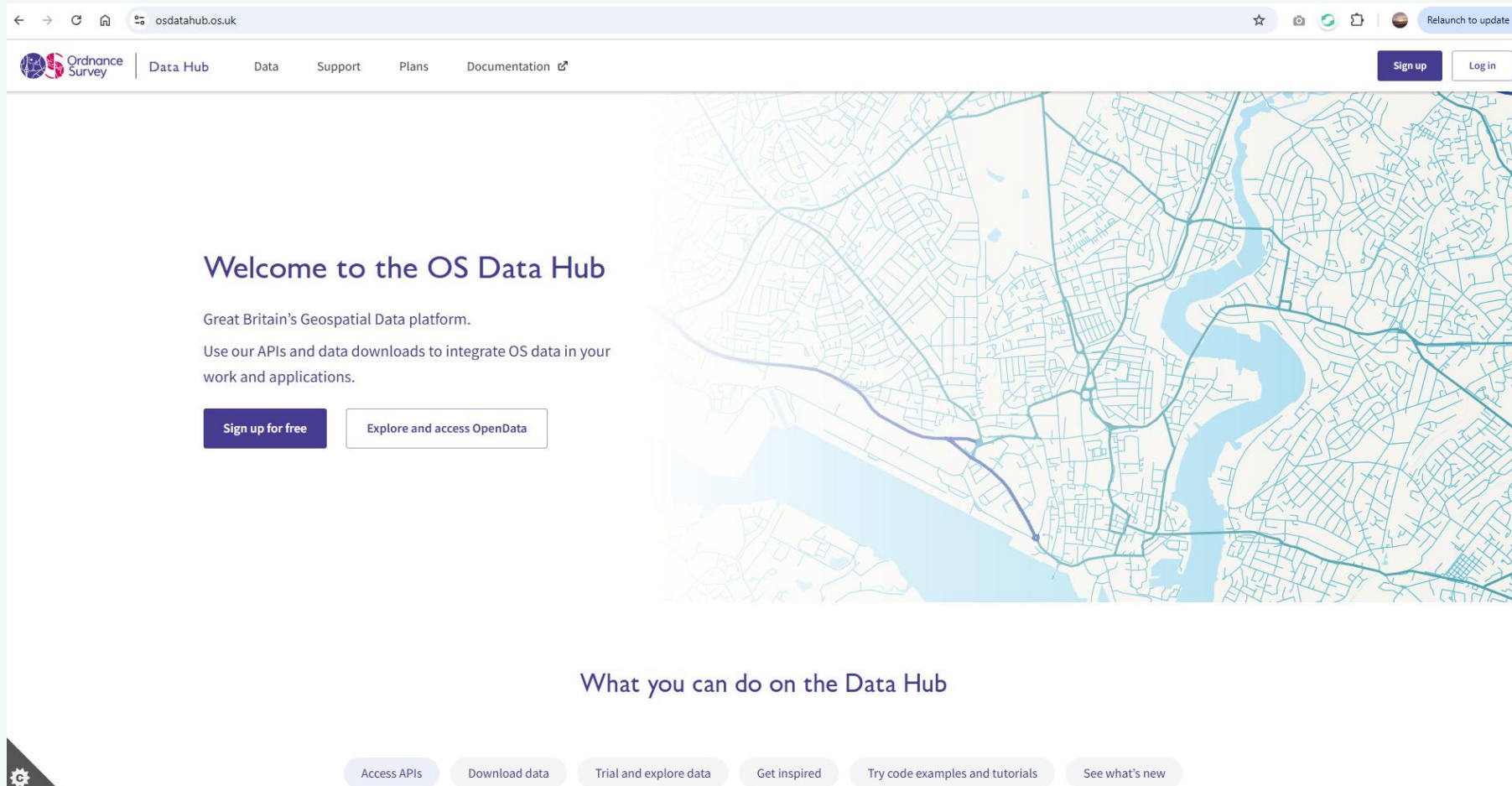
You already have it

Public Sector organisations have full access under the PSGA

- (Public Sector Geospatial Agreement)

The PSGA: A gateway to a wealth of data...Address Data!

- OS DataHub: <https://osdatahub.os.uk/>



OS Address data products

- NGD Address
- OS Places API
- AddressBase Premium
- AddressBase Plus
- *AddressBase Core*
- *AddressBase*

Click for OS
Addressing portfolio



The Unique Property Reference Number

e.g. 10033625525 (or even 104)

- Unique identifier
- Represents the building or property
- Persistent throughout the whole lifecycle
- Well managed
- Openly available
- [Mandated by government](#)



When should you use UPRNs?

Anywhere an
address is used



Opportunity to
use the UPRN*



Better
outcomes

Why UPRNs matter?

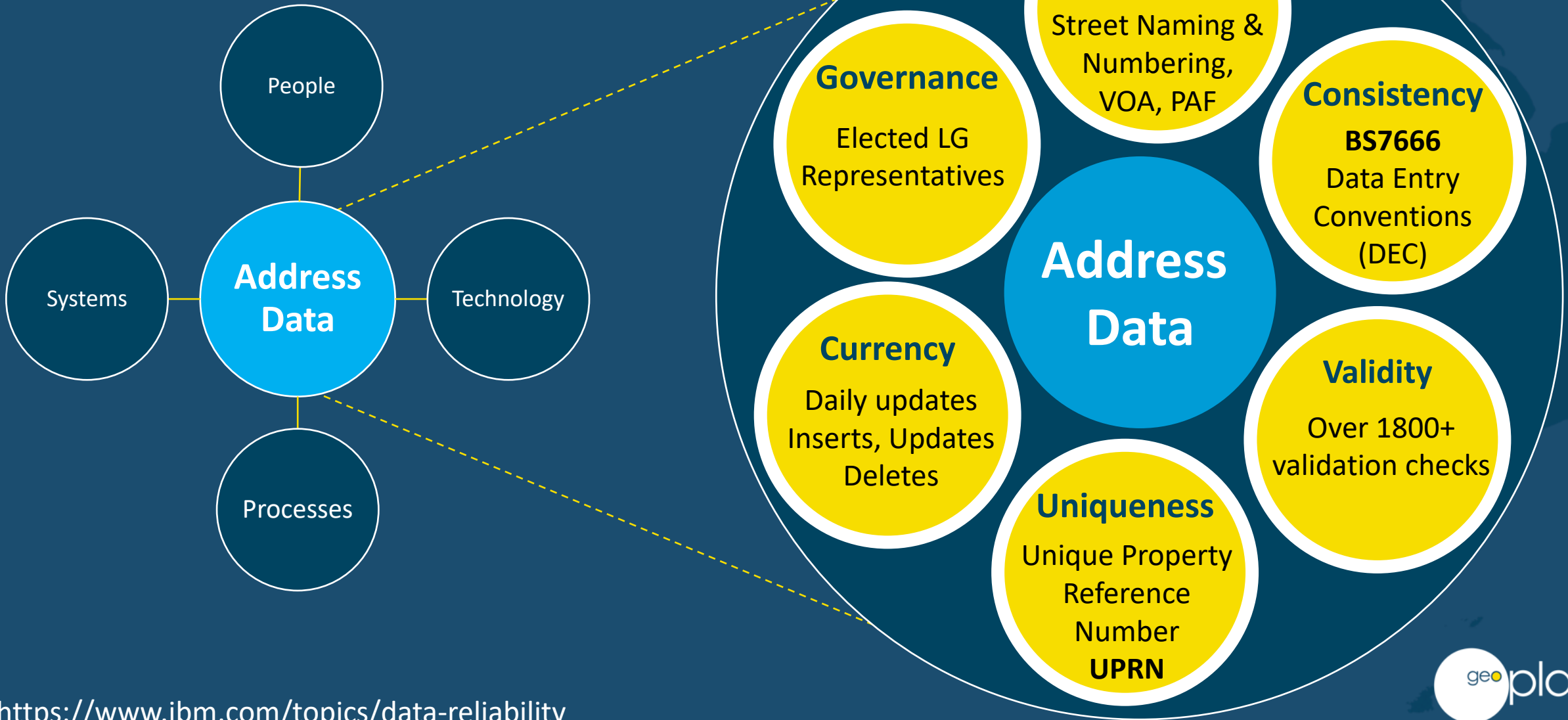
Proven ability to deliver better outcomes:

- 1 **Accuracy:** in recording & communicating property information
- 2 **Understanding:** of properties & where they are located
- 3 **Insights:** through connectivity

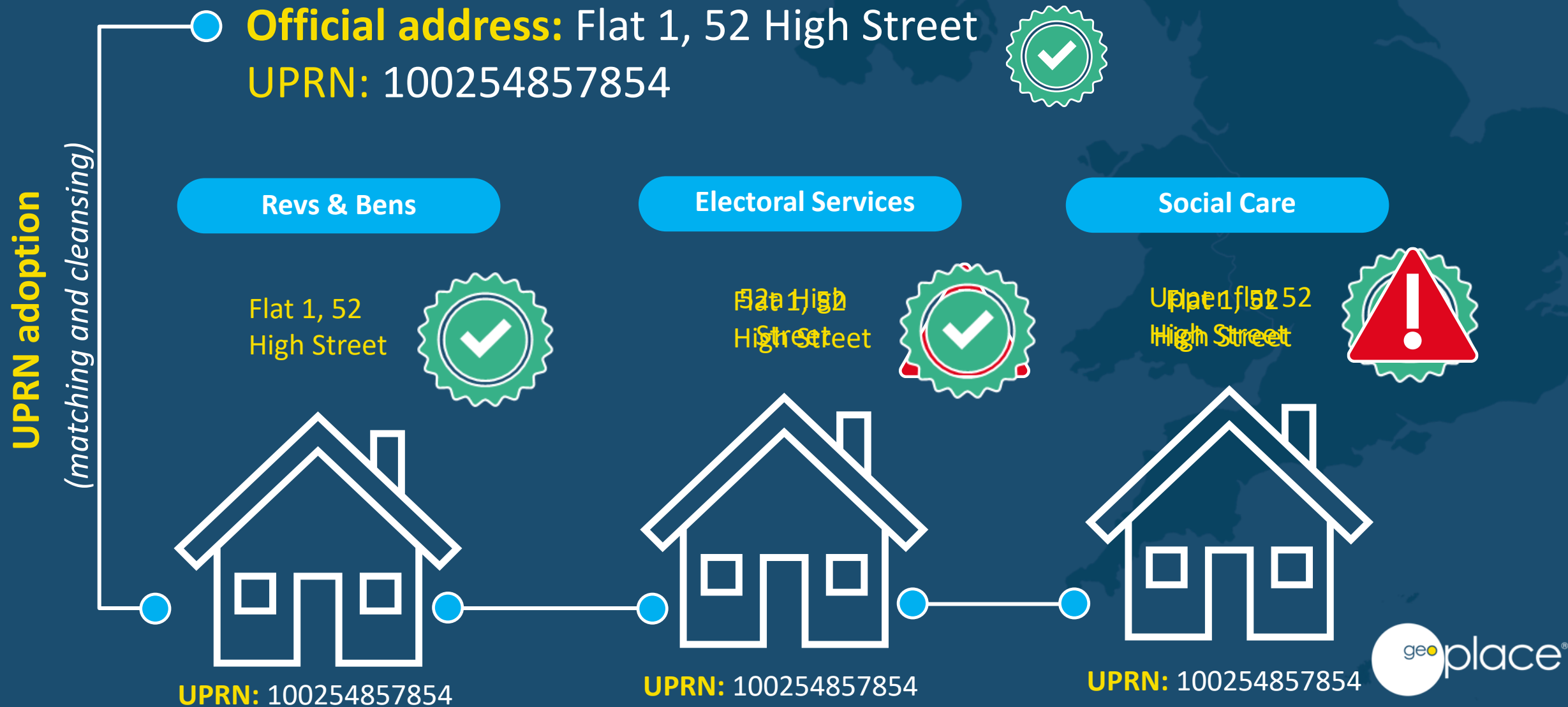


1 Accuracy: In recording & communicating property information

Accuracy you can rely upon



Rapid communication and identification of properties





2 Understanding: of properties & where they are located

Rich attribution



Authority
Birmingham

Coordinates
404175, 282227

USRN
37010558

Lifecycle
Pre-construction / Under construction
/ Complete / Unoccupiable / unusable
derelict / No longer existing

UPRN
100070466080

Address
22 Oak Tree Lane
Selly Oak
Birmingham
B29 6HX

Alternative Name
Forest Lodge

Classification (579)
Residential, Dwelling,
Detached house (RD02)

Organisation Name
Null

Start Date
2024/03/12



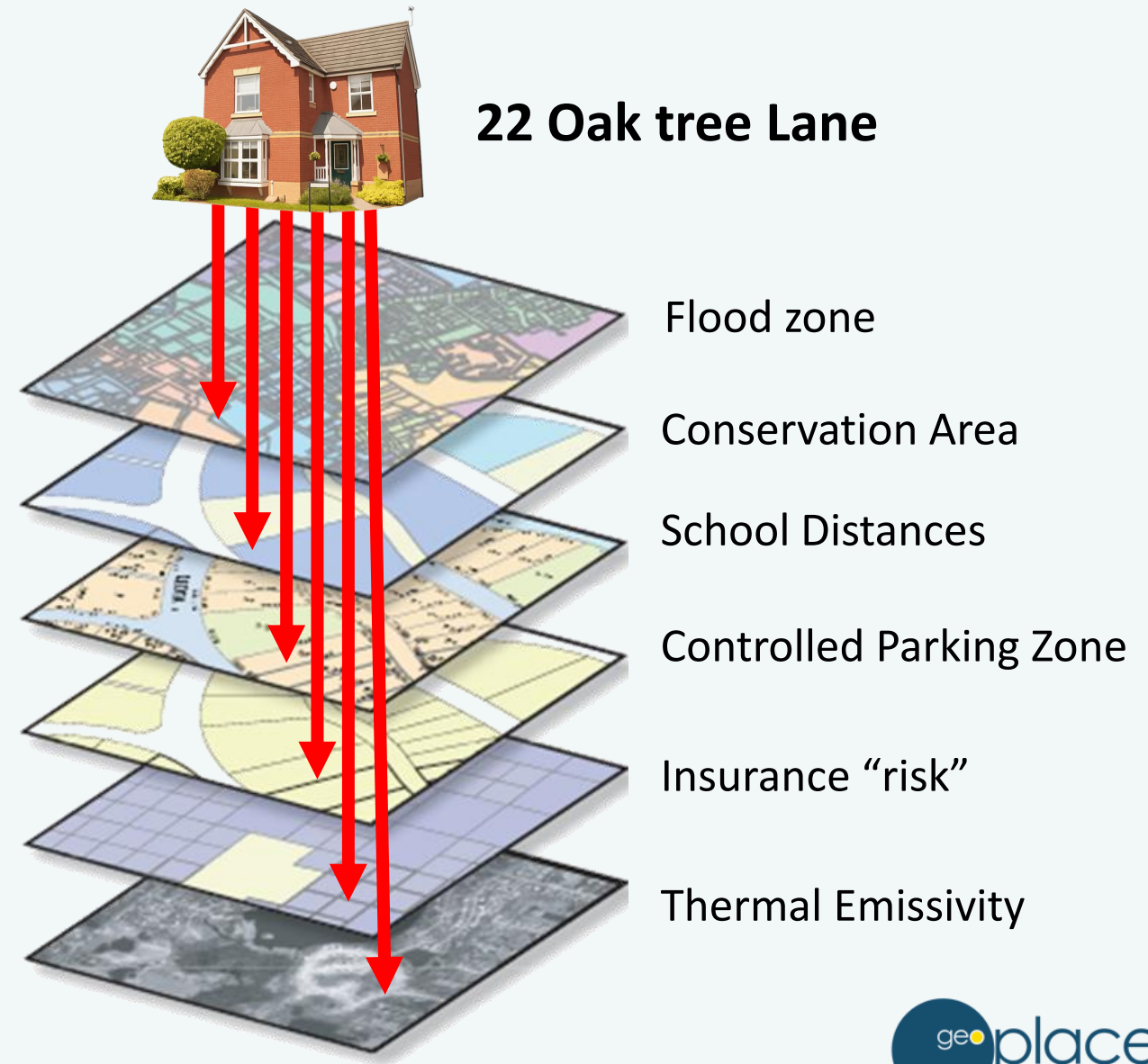
Location intelligence

Where is..?

What is the nearest / How far..?

Is it within..?

How do I get there..?



UPRN Linked data

OS National Geographic Database



- Basement Presence
- Basement Presence Self Contained
- Building Access Location
- Building Age Period
- Building Age Year
- Building Height
- Construction Material
- Description
- Green Roof Presence
- Number of Floors
- Physical State
- Roof Aspect
- Roof Material
- Roof Shape
- Solar Panel Presence
- Third Party Provenance

<https://www.ordnancesurvey.co.uk/products/os-ngd>



3 Insights: through connectivity

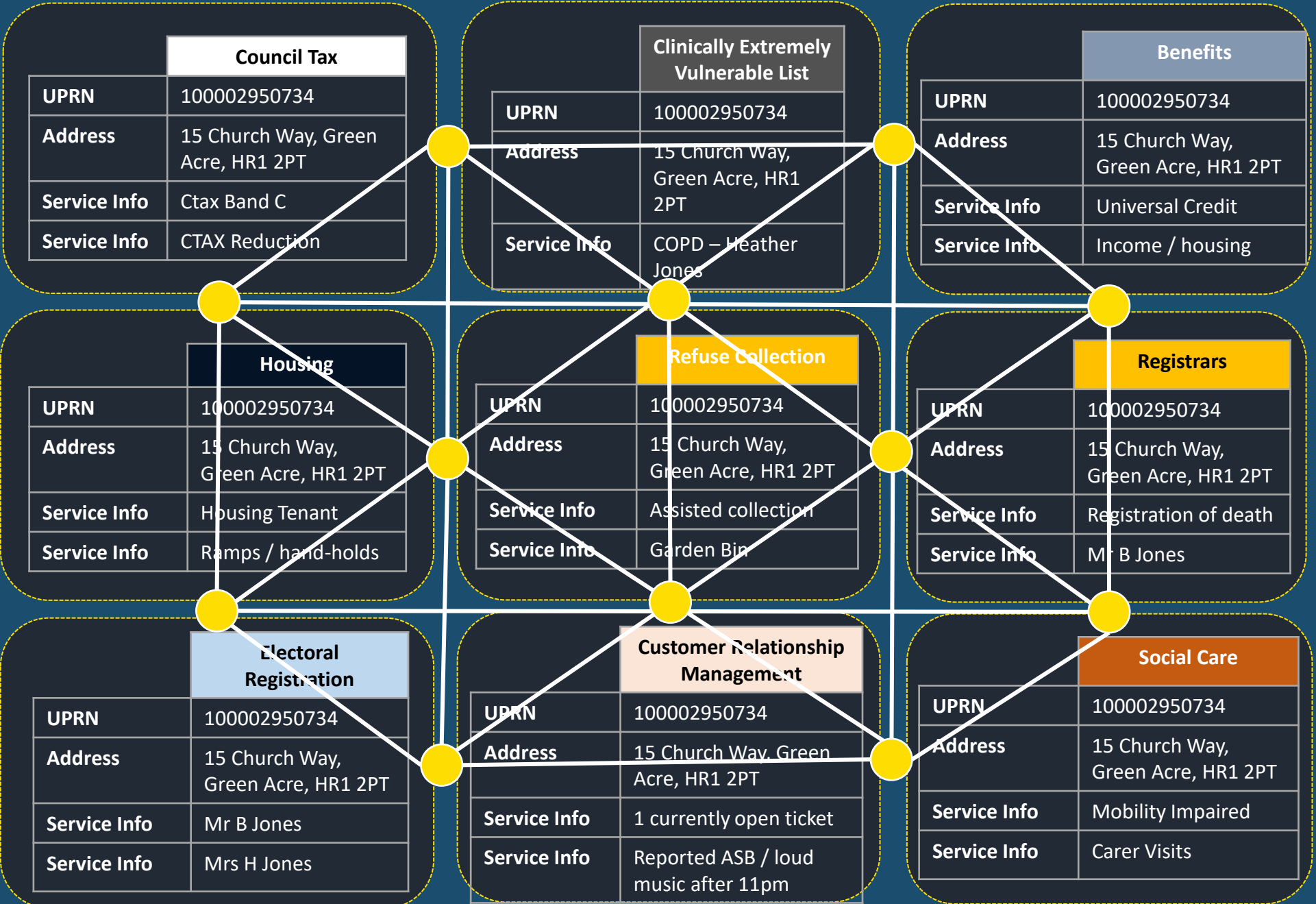


The UPRN is the most effective tool for gaining insights across the public sector

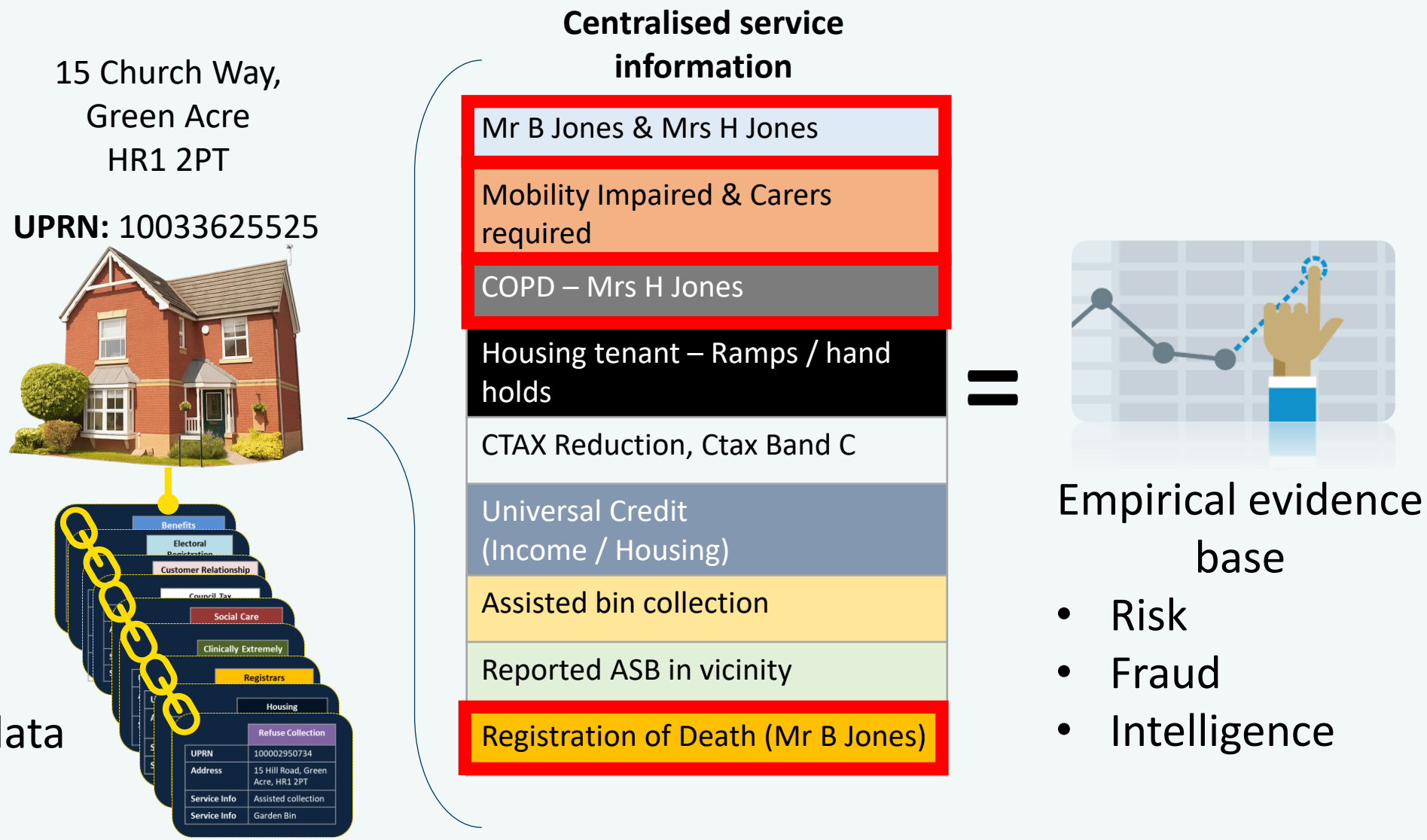
Show me everything we know in the organisation about

UPRN 10033625525
15 Church Way,
Green Acre
HR1 2PT

Linking with the UPRN creates intelligence



Creating a foundation for data-driven decision making



Case study: Barnsley Council - using UPRNs to build a Vulnerability Index

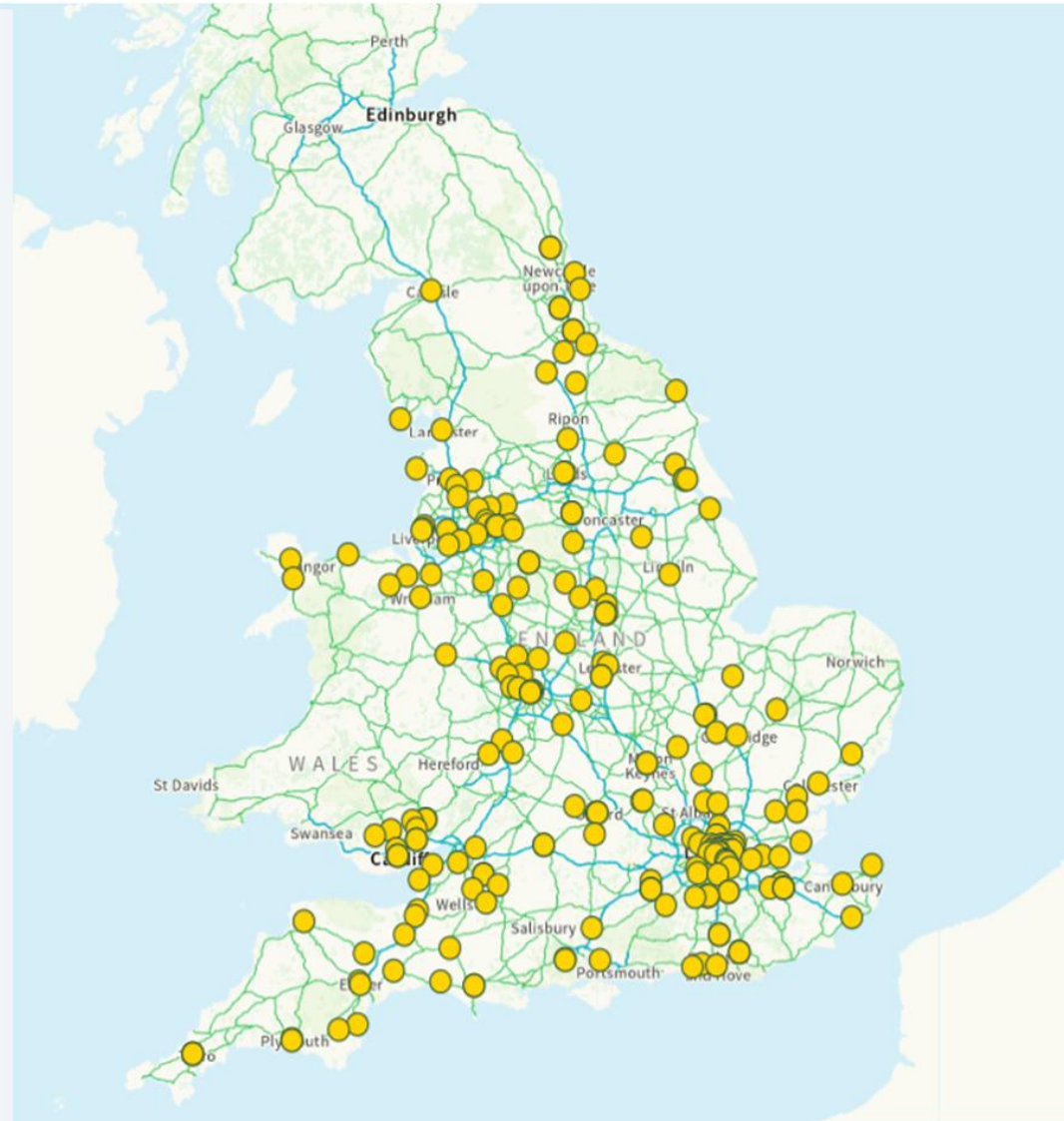


Don't just take my word for it on the better outcomes.....

Search Case Studies

FILTERS

- ☐ Addresses
- ☐ Bins, waste & environment
- ☐ Business & licensing
- ☐ Channel shift
- ☐ Community safety
- ☐ Community, people & culture
- ☐ Conference
- ☐ Conference 2021
- ☐ Council property
- ☐ Council tax & NDR
- ☐ Customer contact & services
- ☐ Data management
- ☐ Democracy
- ☐ Economic development
- ☐ Education & skills
- ☐ Emergency services
- ☐ Environmental protection
- ☐ Fraud
- ☐ Health & social care
- ☐ Highways
- ☐ Housing
- ☐ Information & communication technology



Return on Investment



Adoption and further utilisation of Address and Street data:

Up to £384m savings between 2022-2026

- Waste Management
- Highways Asset Management
- Adult social care
- Education
- Planning
- Environmental Health

<https://www.geoplace.co.uk/local-authority-resources/guidance-for-custodians/roi-analysis-2022>

How to adopt a “UPRN first” approach



People – Awareness, benefits and buy-in

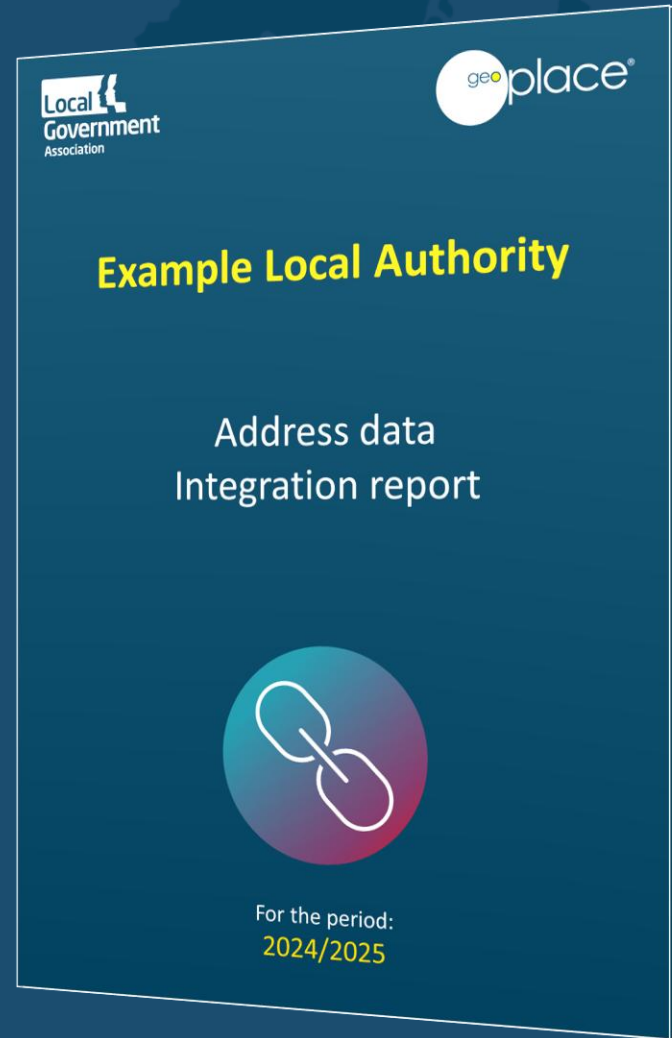
- Individual report on how well an authority is using address data and its UPRN

- Breaks usage down across **12 Key service areas**:

- Building control
- Council tax
- CRM
- Education management
- Electoral registration
- Environmental health
- Housing
- Land charges
- Planning
- Refuse collection
- Social care (Adult)
- Social care (Children's)

- Highlights case studies and benefits for each
- Emphasis on how to improve and resources

Communications@geoplace.co.uk



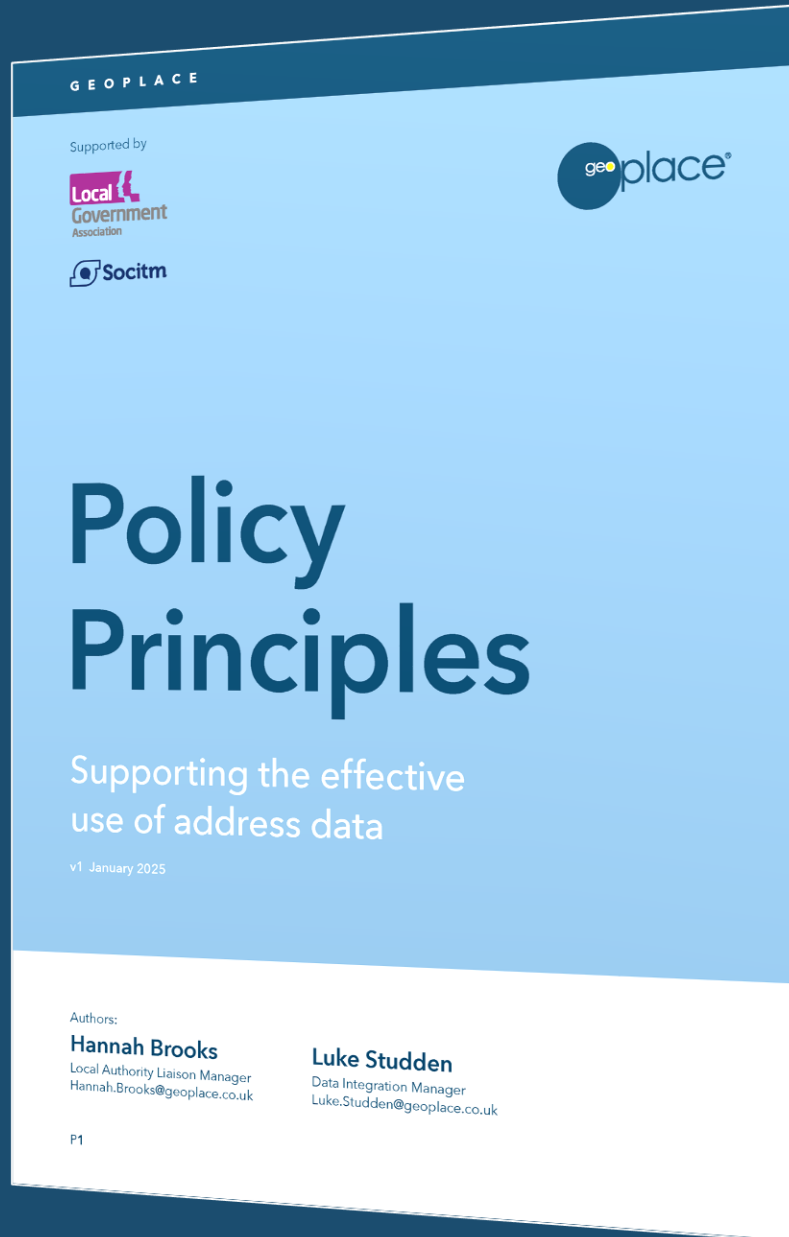
Your service scorecard - Performance

Looking at each service area individually

- 5 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 10.
- CRM, housing, environmental health, social care (children's), social care (adult)

SERVICE AREA	INTEGRATION MEASURES			INTEGRATION SCORE (Max 10)	COMPARED TO SERVICE'S NATIONAL AVERAGE
	RELIANCE on the UPRN	CURRENCY of Address Data	METHOD of Update		
CRM	0	5	0	1.7 / 10	⚠ Below (7.3)
Housing	0	5	0	1.7 / 10	⚠ Below (5.4)
Environmental health	0	8	9	5.7 / 10	⚠ Below (7.8)
Social care (children's)	0	3	9	4 / 10	⚠ Below (5.2)
Social care (adult)	0	3	9	4 / 10	⚠ Below (5.2)
Refuse collection	10	9	5	8 / 10	✅ Above (7.6)
Education management	5	8	9	7.3 / 10	✅ Above (5.9)
Planning	10	10	10	10 / 10	✅ Above (8.5)
Land charges	10	10	10	10 / 10	✅ Above (8.3)
Building control	10	10	10	10 / 10	✅ Above (8.2)
Electoral registration	10	9	9	9.3 / 10	✅ Above (6.7)
Council tax	10	9	5	8 / 10	✅ Above (4.2)

Processes – Policy as a tool for adoption



<https://www.geoplace.co.uk/local-authority-resources/how-to/policy-principles>

Systems – Establishing what is possible

No.	Question
1	What address data products can the system work with? For example Local Land & Property Gazetteer (LLPG), OS AddressBase products or the OS National Geographic Database (NGD) Address theme?
2	Instead of using file-based datasets mentioned above, can the system utilise an API such as the Ordnance Survey Places API to consume address data?
3	If file-based sources can only be used, does the system have an import utility to load the data?
3a	(If yes to Q3) Is this import utility included as standard or would it need to be purchased?
4	What is the highest frequency address data can be loaded e.g. daily, weekly?
5	Can address updates be scheduled to run automatically or is it a manual process?

6	Does the system allow users to manually enter in an address if they cannot find it in the address lookup?
6a	(if Yes to Q6) <i>For an address which has been manually entered, is it possible to retrospectively update this with its actual UPRN if one is assigned?</i>
6b	(if Yes to Q6) <i>If the above is possible, is this an automated update process or is this manually done by the user on a case-by-case basis?</i>
6c	(if Yes to Q6) <i>If a property has been manually entered but is subsequently loaded and appears in the address lookup, is there a process to de-duplicate or merge these entries to avoid duplication and incorrect logging by users?</i>
7	Can a list of addresses <u>with</u> a UPRN be exported from the system?
8	Can a list of addresses <u>without</u> a UPRN be exported from the system?

Key points

1. Discover more www.geoplace.co.uk

2. UPRNs matter because they can improve:

1 Accuracy

2 Understanding

3 Insights

**Better
outcomes**

3. We are here to help: support@geoplace.co.uk

“UPRNs in practice - access, use and apply address data”

Thursday 4th December 09:15-10:30



[Sign up here](#)



Thank you

Questions

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