

**Tuesday 22<sup>nd</sup> April 2025**  
**Convene, 155 Bishopsgate, London, EC2M 3YD**  
 UPRN 10091906378 · USRN 8100056



# GeoPlace Annual Conference 2025

## Connecting People and Places



## GeoPlace annual conference, exhibition and Exemplar Awards

The essential event for local authority address and street Custodians, SNN Officers and local authority data users

**Register to attend the conference at:**

<https://registration.crowdcomms.com/gpc2025/register>



# About you

The conference is a celebration of the work that local authority address and street Custodians and SNN Officers, Traffic Managers and Street works Managers do every day.

You are responsible for maintaining address and street data, SNN and street works within your area. You ensure every property and street is correctly recorded, named, and numbered according to national standards—providing the foundational data that underpins public services, planning, and emergency response. This event is for you, to recognise and celebrate your work.

## About the conference

The GeoPlace annual conference is an opportunity for around 500 address, street and geographic information experts from across the UK to come together in person to network; share information; and listen to a wide range of speakers who connect people and places in their day-to-day work using address and street data.

Creating effective services for people and communities starts with having reliable, up-to-date data. When we know **where people live and what they need**, we can design services that truly meet those needs.

Understanding **where** change is happening—from new housing developments to evolving community infrastructure—depends on accurate geographic data. At the heart of this are **address and street data**, powered by up-to-date address (UPRN) and street (USRN) data. These unique identifiers are the vital links that **connect people, places, and public services**, making smarter, more responsive service delivery possible.



Attendees at our last event said attended because:

- “It’s very important to see best practice on action and to learn from your peers”
- “Having not had the opportunity to attend a conference in 5 years, I really wanted to reconnect in person with GeoPlace staff and other LLPG Custodians. The case studies and presentations are great to be able to see what other councils are doing with the data and what is possible
- “I attended because I wanted to catch up with colleagues across the county, to feel part of the addressing/geospatial community, to hear the interesting talks on the wider applications of our work and to meet exhibitors – both new and familiar”
- “Because it is good to network with people in the same line as work with you. Addressing and streets tends to be a single person and whilst the Khub is great, it’s nice to actually be with people who understand what you do and feel like the work we are doing is worthwhile”
- “It’s the only conference that I know of that is relevant to my job, it’s a good opportunity to informally chat with exhibitors”

The conference website, including agenda and registration is available at <https://www.geoplace.co.uk/news-events/events/conference>





# It's your data

The conference will explore several service areas where your work makes a difference:

- The Bank of England uses it to explore the significant risks and impacts of flooding on businesses in the UK
- HMRC uses it to drive interoperability across its tax and revenue databases
- The LGA is using it to advise on preventing and coordinating street and road works
- Central government and the fire service uses it to build safety into tall building and track progress on house building
- Other local authorities use it to:
  - Transform streets works planning and coordination
  - Link schools, health, and GP data for better child outcomes
  - Manage assets
  - Unlock funding
  - Support vulnerable people in emergency planning
  - Integration data across an authority
- The DfT uses it to assess road funding for local authorities

## Roundtables

And back by popular demand – roundtable discussion sessions – designed to foster collaboration and exchange ideas. They are a valuable platform for networking and gaining perspectives on the challenges and opportunities in issues such as gazetteer management, integration challenges or working with colleagues across your authority or with partners.

We'll also look at the benefits of data integration and explain how UPRNs and USRNs are key to almost everything that's delivered or achieved by councils. As the Local Government Association says:

“The UPRN should be fundamental to all data matching and, therefore, to all data analysis. This would ensure that disparate data sets and innovative applications of data can be blended to provide insight and understanding about residents and businesses, which is needed to deliver area-based services effectively on the ground. Every authority has common focal points, such as housing, education, welfare and highways. When the UPRN is added to each siloed department's data, the whole organisation benefits. It becomes a much simpler exercise to link inter-departmental information.”

The LGA will also be there to shine a spotlight on local government's Best Kept Secret – which is your role and your work

# Support, insights, advice, guidance and CPD

As well as compelling presentations, the event will provide you with practical support, insights, advice, guidance and CPD.



## Keep traffic moving

The GeoPlace consultancy team are leading experts in the transport network and highways sector, with years of experience supporting authorities to optimise data to deliver efficiency for stakeholders and to residents. A recent article in UKAuthority outlines how [GeoPlace works with authorities to cut congestion on the roads](#). The team will be on-hand to discuss additional services that we can offer to authorities such as:

- Lane Rental Scheme Implementation
- Permit Scheme Reviews
- Traffic Sensitive Reviews
- Reinstatement Reviews
- Additional Street Data Reviews
- Network Reviews

## Support

GeoPlace support sessions will take place throughout the day in the exhibition room. The team is available for with 1-2-1 and advice.

## Data clinic

The GeoPlace Insights team will also be on hand to demo work around Traffic Sensitive Streets and Public Rights of Way, as well as our work on linked data. We have matched a number of national datasets to UPRNs that are available to local authorities free of charge, to help in your own analysis and as a source of further intelligence for Custodians. These include And Domestic Energy Performance Certificates (EPC and HMLR Price Paid

## Street Naming & Numbering Officer Network

Meet with the team to discuss the [Street Naming and Numbering Code of Practice](#). The Code is designed to provide guidance and support for SNN Officers when doing their day-to-day job. We'll be demonstrating examples of our forthcoming scenarios, which provide specific guidance when managing real world challenging housing and property developments that require new street names and property numbers.

## Knowledge Partners

Your time is important. You'll take home much more than keynote presentations from this conference.

We focus on knowledge, skills, professionalism and CPD. We have received 5 CPD points the Royal Geographical Society (RGS) and applied for 4 from the Association for Geographic Information (AGI). They do usually accredit the event and so they should be forthcoming.

You'll also have the opportunity to meet several key organisations at the exhibition, offering guidance and support to professionals working with data, such as:

- Association for Geographic Information
- Geography in Government
- JAG(UK) and HAUC(UK)
- LARIA
- ONS
- Socitm







# Exhibition

Running alongside the conference is the exhibition showcasing suppliers with products and services available to local street and address authorities which can be utilised by your gazetteers.

It's with great thanks to these companies that we can run the event free-of-charge for delegates. Please, do take the opportunity to meet them and get to know how they can help you and your local authority.

An easy way to do this is via the Orienteering Challenge. Take part for the opportunity to win a ££££ in Amazon voucher!

# Exemplar Awards

The Exemplar Awards will be presented in the following categories:



- Exemplar Award
- Data Linking Award
- Peer Award
- Data Quality and Improvement Awards, including:
  - The Improvement Award for Addresses
  - The Improvement Award for Streets
  - Gold Award for Address Data
  - Gold Award for Street Data
  - Platinum Award for Address Data
  - Platinum Award for Street Data

Find out if you've won a Gold or Platinum Award this year and have your photo taken with your certificate.





## It's your day

A good conference is one that's relevant, information, and enjoyable. With that in mind, we're looking forward to welcoming you as we take part in:

- Breakfast on arrival
- Refreshments throughout the day, including a hearty lunch
- Getting together the night before the conference for a pub quiz and refreshments
- And post-conference drinks.



## Involving other colleagues at your authority

Do you have colleagues who would love to know more about Connecting People to Places?

The GeoPlace conference also welcomes all local authority officers who would benefit from greater insight on how your data is being used.

Your address and street data [gets used by a huge range of people](#), in local authorities and further afield in central government, the emergency services, as well as the property, insurance, retail, logistics and banking sectors.

Whilst the focus of the conference is on you, we also welcome your colleagues who are interested in our world - or in getting to know more about your work.

From experience, we know that other officers - such as Customer Service Managers, Business Intelligence and Analytics Officers, Transformation, Policy and Research Officers and Chief Information Officers - are likely to benefit from the day's agenda too. You can see the [job titles](#) and [organisations](#) of the people who attended our last event.

If you'd like to invite colleagues from those departments - they'd be more than welcome. It's a good way to boost your own profile, and to introduce them to some of the wider applications off address and street data.

Email [communications@geoplace.co.uk](mailto:communications@geoplace.co.uk) if you'd prefer an invitation to come directly from GeoPlace. We'd be happy to extend a warm welcome to your fellow officers.



# Why you should come along

This is **your** conference. We're discussing the issues that matter to your day-to-day work.

We want to give you the tools to help you make the case for resourcing your role, and to highlight why addressing and street data are key to an authority's business. If you're making the case internally, to join us in London, then these key points may help you:

- we feature speakers who use your data to serve the public – it's an event that builds on your work, and helps you to deliver more value to your organisation
- it's about promoting and introducing you to best practice, via knowledge transfer, with practical sessions providing support and training
- you'll hear new ideas and have the opportunity to explore new ways of working – already tried and tested – which you can take back to your authority
- it's a national forum, giving you access to colleagues from across the whole of the UK, as well as other authorities working on the gazetteers
- we reveal developments in local street and address datasets and how they are being used nationally
- you'll see if you've won an Exemplar Award for 2025 for Data Quality and Improvement
- suppliers will be on hand to help you pick up information about software and services that could deliver value to your organisation
- take the opportunity to meet several key groups and industry bodies at the exhibition, offering guidance and support to professionals working with data
- you'll get to meet our Regional Chairs from across England and Wales, as well as hear from the Principal (National) Chairs
- GeoPlace board members from the LGA will be present to 'champion the role of the Custodian' and present the Exemplar Awards
- The ONS and DfT will speak on why your data is fundamentally important for their policy decisions
- the GeoPlace team is on hand, ready to talk through any specific data issues you may have through the GeoPlace Helpdesk
- and you'll collect CPD points – the AGI and Royal Geographical Society have both accredited the conference with 4 and 5 CPD points respectively.

## Can we help you make the business case to attend?

Our annual conference is free of charge for delegates (and travel costs can be kept down by booking advance), but it can still be hard to make the case for attending the event. We're here to help. We're more than happy to contact your line manager directly, explaining the importance of the event for your role. If you'd like us to do this, please email [communications@geoplace.co.uk](mailto:communications@geoplace.co.uk).

Download the 'Letter of justification to attend the conference' from [here](#).

**For more information, and to register for the event, please see the GeoPlace website <https://www.geoplace.co.uk/news-events/events/conference>**

**And please do bring along colleagues who would benefit from understanding how address and street data can break down silos to support digital transformation.**

