

The Value of Location Data: Building the Business Case



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ConsultingWhere
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Agenda



The Business case for Location Data



How to Guide: Nottingham City

Alignment to Policy Drivers
What are the use Cases
Socioeconomic Benefits



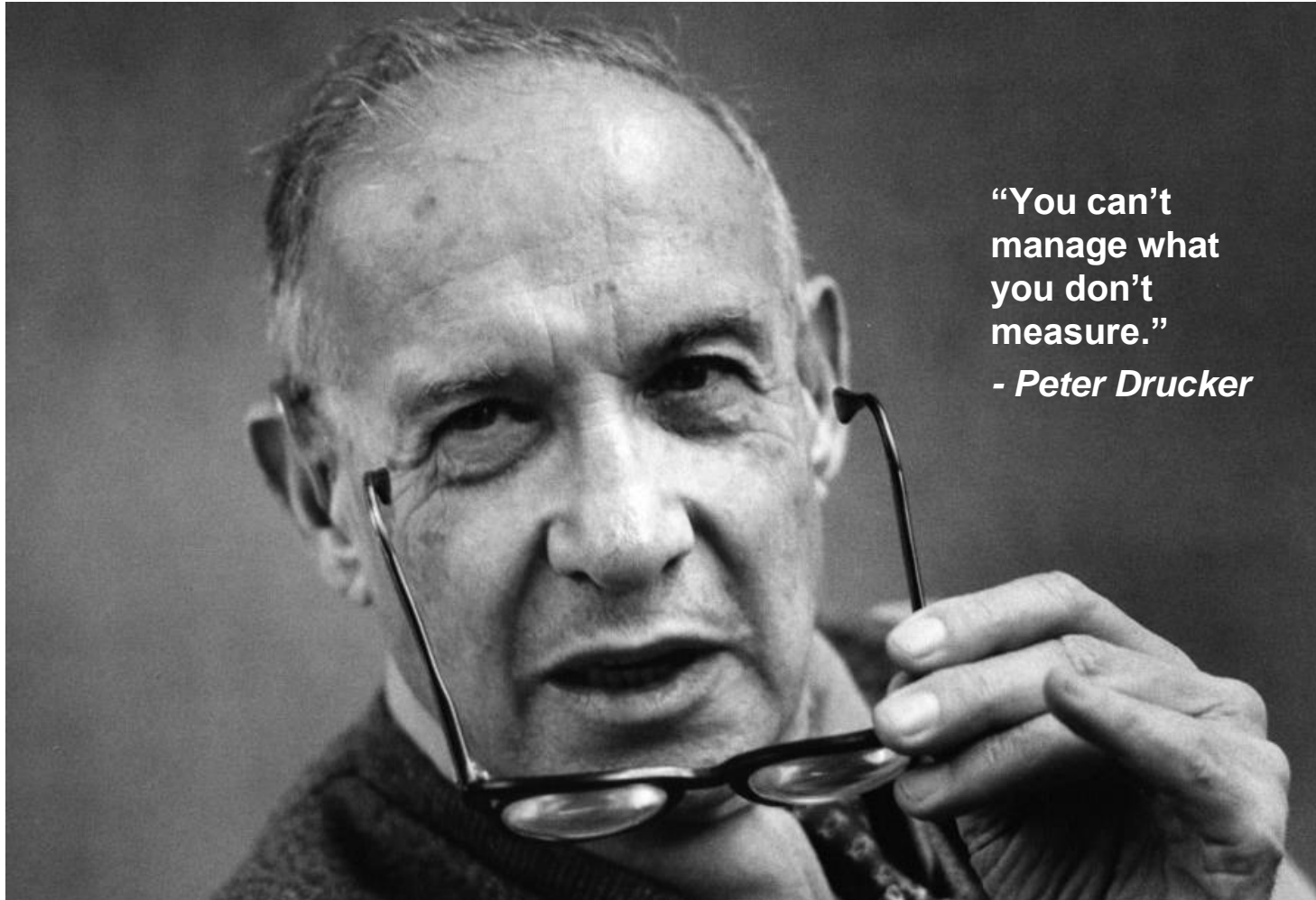
Explaining the Benefits

What is a Business Case?

- A *structured* proposal for *business improvement* that provides a package of *economic, financial* and related information sufficient for *decision making*
- Standard Approach described in the Green Book Treasury Guide:

http://www.hm-treasury.gov.uk/data_greenbook_index.htm

Why? - Policy and Decision Making



Source: <https://www.thefamouspeople.com/profiles/peter-drucker-132.php>

Data Sharing: A Simple Concept

The key benefits are:

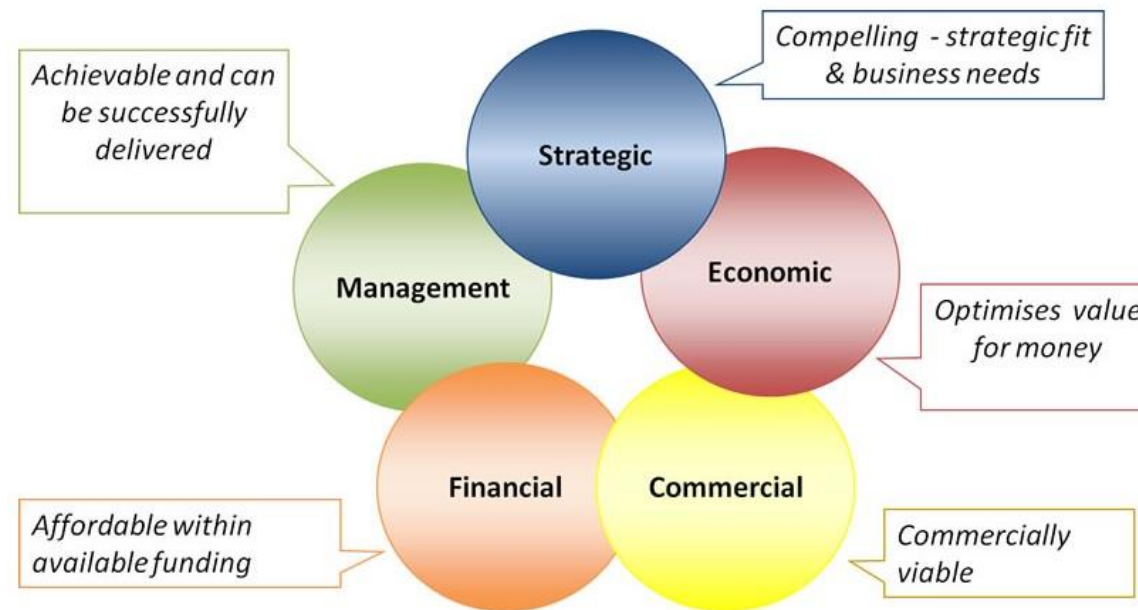
- Creating a single source of the truth **reduces duplication**
- Sharing “canonical” data such as addresses **facilitates authentication**
- Visualising location data **enables new insights and aids public understanding**
- Integrating datasets using location **aids evidence-based decision making**

Building the Business Case



Adopt Standard Practice

- Adoption of standard practices for establishing the business case for investment used by economists and accountants*.
- Cost-benefit Analysis (CBA) used to estimate the flow of costs and benefits over time.
- Business Case should include 5 perspectives:



* [Treasury Green Book Guidance](#)

Alignment to Policy Drivers

Understand senior management priorities:

- What policies are being prioritized by your authority?
- Where is geospatial technology important?

Ref	Policy Theme	Summary Description of Policy or Strategy	Importance of Geospatial Data and Technologies
1	Place Making	<ol style="list-style-type: none"> 1. Delivering the Local Plan and providing the range of housing that people need, particularly affordable homes 2. Making travel across the borough easier 3. Regenerating and improving the town centre and other urban areas 	<p>Local Plan</p> <p>Mobility data, Streetworks</p> <p>Planning system</p>
2	Community	<ol style="list-style-type: none"> 1. Supporting older, more vulnerable and less advantaged people in our community 2. Protecting our environment 3. Enhancing sporting, cultural, community and recreational facilities 	<p>Emergency Services</p> <p>SSSI, Street Cleaning</p> <p>Population Statistics</p>
3	Innovation	<ol style="list-style-type: none"> 1. Encouraging sustainable economic growth 2. Creating smart places infrastructure across Guildford 3. Innovation, technology and new ways of working to improve efficiency in Council services 	<p>Land registry, Addressing</p> <p>Internet of Things</p> <p>Data sharing</p>



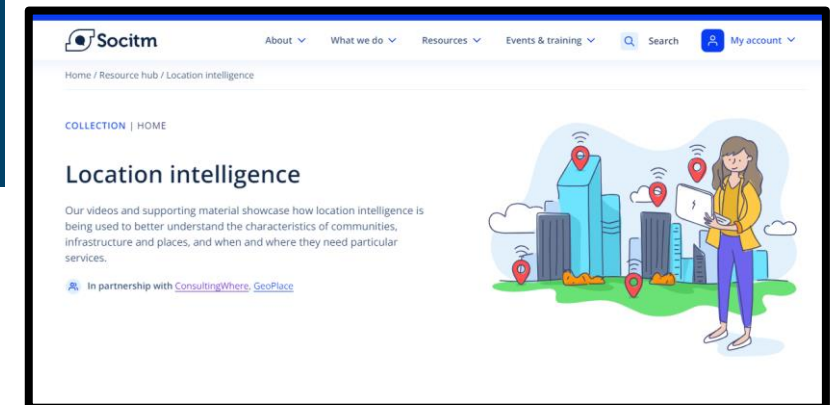
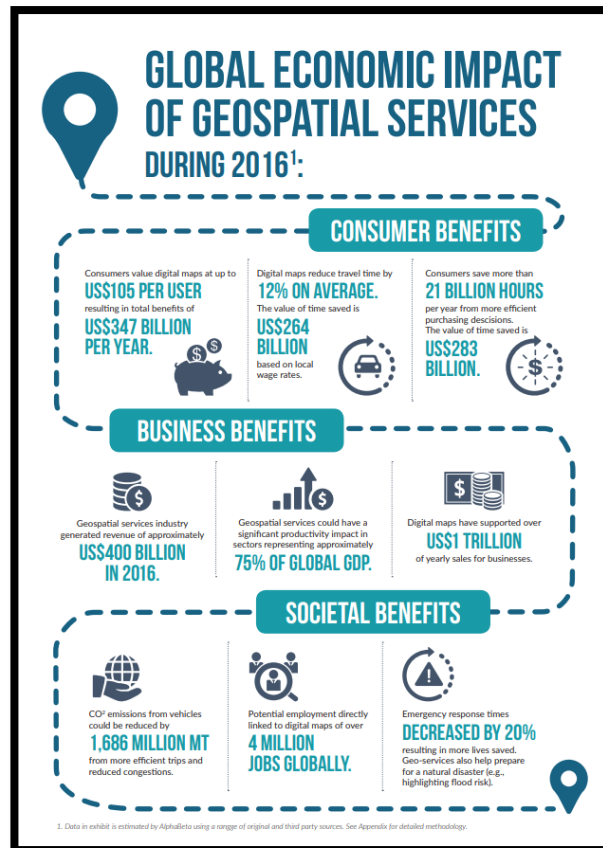
Identify Use Cases

- List out the applications (use cases) where geospatial can “add most” value
- What are the benefits (outcomes)
- Where has it been done already - case studies

Ref	Geospatial Use Case Description	Priority	Primary Outcomes	Principal Data Types and Sources	Case Studies
T2	Street Works Management - the ability to collate requests for digging up roads from utilities and constructors to minimise disruption to traffic flows.		Reduced traffic jams - savings in time for commuters, reduced costs for constructors - with forward planning they can lay multiple assets into a single trench.	Location data for planned roadworks. Location of utilities network OS MasterMap National Address Gazetteer	Case studies - https://www.elgintech.com/case-studies
P3	Improved Urban Planning: through availability of enhance spatial data, particularly Digital Twin models		Better and more efficient management of urban migration and rural development leading to improved decision making on public infrastructure and service provision.	Local Plan OS MasterMap Digital Twin National Address Gazetteer	Case studies – Helsinki https://www.virtualhelsinki.fi/

Measuring Socio-economic Impact

- Increasing number of recent economic studies indicate the value of geospatial information, new resource recently created of published studies www.geovsi.org
- Used these exemplars to “jump start” the analysis
- URLs in the slide notes



Financial Model

- Benefits of data sharing scaled for Nottingham from national study referenced above
- Supplemented by local specific studies (Details follow in next presentation).

Results (2018-22)

- Nottingham City's use of address and street data, generated an estimated:
 - return on investment (RoI) of 4:1
 - Cumulative Net Present Value £4.1m

Predicted (2023-26)

Future integration, particularly with revenue and benefits system, could increase this return significantly.

Return on Investment Analysis

Assessing the Socio-economic Value of Address and Street Data to Nottingham City Council

Final Report
September 2023



Nottingham
City Council



Explaining the Benefits

This is about Storytelling

- Is it compelling?
 - Assemble a few strong arguments
 - Relevant to current priorities
- Keep it Short
 - Rule of Thumb on the web is a maximum attention span being 90 seconds
- Easily Understood?
 - Avoid tech talk
 - Focus on the outcomes
- Use Visuals
 - Few words
 - Graphs and Pictures important

Contact Information

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