



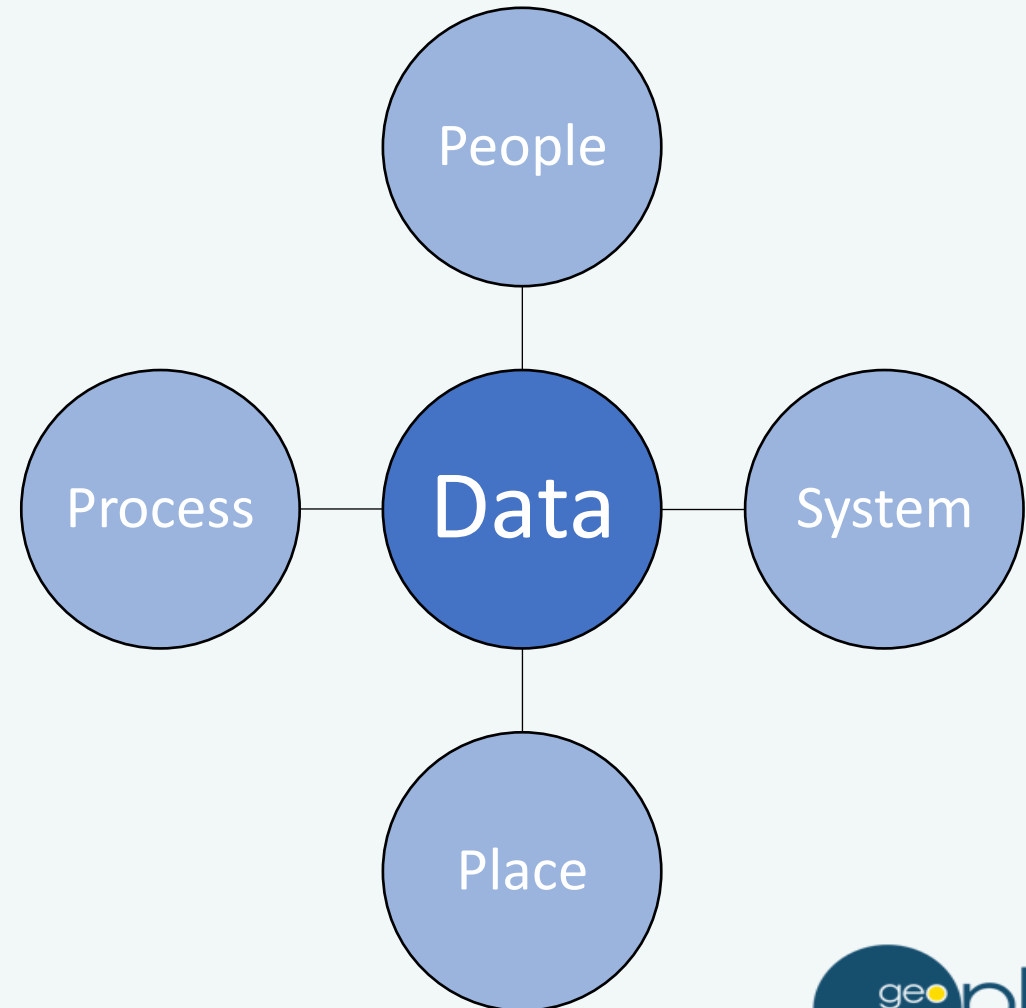
# How to achieve efficiencies through location data

Nick Chapallaz, MD, GeoPlace LLP



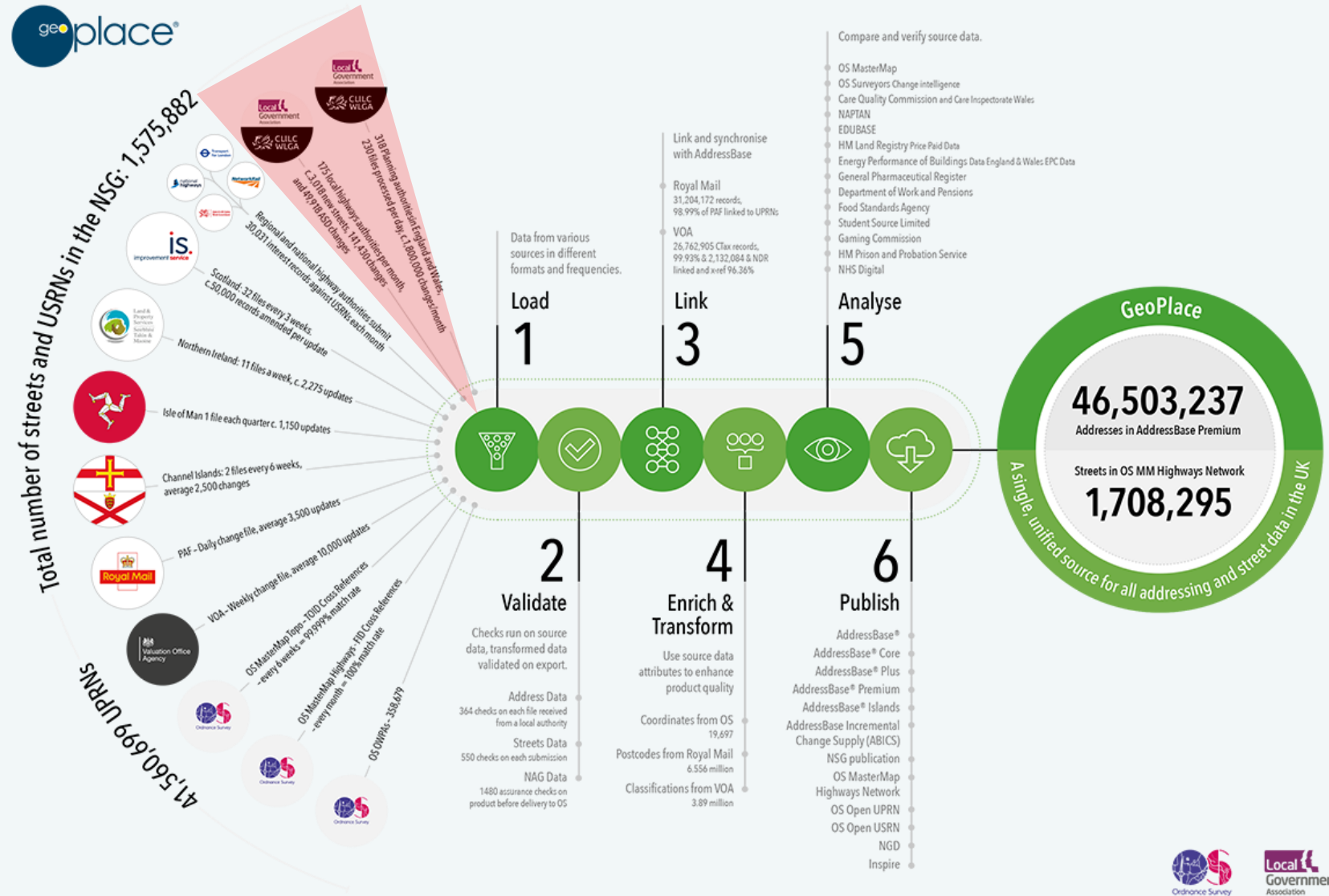
# Data connects teams, processes and organisations – national infrastructure

- Good government and business demand data management excellence
- Process and data are the drivers **not** systems and technology
- Data quality is paramount to linking, automation and right first time



# It's your data and you have it already

# You create authoritative street and address data and UPRNs and USRN



UPRN and USRN are the most effective tools for linking

Imagine being able to ask:  
*“Show me everything we know in the organisation about...”*



**UPRN** 10033625525

**USRN:** 4601460

15 Church Way,

Green Acre

HR1 2PT

# Unique identifiers makes data linking possible.

## Linking data brings:



**Accuracy and certainty** – knowing you are dealing with the same entity



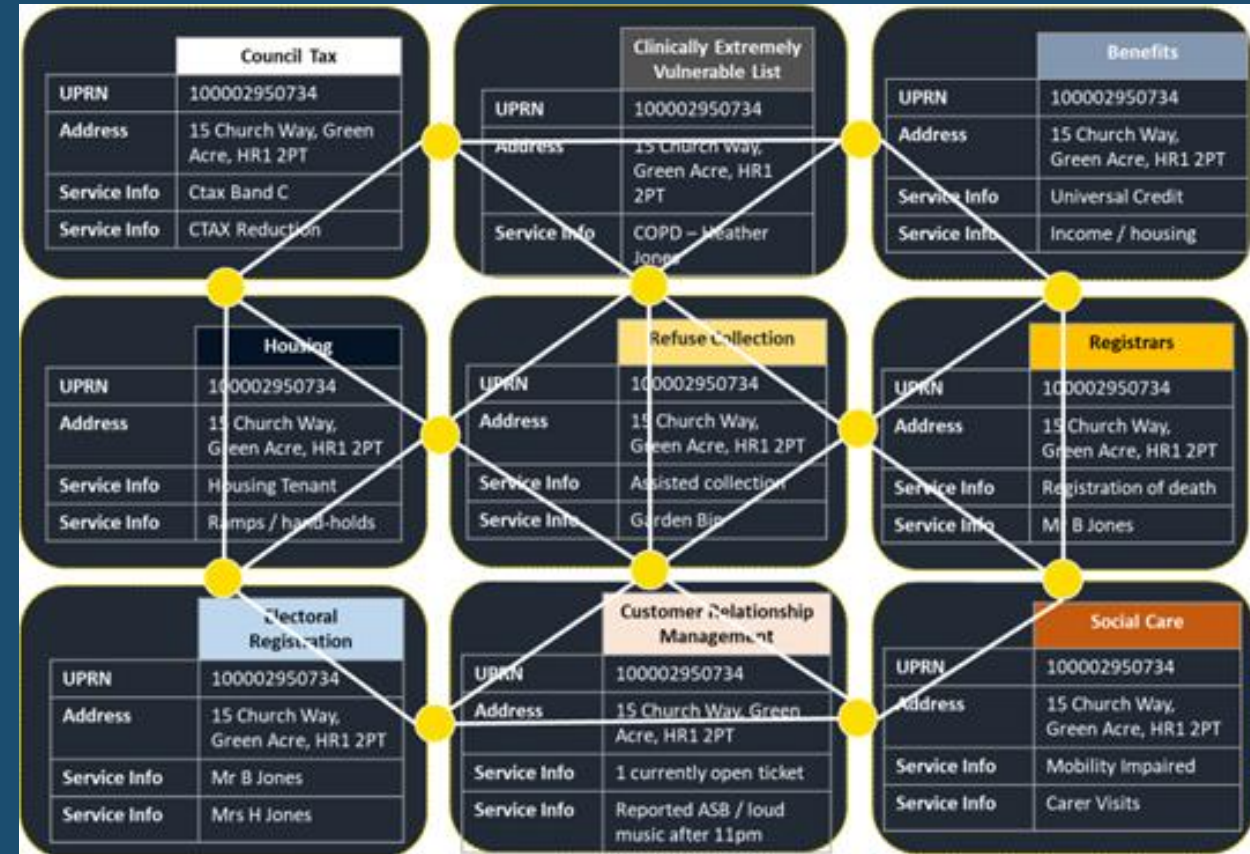
**Efficiencies** – remove silos, connect processes and automate



**Intelligence** – Better informed decisions ensure better outcomes



**Innovation** – capability for new services in new ways

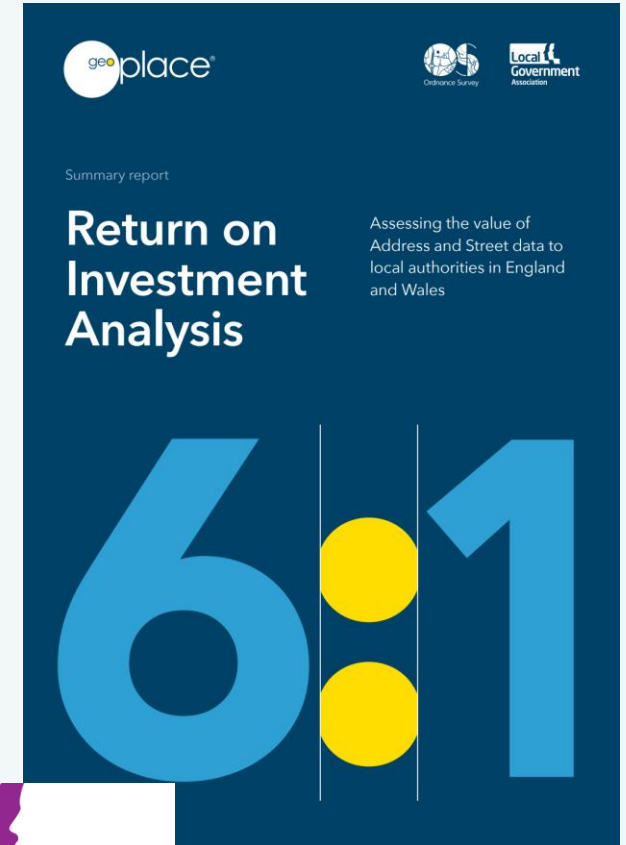


# Powerful data at the heart of your authority - don't just take our word for it.

*“The LGA believes UPRNs and location data are key to almost everything that’s delivered or achieved by councils.”*

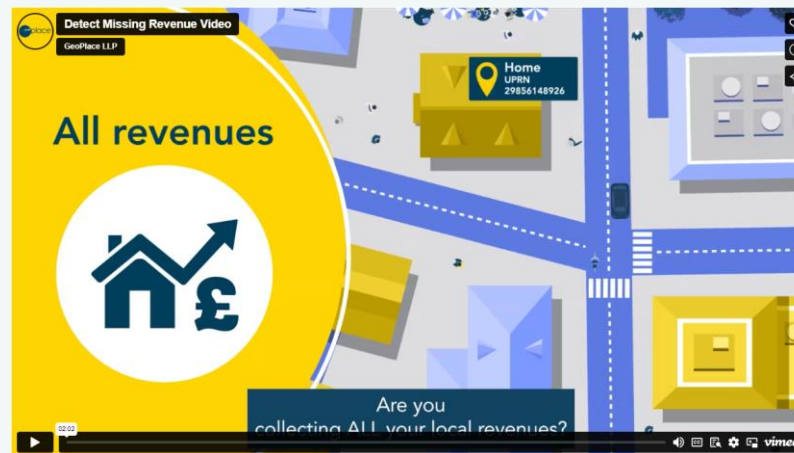
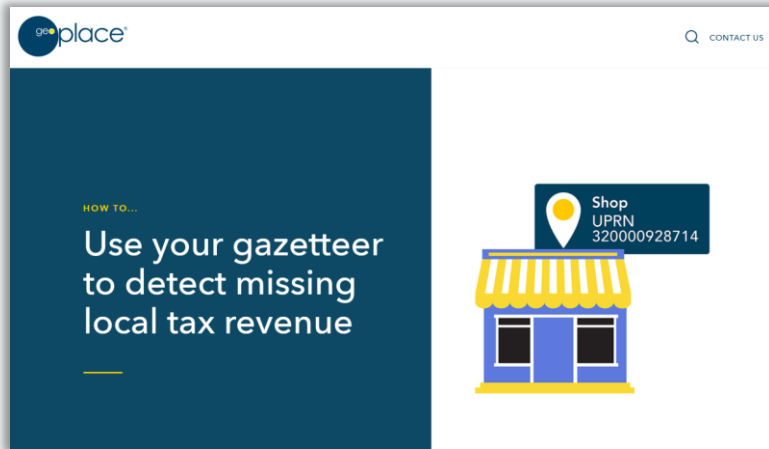
*“For example, confirm that a more vulnerable family receiving social care is also benefiting from the right council tax benefits, or that commercial buildings are paying the right amount of business rates.”*

In July 2020 the Open Standards Board **mandated the use of the UPRN and USRN for use by Central Government** in new systems and they were also released under the Open Government License





# An example opportunity – missing local tax



Search:  
*'detect missing local tax'*

- North Somerset Council - **£7,000,000** recovered from one complex, commercial site and ongoing revenue collection of **£175,000** each year
- Leeds City Council [here](#) and [here](#) - discovered **£92,826** additional annual revenue
- Bath & North East Somerset - collected an extra **£320,000** in business rates from data matching
- Salford City Council - reduced their outstanding council tax queries by **43%**
- A consortium across Wales - identified over **£850,000** missing revenue, a return of 7:1.
- Barnsley Council - found an additional rateable value for all new premises in the region of **£170,000**
- Huntingdonshire District Council - data matching identified back charging of **£230,000** with additional annual income of **£50,000**.

# Exemplars - be inspired and learn from other authorities

### UPRN Integration in Rushmoor's Digital Services

Rushmoor Borough Council created a system to automate many elements of their waste management service. As a result, they've reduced calls about missing bins, and there's also been a larger uptake of the Bulky Waste and Garden Waste services. This brings in a significant amount of revenue for the council, which is being reinvested in service improvements for the community.

**RUSHMOOR BOROUGH COUNCIL**

### Case Studies

Are you looking for a case study on street data? Want to read a case study about addressing, or how to engage more effectively with your own authority? We capture the results from local authorities and Custodians' work across England and Wales, showing how valuable UPRNs, USRNs, street and address data is for society, people, businesses, and decision-making in general. Using address and street data to help realise the power of place. [Sign up here to receive notifications of new Case Studies.](#)

**MAP VIEW** **FULL VIEW**



**Filters:**

- Addresses
- Bins, waste & environment
- Business & licensing
- Channel shift
- Community safety
- Community, people & culture
- 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

### Development of GIS as a key service for Maldon District Council

Spatial information enables smarter working and collaboration. The recent launch of its new Internal mapping system, Maldon District Council works with GeoPlace to maintain and update its maintained data, providing a single source of truth for officers and councillors.



**MALDON DISTRICT COUNCIL**

### Deriving multiple savings by integrating UPRNs into council systems

Leeds City Council has integrated Unique Property Reference Numbers (UPRNs) into its systems, providing a fuller picture of address data and assisting in asset management. The UPRNs also played an essential role in the council's Covid response strategy.



**Leeds CITY COUNCIL**

### Case Study BRINGING LOCATION TO LIFE

### Environment Roads and Facilities Digital Transformation Project

**CONWY**  
CYNGOR BWRDEISTREF SIROL  
CONYNGOR BOROUGH COUNCIL

**Nottingham City Council**



# Government relies on your data – driven by imperative and mandate for use of UPRN / USRN



census 2021

National Underground Asset Register

Department for Work & Pensions



Geospatial Commission

Department for Transport



Health & Safety Executive



National Audit Office



HM Revenue & Customs



Department for Levelling Up, Housing & Communities



## Tell Us Once - DWP

Part of **What to do when someone dies: step by step**

Tell Us Once is a service that lets you report a death to most government organisations in one go.

This guide is also available in [Easy Read format](#).

## Building safety Register

**Register a high-rise residential building**

It is a legal requirement to register high-rise residential buildings that are at least 7 floors high, or 18 metres tall or higher, with two or more residential units by 1 October 2023.

The fee to register each building is £251.

If you are the principal accountable person for your building or have been authorised to complete registration on their behalf, you can begin your application.

**Apply to register a high-rise residential building**

**Before you start your application**

Please read further guidance on **applying to register a high-rise residential building** and begin to prepare the information you will need. This includes:

- the number of floors at or above ground level
- its height in metres
- the number of residential units
- the year it was originally built
- its address or addresses

We'll also ask you about the **principal accountable person** and any other accountable persons.

## Register to Vote

Home > **Coronavirus (COVID-19)** | Rules, guidance and support

Home > **Citizenship and living in the UK** > **Voting**

## Register to vote

You can use this service to:

- get on the electoral register so you can vote in elections or referendums
- update your name, address or nationality by registering again with your details
- get on or off the open register

This service is also available in [Welsh \(Cymraeg\)](#).

**Who can register**

You must be aged 16 or over (or 14 or over in Scotland and Wales).

## National Fraud Initiative

Home > **Government** > **Government efficiency, transparency and accountability**

## National Fraud Initiative

Reports, guidance and case studies for the National Fraud Initiative (NFI), a data matching exercise that helps prevent and detect fraud.

From: **Cabinet Office**  
Published: 20 March 2019  
Last updated: 21 April 2022 — [See all updates](#)

**Contents**

- Working with the National Fraud Initiative
- Public sector
- Private sector
- About the National Fraud Initiative
- National Fraud Initiative reports
- Press releases

The National Fraud Initiative (NFI) is an exercise that matches electronic data within and between public and private sector bodies to prevent and detect fraud.

**Related content**

- National Fraud Initiative
- National Fraud Initiative specifications
- Getting part in the National Fraud Initiative
- National Fraud Initiative data specifications
- Uploading data to the National Fraud Initiative

**Emergency Alerts** Test on Sunday 23 April, 3pm

## Check your Council Tax band

Find out the Council Tax band for a home in England or Wales by looking up its address or postcode.

For homes in Scotland, search on the [Scottish Assessors](#) website.

You can also use this service to challenge your Council Tax band if you think it's wrong. You'll need to provide [evidence for your challenge](#).

**Start now >**

**Other ways to apply**

You can also call or email the Valuation Office Agency (VOA) to challenge your Council Tax band if you cannot use the online service.

Valuation Office Agency  
[cto@voa.gov.uk](mailto:cto@voa.gov.uk)  
Telephone (England): 03000 501 501  
Telephone (Wales): 03000 505 505  
Monday to Friday, 9am to 4:30pm

## Order Covid19 test packs

GOV.UK **Get a coronavirus test**

ALPHA This is a new service – your [feedback](#) will help us to improve it.

## Order summary

Home address 37 CLARENDON ROAD NORWICH nr2 2pn [Change](#)

Delivery address Same as home address [Change](#)

## Disclaimer

By ordering a pack of 7 rapid lateral flow home test kits, I confirm that:

- The information I've provided is up to date and correct
- I agree with the [Terms and Conditions](#) and [Privacy Policy](#) of this service
- I am happy to be contacted about my order
- I am 18 or over

Yes, I confirm that all the above apply

**Place order**

## EPC listings

Energy Performance Certificate (HM Government)

Dwelling type: Semi-detached house Reference number: 101627 existing dwelling

Date of assessment: 20 September 2016 Type of assessment: Full EPC

Date of certificate: 21 October 2016 Total floor area: 125 m<sup>2</sup>

Use this document to:

- Compare current ratings of properties to see which properties are more energy efficient
- Find out how you can save energy and money by installing improvement measures

**Estimated energy costs of dwelling for 3 years**

Over 3 years you could save	£ 11,810
Estimated energy costs of this home	£ 6,012

**Estimated energy costs of this home**

Current costs	Potential costs	Potential future savings
Lighting £ 420 over 3 years	£ 252 over 3 years	
Heating £ 5,600 over 3 years	£ 4,464 over 3 years	You could save £ 6,012
Hot Water £ 1,940 over 3 years	£ 1,365 over 3 years	
<b>Total</b> £ 11,810	<b>£ 4,988</b>	

These figures show how much the average household would spend in this property for heating, lighting and hot water and hot water over 3 years for individual households. They exclude energy use for running appliances and electricity generated by renewable generation.

**Energy Efficiency Rating**

The graph shows the current energy efficiency of your home. The higher the rating the lower your fuel bills are likely to be. The potential rating shows the effect of undertaking the recommended energy saving measures. The average energy efficiency rating for a dwelling in England and Wales is band D (74).

The EPC rating shown here is based on standard assumptions about energy use and may not reflect how energy is consumed by individual occupants.

**Top actions you can take to save money and make your home more efficient.**

Recommended measures	Indicative cost	Potential savings over 3 years
1. Flat roof or sloping ceiling insulation	£800 - £1,000	£ 750
2. Cavity wall insulation	£300 - £1,000	£ 2,178
3. Floor insulation (suspended floor)	£800 - £1,200	£ 2,049

See page 3 for a full list of recommendations for this property.

## All DVLA services

GOV.UK Search on GOV.UK

Home > **Transport** > **Number plates, vehicle registration and log books**

## vehicle log book (V5C)

Find out how to get a log book online.

**How to get a log book online**

How to get a new log book if:

- your address has changed
- you've transferred or bought a vehicle

Apply by post if you need to change the vehicle details.

You will usually receive your log book within 6 weeks if you apply by post.

**How to get a replacement log book**

Fill in and send in an [application for a log book \(form V62\)](#).

**Related content**

- Change your address on your vehicle log book (V5C)
- Change vehicle details on a V5C registration certificate (log book)
- Vehicle registration
- Buy a vehicle, step by step
- Tax your vehicle
- Selling a vehicle

**Brexit**

Check what you need to do

# Progressing your integration journey

Make this part of  
your  
**Transformation  
initiatives**

**Remove silos** –  
aim for ‘store once  
use many’

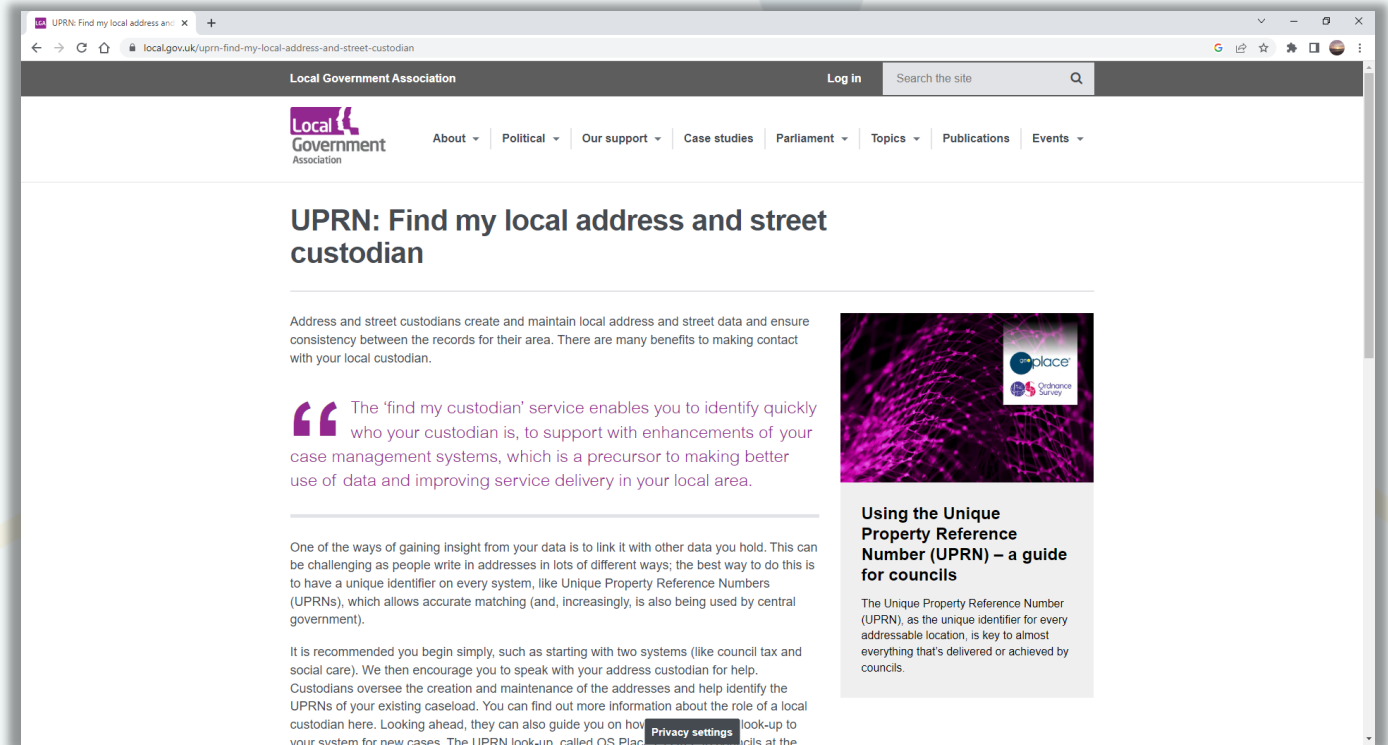
**Value your data talent**  
draw on the knowledge and  
experience of your  
**Custodians and Street  
Naming and Numbering  
officers**



# Who is your custodian?

## Find my local address and street custodian

A precursor to making better use of data and improving service delivery in your local area



<https://www.local.gov.uk/uprn-find-my-local-address-and-street-custodian>

# An individual 'Integration Report' for every authority

Local Government Association geoplace®

## Cambridge City Council

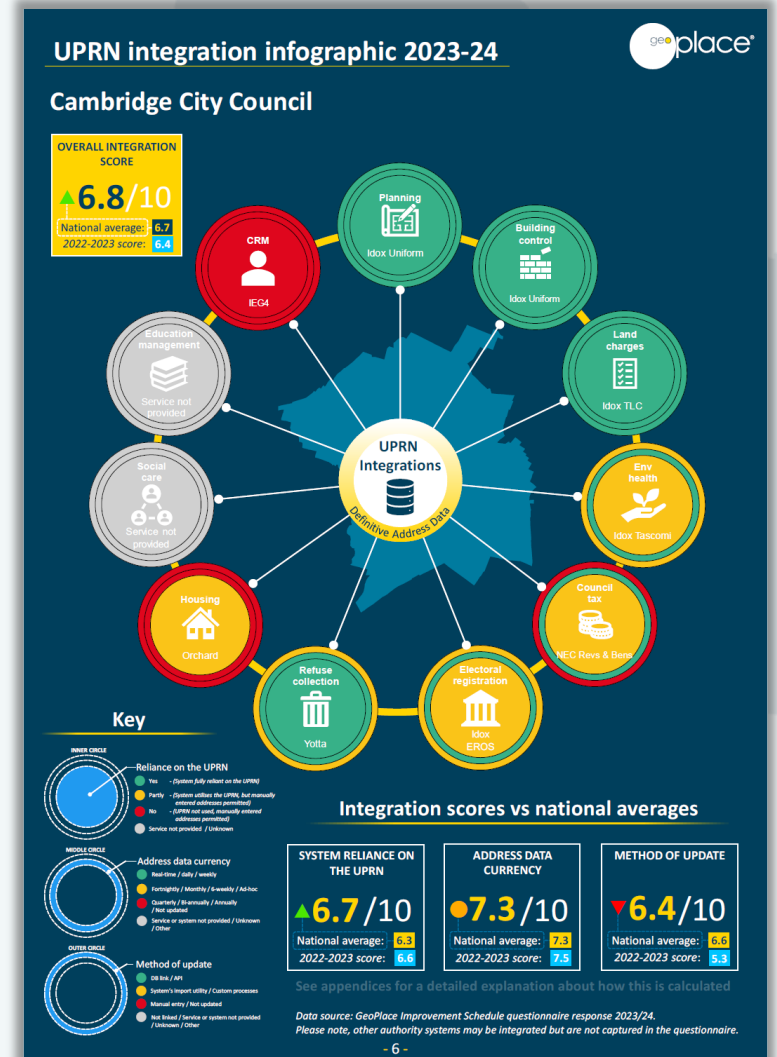
**Address data:**  
Are you leveraging your best kept secret?



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





# An individual 'Integration Report' for every authority

## Your maturity level

Based on your authority's overall integration score of **6.8/10**, your level of UPRN maturity is categorised below.

Your level of UPRN integration maturity is: **Level 3 of 5: ESTABLISHED**

Level	Description	Percentage of Authorities
Level 1	UNESTABLISHED	2.5%
Level 2	FORMING	42.8%
Level 3	ESTABLISHED	35.8%
Level 4	ADVANCED	15.4%
Level 5	OPTIMAL	3.5%

### Level 3 - ESTABLISHED: Characteristics

- 35.8% of local authorities fall within the "Established" category. Your authority is progressing well on its integration journey but further work is required to realise the benefits address data can offer (page 8). Some service areas may be experiencing these already.
- A number of systems are utilising address data and its UPRN, but not all. The quality of these integrations need further refinement in order to achieve effective integration.
- Priority:** Automate processes where possible and ensure address data is updated as frequently as can be in order to support the services consuming it (page 7).

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

- Systems fall into two main categories: those which permit manually entered addresses and those capable of handling the UPRN effectively and mandating its usage. Manually entered addresses can lead to duplication, errors in recording and difficulty in sharing information with other departments. Processes may well be in place to subsequently link these properties to a UPRN to ensure ongoing integrity.

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

- The majority of systems update address data on a daily basis however a large proportion vary with some being weekly, 6-weekly, monthly or ad-hoc. A handful of systems may well update in real-time through the use of an API.

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

- The majority of systems use file based updates and system utilities which are manual in nature. A handful of systems may utilise automated processes to update address data not requiring intervention. Some may even use an API to deliver address data directly to the system.

- 4 -

## Your service scorecard

### Looking at each service area individually

- 2 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.
- CRM, housing

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		
CRM	0	0	0	0 / 10	Below (7.4)
Housing	5	0	0	1.7 / 10	Below (5.2)
Environmental health	5	9	9	7.7 / 10	Above (7.5)
Council tax	5	9	0	4.7 / 10	Above (4.3)
Electoral registration	5	9	9	7.7 / 10	Above (6.6)
Building control	10	9	10	9.7 / 10	Above (8)
Planning	10	10	10	10 / 10	Above (8.3)
Refuse collection	10	9	9	9.3 / 10	Above (7.4)
Land charges	10	10	10	10 / 10	Above (8.1)
Social care	--	--	--	-- / 10	Not provided
Education management	--	--	--	-- / 10	Not provided

- 5 -

## Integration measures & how to improve

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:**

- 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.
- 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:**

- 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.
- 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

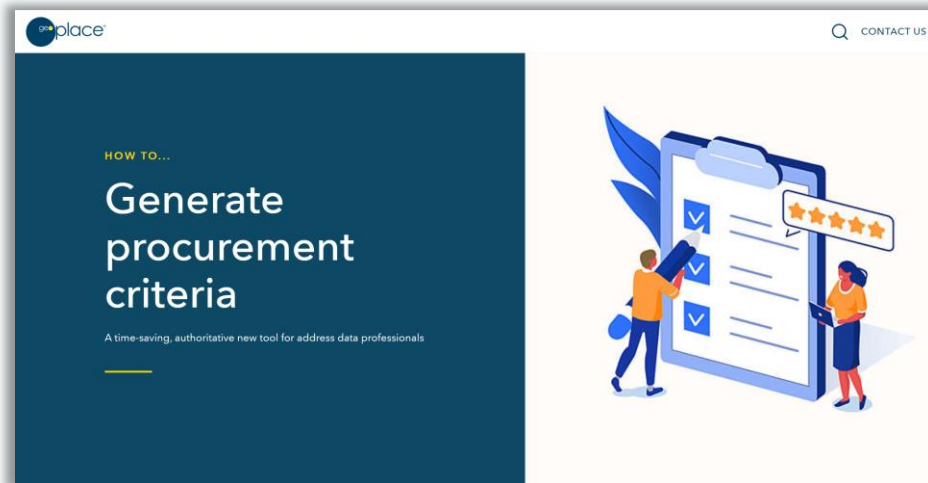
**Why it's important:** Manual, file-based update methods take time, effort and resources to operate. They are prone to errors and have multiple points of potential failure. In contrast, fully automated, dynamic mechanisms such as APIs enable address data to be updated seamlessly with zero or minimal effort and only needs to be configured once.

**How you can improve:**

- 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.
- Aim to implement the most automated option possible.

- 7 -

# Systems dependence – help make UPRN and USRN mandatory via Procurement Criteria



"How do we ensure software will consume address data correctly?"

"How do we make sure it will do it in the best way for us?"

"And how do we make sure that we can purchase software with confidence?"

The image shows the user interface of the 'Procurement Statement Generator for Address Data'. At the top, the Geoplace logo is on the left and a search bar with 'CONTACT US' is on the right. Below the title, a progress bar shows four steps: 1. Establishing Address Data Requirements (highlighted), 2. Identifying an Address Data Product, 3. Contact Details, and 4. Recommended Procurement Statements. The main content area is titled 'STEP 1: Establishing Address Data Requirements' and contains introductory text, a list of systems (Planning, Council Tax, Electoral Registration and Housing), and a question: 'What is the shortest amount of time the service area is prepared to wait for addresses to be updated or added to the system?'. Below this are radio button options: 'A day', 'A week', 'A fortnight', 'A month', and 'Every 6 weeks'. Another question asks 'Are out of authority addresses required?' with 'Yes' and 'No' options. At the bottom, there is a partially visible question about 'Approved' properties.

geoplace®

## Procurement Statement Generator for Address Data

1 Establishing Address Data Requirements 2 Identifying an Address Data Product 3 Contact Details 4 Recommended Procurement Statements

### STEP 1: Establishing Address Data Requirements

This tool creates customised procurement criteria statements describing how address data and the Unique Property Reference Number (UPRN) should be handled in a new local authority system looking to be procured. These statements can be used within the evaluation phase of the procurement process.

The generated statements are specific to each system being tendered for, for example (and not limited to): Planning, Council Tax, Electoral Registration and Housing, recognising that each has differing requirements.

The tool is intended to be used by Local Authority Address Custodians and assumes a working knowledge of address data.

It is important to discuss the questions in "Step 1" with the related service area/team first to establish their requirements and the reliance on address data. The tool takes only 3 minutes to complete.

What is the shortest amount of time the service area is prepared to wait for addresses to be updated or added to the system? \*

A day

A week

A fortnight

A month

Every 6 weeks

Are out of authority addresses required? \*

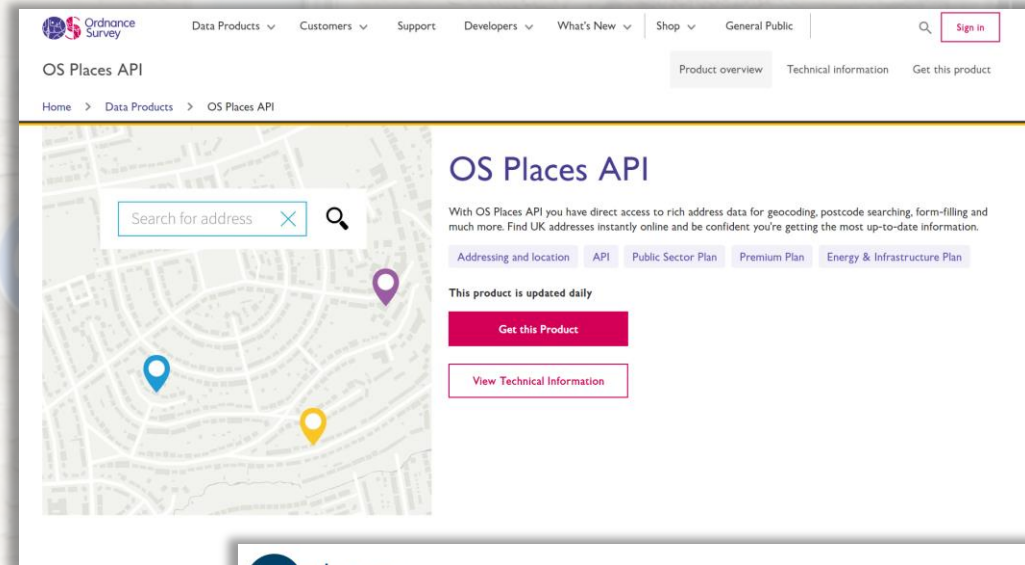
Yes

No

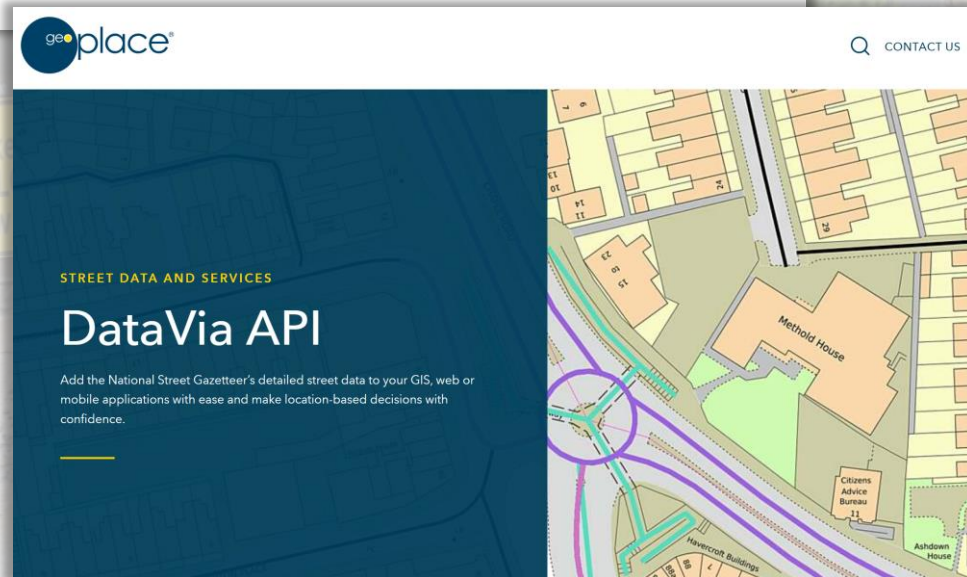
As well as "Approved" (in use, unoccupied, under construction) properties, are any of the following required to be displayed in the system?



# API resources available – links to resources to follow



**OS Places API** – your address data and UPRNs updated daily

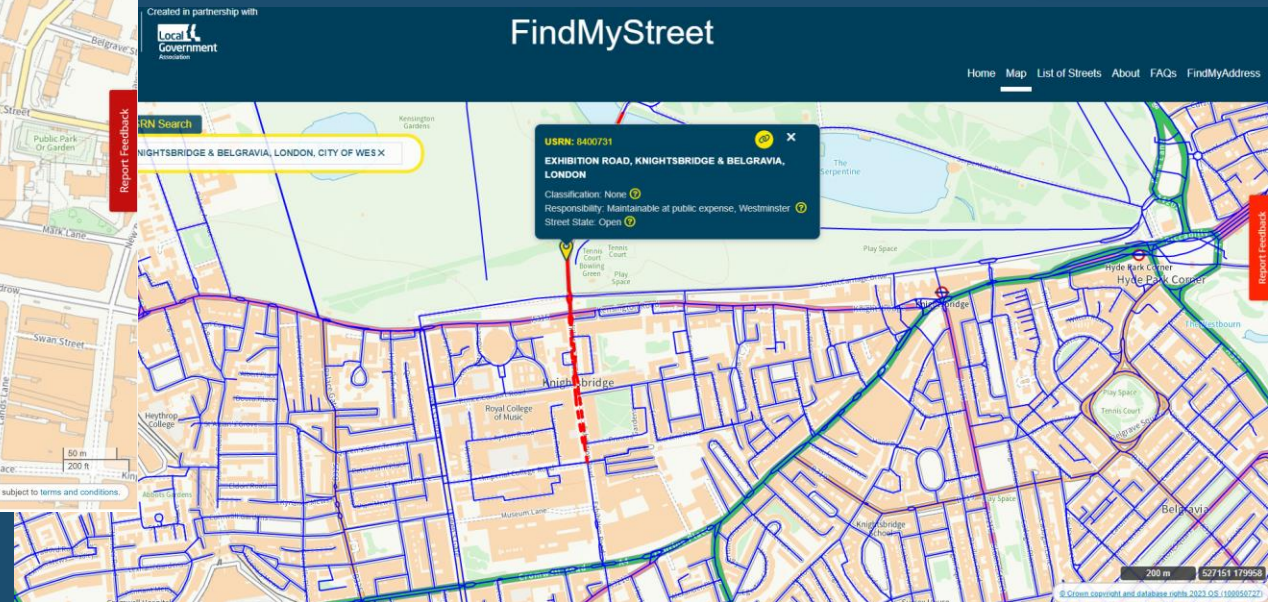
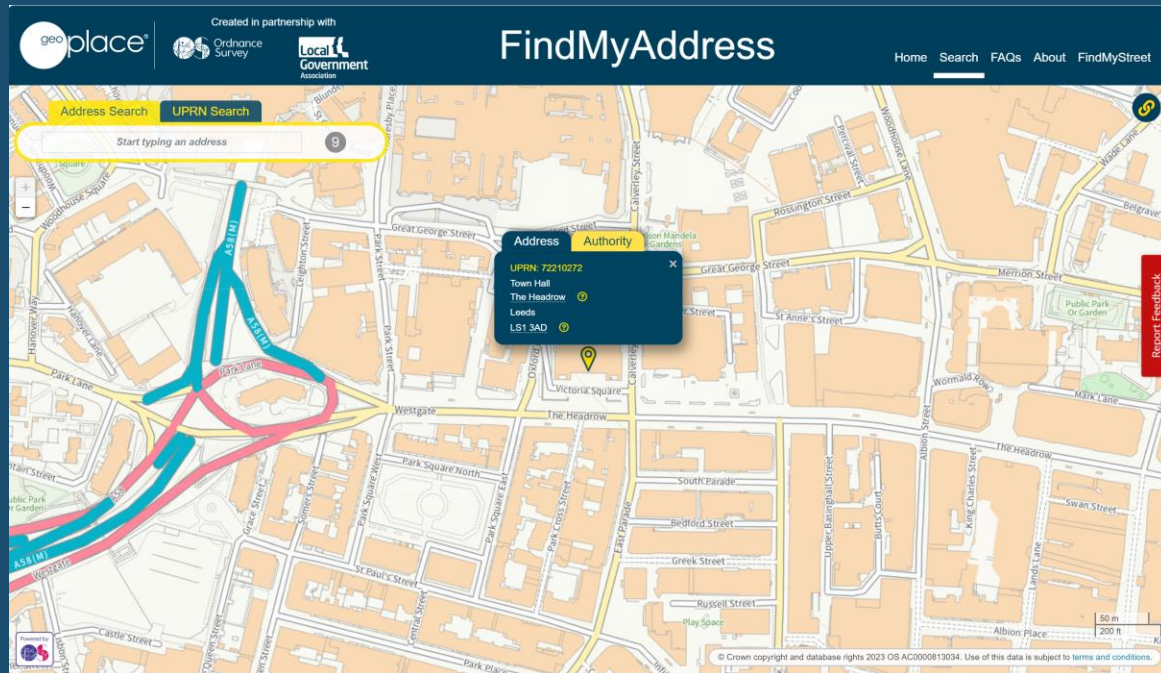


**DataVia** - Bring the National Street Gazetteer directly into your council





# FindMyStreet and FindMyAddress



- Citizen identification of UPRN and authoritative local authority address

- Use to meet your List of Streets responsibilities
- Identify missing streets
- Citizen identification of USRN





# Summary – leverage your best kept secret?



Champion data at all levels of your organisation – what is your data strategy?



Value and invest in your data experts – Land & Property and Street Gazetteer custodians, Street Naming & Numbering



Review your Integration Report – request it and we will send it to you



Use our dedicated webpages to access more information

GeoPlace Conference 2024 – Join us at Old Trafford on 21st May!

