# Case Study
## BRINGING LOCATION TO LIFE

# Using location to create understandable, shareable insights from complex raw information

## DEVON COUNTY COUNCIL

The more data we have, the harder it can be to understand what's happening. Devon County Council (DCC) has a network of 12,800km (8,000 miles) of roads, and over 20,000 roadworks planned each year. With that data, the data managers working in the Council have created reports with visualisations that explain what's happening where on the highways and why: they respond to over 100,000 internal and external queries annually.

The team uses POWER BI (Microsoft's business analytics service and data-presentation tool), to crunch the data that's needed to create those reports.

Each visualisation may use a variety of graphic tools, infographics, and other images to represent the information – but every one of them uses precise location to make the transition from raw information to understandable, easily shareable insights.

Business Intelligence systems can capture and deliver detailed information. But through the integration of location data, it is also possible to cross-reference many otherwise disparate datasets and reveal valuable, actionable insights with ease.

> A smooth operation depends on robust policies, great staff, and getting excellent insights from data. Understandable insights; sharable insights. Everything needs to be connected, and the USRN is the ideal way to achieve that.

**Wayne Brooks**
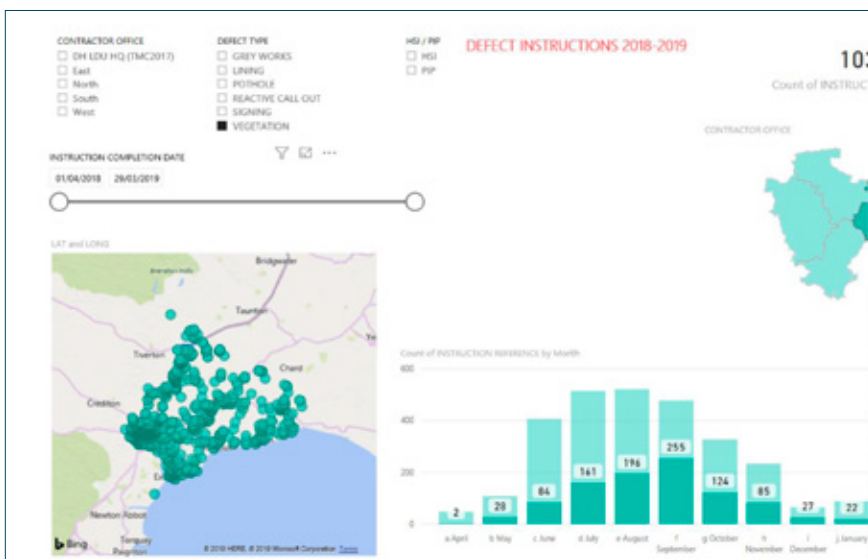Service Data Manager for Highways, Devon County Council

L ike many county councils, Devon uses location data from the National Street Gazetteer (NSG) to increase efficiency and ensure disparate datasets are correlated effectively:

- Enquiries are attributed and handled using data from the NSG, as are online enquiries and questions coming in via the main call centre.

- Behind the scenes, several departments depend on the Unique Street Reference Number (USRN) to ensure their systems integrate with each other. This includes the maintenance, reporting, and management of street lighting, structures, and street works;

the Council's asset inventory; environment landscaping and public rights of way.

- And actions being taken by Devon County Council are also referenced with precise location data: things like claims, defects, inspections, orders, and payments.

These activities all use the USRN. And the data team has discovered that maps, in particular, are one of the most effective ways to present reports and information about these activities, and the progress being made by their partner teams. However, the DCC team has also found that location data extracts can be used intuitively to ensure information delivers all-important insights.



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**Information is easy to present when it is displayed visually. By using the USRN across their workstreams, all kinds of data can be represented on a map - making insights easier to share and understand.**

*Rigorous validation of data entered into the National Gazetteers ensures complete confidence for teams using the information.*

*In turn, it is easier to present disparate datapoints more intuitively, with bold visualisations making an instant impact.*

# We are GeoPlace
## Bringing location to life

We are GeoPlace, the team managing a central hub of around 44 million addresses and over 1.39 million streets in the UK.

We take feeds of address and street data from local authorities in England and Wales, central government, Ordnance Survey and Royal Mail. We also take data from Scotland, Northern Ireland, Isle of Man and the Channel Islands via the Improvement Service, Land & Property Services, Isle of Man Government and Digimap respectively.

This data goes through a rigorous validation process, which includes 364 Address data checks and 550 Street data checks, before being accepted into the National Street Gazetteer and National Address Gazetteer.

Overall, we update around 2 million records every month. The information in our database is also enriched with attributes from other datasets to enhance detail and quality - it's an ongoing process of co-operation and collaboration.

The end result is a unified, authoritative source for all addressing and street data in the UK.

Our Gazetteers are prized and respected national assets. They make it easier for central and local government, commerce, organisations and individuals to access Unique Property Reference Numbers (UPRNs) and Unique Street Reference Numbers (USRNs) with confidence.