
Presentation of the 2010 NLPG NSG Exemplar Awards

Extract of speech from Michael Nicholson, Managing Director of Intelligent Addressing and co-sponsor, alongside LGIH, of the NLPG NSG Exemplar Awards. The Awards were presented by Cllr Shaffaq Mohammed, Cabinet Member for Communities, Sheffield City Council with responsibility for parks and woodland, waste management as well as environmental services.

The Awards are about really about three things;

- firstly to recognise the very hard work of LLPG Custodians and LSG Custodians across England and Wales, sometimes under difficult conditions. Perhaps in the face of a lack of resources or recognition.
- secondly to reward success and best practice.
- thirdly to publicise the value of what is being done by the local government community for the local government and wider community *and, above all, the citizens they serve.*

So, we are here today to pay tribute to your professionalism. This year we have restructured the Awards to make them more meaningful in helping to explain the benefits of the gazetteers, and they have attracted many, many entries.

I would like to start by thanking all those who made an entry - for the time and effort they gave to it - and also to thank all the judges who gave their time to analysing and scoring them:

- Simon Barlow – NLPG Custodian
- Simon Bailey - NSG Custodian
- Steve Brandwood – IDeA
- Zoë Britt – Communications and Research Consultant, Local Government Improved and Development
- Andy Coote – Chair AGI and Director of Consulting Where
- Martin Ferguson – Head of Policy, SOCITM
- Gayle Gander – Head of Marketing, Intelligent Addressing
- Robin Waters – GIS Professional features and Independent Consultant
- Gesche Schmid – Function Lead Geographic Information Policy, Local Government Association

Green Award

The Green Award aimed to capture the range of examples where the gazetteers were used to reduce environmental impact or to achieve greener outcomes.

Winner – London Borough of Harrow

Urban councils have problems promoting recycling to some of their residents, especially flats with shared refuse-collection areas. Yet Harrow Council has installed new digital technology in its refuse lorries that will not only help promote and increase recycling in the borough, but will make savings in fuel, paper and carbon emissions for the council too, as well as a financial saving of £3.1 million over ten years.

From the beginning the LLPG was placed as the core address list for the Borough's citizens. The accuracy of the LLPG was essential. This said, the integration into this project created an excellent opportunity for address verification.

The project included many 'green' elements, from better recycling rates to route optimisation. Recycling waste is considerably cheaper to dispose of, therefore financial savings were a key driver in the project with the green savings being a desirable side product.

Green savings included 15% reduction in fuel in Year 1, 18.8% reduction in waste sent to landfill, reductions in CO2 emissions and 40kg reduction per annum of waste paper recycling from Council offices. Without the LLPG none of this project would have been possible.

The judges liked the way that the London Borough of Harrow's waste project uses the LLPG to tackle the issue of landfill, which is a key concern to many local authorities. The way that the project utilises the LLPG for greener outcomes warranted their win of the 2010 Green award.



Cllr Shaffaq Mohammed, Cabinet Member for Communities from Sheffield City Council presenting the Green Award to Matt Pennells, GIS Officer, from London Borough of Harrow

Runner up - Ashfield District Council

The Ashfield GIS team was asked to assist the waste management section to inform citizens of a revised domestic refuse collection timetable over the website. The primary aim was to ensure that the system should be a viable alternative to conventional customer service access channels such a phone or callers in person. The project proved that improved efficiencies and retaining high levels of customer service can work together.

Citizen Award

The Citizen Award is designed to identify projects where significantly better services have been delivered to citizens or businesses using the gazetteers.

Winner – West Oxfordshire District Council

In November 2010 a new waste service is being introduced within West Oxfordshire that will provide alternating fortnightly collections of household refuse and free garden waste, together with weekly collections of recycling and food waste.

This is a significant change affecting all 46,000 residential properties within the District. Evidence from similar schemes elsewhere showed that effective and clear communications as well as accurate data were key to the successful rollout.

A project encompassing IT, Communications and Environmental Services has been running throughout 2010 and it became obvious that underpinning all the data with the LLPG would be the most efficient way of linking disparate datasets and providing a single customer database of waste service data.

The project has been a great success to date and has already led to service and data improvements, with our customers gaining from tailored communications & integrated online forms regarding the new services. This has been a cross service project within the Council and some great ideas and service improvements have been achieved in a fairly short period. This, we hope, will lead to further such cross service working in the future.

The judges were impressed with the innovative use of the LLPG for a new waste service. The judges noted the two-way citizen-focused dialogue which was evident from the entry, and were also impressed with the supporting evidence which demonstrated the savings afforded by the use of the LLPG.



Cllr Shaffaq Mohammed presenting Sarah Turner from West Oxfordshire District Council with the Citizen Award

Runner up – London Borough of Hackney

The success of a relationship between a business and customer is clearly determined by the quality of the interaction. Every Council is challenged by the sheer diversity of services local authorities have to deliver, which need to be accessible to every last person and business in the borough. By creating Master Data sets that underpin all back office systems, the LLPG and Citizen Index Hackney is able to build up a Customer Centric Architecture where systems are integrated. The integrated systems, in turn, allow the council to deliver an excellent service as they are based on data that is up-to-date and accurate.

This project demonstrates how a complex organisation with diverse individual services can overcome obstacles and combine efforts by employing technical solutions to share master datasets. The efficiencies gained by this are measurable both in cost, which is vital in this period of austerity, and in customer satisfaction. The improvement to the citizen, and the ability to do more with less, are key reasons that this project should win this award.

Highly commended – Canterbury City Council

This project has and will continue to have a positive impact on local communities and the citizens within them. It is an excellent example of how the LLPG and GIS can assist in local government projects to benefit both the public and the council, providing both benefits and savings. It is an example of how partnerships, particularly with Play England, can work to provide improvements to local communities.

Without the use of the LLPG and GIS this would have been an impossible task, extremely time consuming with inaccurate and incomplete results. It has also led to ongoing improvements in facilities that the council provides and has therefore improved the overall service to the citizen.

Integration Award

This award looked for entries which were able to show how the gazetteers are linked to other council services, and benefits of those linkages.

Winner – Cambridgeshire Fire and Rescue Service

Cambridgeshire Fire & Rescue Service (CFRS) has pioneered the use of the NLPG within the Emergency Service (ES) sector, developing best practice and demonstrating an ongoing commitment to its development and wider adoption by the sector.

CFRS has adopted a data management approach that aims to apply a UPRN to every piece of service related information within the organisation. Underpinning this work is the 'Golden Thread' principle; a belief that the UPRN can be used to join up all operational data across the service facilitating informed decision making and improving access to intelligence.

Not only has CFRS integrated the UPRN across all departments, it has taken the use of NLPG to the next level by developing strong relationships and robust working practices with local custodians, demonstrating best practice to other ES organisations and even providing a neighbouring FRS with a hosted gazetteer management service.

This project wins this category due to the diversity of data integration and the demonstration of the savings that result from integration. The judges also acknowledged the way the benefits of working with others were demonstrated by Cambridgeshire Fire and Rescue Service. This was a particularly strong category this year and has been won by a particularly strong candidate.



Cllr Shaffaq Mohammed presenting the Integration Award to Nicola Smith, Business Information Manager, Cambridgeshire Fire and Rescue

Runner up – Chorley Borough Council

It became apparent to the Chorley Borough Council LLPG team that commercial data recorded in the LLPG could be utilised in other teams across the council. One of the obvious recipients of this data is the Town Centre Management Team.

The recession has had a significant impact on town centres. Business vacancies are on the rise and a proactive approach is needed to monitor and fill in the gaps left by these vacancies. The LLPG has helped to meet these challenges by supplying the Town Centre management team with up-to-date property information and statistics on Town Centre vacancies.

The team can now monitor vacancies in the town centre and also proactively target future potential tenants because of the work achieved in this project.

All this is possible because of integration between the LLPG with the Non Domestic Rates database. This data is then displayed in a web GIS application, which is accessed in one central place, making it easy for the team to interact with the data. The LLPG team believes that this type of integration offers the next step in the evolution of the LLPG in Chorley, where data can be shared across different departments and then mashed into one interactive environment.

The drive towards efficiency saving is one of the key targets of the current administration and we believe that the sharing of property related data (all based around The UPRN) will generate ideas to achieve this goal.

Highly commended – Huntingdonshire District Council

Huntingdonshire has continuously pushed the boundaries wider in the use of its Local Land and Property Gazetteer (LLPG). The gazetteer was central and instrumental in achieving a successful, cost saving project of around £35k. This project was beneficial to the citizen, internal staff and external partners.

In accordance with a Statutory Instrument, twenty seven Parish boundaries changed with effect from April 2010. This affected 6,000 properties by relocating them in different Parishes, or Parish and Wards. The Order merged some Parishes, created new ones and made changes to Ward boundaries.

The work was project managed by the LLPG team. The LLPG is the central hub of addressing data within the Council, which is linked or synchronised to more than 40 databases, some of which required boundary change information. Coordinating the work in one place enabled the changes to be made once but shared many times.

Best Practice – Fenland District Council

Part of the LLPG Custodian's role is to integrate the LLPG into other systems and improve working practices, internally and externally.

When working with the Revenues Team, the Custodian identified that they were holding unofficial addresses in their system - it appeared the VO would allocate an 'unofficial address' to properties being rated to identify them, which was entered into the Revenues System. The process was generating additional work for both parties and causing confusion for customers. This project implemented a process to ensure joint working and that the VO used LLPG addresses and integrated them into their systems.

Results of this new process include improved customer service, reduced workloads for both parties and a reduction in contacts, which saved customers and officer's time. It has also had a positive impact on 'unmatched VO records' sent by IA, and means new addressing is only being issued by the person who is legally responsible for it – the SNN Officer.

This project illustrates how Fenland has found a way to integrate the LLPG data into a partner's system without any funding and also without generating any cost to the authority

or the partner. This has been done by adding a simple process, communicating, building relationships and making use of the data already held.

Fenland believe that it has been a great experience working with another partner and because of this project they have built a solid working relationship with the VO. Based on this project, Fenland has had other authorities contacting them to ask about ways they work. They are sharing their experiences and working processes and so spreading best practice.

Technology Award

This award looked for innovative examples of the application of technology using the gazetteers.

Winner – London Borough of Harrow

The “LLPG Barcode Project” is an ongoing project utilising barcode technology to capture information from Royal Mail ‘return to sender’ post and convert this into tangible address intelligence for the validation of BLPUs. Additional deliverables are statistics that describe the integrity of the LLPG after each implementation. The strength of the project is its technological innovation of converting the UPRN into a barcode and placing this onto posted media. The returned post can then be rapidly scanned and validated against the LLPG.

A customised in-house program was created to act as the “Scanning Manager” which cross references the scanned UPRN against the LLPG and creates an address list with the scan results for querying by the LLPG Custodian. The Project has proven to be highly successful in testing the LLPG’s accuracy and converting address intelligence from Royal Mails returned post service into a tangible query list.

The project is successful in capturing and converting what was previously an un-tapped resource into tangible address intelligence which has proven to be successful and accurate in extending the LLPG Custodians reach. This was achieved by converting “proxy site visit” information from Royal Mail RTS post into a usable query list.

The project has achieved the above through technological innovation. It has demonstrated how a combination of technologies such as barcodes, scanners and a custom written application can produce an actionable list which has the potential to generate revenue through new council tax accounts, detect illegal dwellings and also aid in national initiatives such as the LGIH Improvement schedule, ongoing Ctax matching and routing LLPG address maintenance.

The key to the success of the project lies in utilising the barcode’s ability to be placed easily on various mediums and scanned rapidly in high volumes. The barcode technology combined with the custom application facilitates the entire project and enables Harrow to add this additional layer of address intelligence into their cycle of information.

The London Borough of Harrow have won the 2010 Technology award due to their innovative approach in utilizing technological innovation to implement barcode technology. This was underpinned by the LLPG to achieve smoother and more efficient outcomes for the council.



CLlr Shaffaq Mohammed from Sheffield City Council presenting the Technology Award to Luke Sudden, LLPG Officer, from London Borough of Harrow

Runner up – Isle of Anglesey County Council

The project involved supplying each of the streetworks inspectors with a PDA, which they could then carry with them while out of the office in order to perform their random and scheduled inspections electronically. The decision was made to have an export of the LSG on each of the PDAs so that a universal dataset could be used to underpin the process.

The project relies on both the LSG and technology as a backbone. The implementation of this project has not only offered instant benefits within the streetworks section, but has the potential in the future of serving as an example for other departments where the LSG has been proven to be beneficial.

Highly commended – Northumberland County Council

When the six former district councils of Northumberland merged, the six different gazetteers were of very different standards. This meant that Northumberland had a gazetteer where there was a high level of confidence in three of the areas and less in the other three, so the authority could not advance any plans to integrate the LLPG with different applications until the overall standard was acceptable.

To help us manage workload and find out the problem areas, the team devised and programmed an application to run alongside the GMS that would run various reports on the live data. The application also manages workload, tells the Custodian when a daily file has been produced from the GMS, and links together the export procedures. The LLPG Module takes LLPG data in its purest form and uses an innovative approach to .net and SQL technology to provide huge time savings for the team.

Naming Award

This award is given to the candidate who the judges felt had the most innovative example of street naming which is relevant to local history and context.

Winner – Plymouth City Council

Plymouth City Council takes its street naming responsibility very seriously. It is a chance to engage with the local community and provide tangible recognition of a local feature or personality. The occasion to celebrate both a renowned Plymouth resident and commemorate the lives lost on a tragic night during WWII, at the respective locations, was a once in a lifetime opportunity and not to be missed.

Communication with individual residents, residents' forums, historical groups and other interested parties ensured selected names were appropriate, applicable and respectful and in turn matched with the Council's Street Naming and Numbering policy. The promotion of chosen names via local press also generated a wider interest in and support of the Council's process and decision.

Through liaison with local residents and other interested parties, Plymouth City Council has used the development of high profile brownfield sites within the city to celebrate and honour heroes and heroines of both World Wars. As the years pass the memories fade and the number of survivors or relatives of those lost dwindle, so to be able to provide tribute at this time was important to all those involved in the naming process.

The names chosen at each site provide reference to the site's former use, its residents and the price they paid during a time of conflict. It is hoped the chosen street names will prompt reflection for day-to-day users, celebrate and commemorate the people involved and provide a fitting tribute for future generations.

Plymouth City Council win the 2010 Naming award for a complex naming project which demonstrates a huge level of effort on the part of the council combined with citizen involvement to produce a well thought through outcome for the city.



Highly commended – Chorley Borough Council

As with any street naming, it is preferable to name the street or road that has a connection to the area through which it passes, either geographically or historically.

Chorley Council's Street Naming and Numbering team were contacted in 2007 by a local historian, who asked if a name had been chosen for a new link road that was nearly completed. At the time, no names had been thought of, and so he was invited to make some suggestions.

The involvement of a local historian gave the team knowledge of the history of the site that the authority might not have otherwise known, as the route passed mainly through open countryside. The street name chosen reflects the fact that the road passes through an important area of Chorley, and is now marked by a name that honours one of Chorley's historically important citizens.

Chorley believes that it is important to remember the local history of any site within the street naming process where possible. Myles Standish was a prominent local citizen, who

became known nationally and internationally as one of the Pilgrim Fathers, and it is this feat that deserves to be recognised and remembered.

Highly commended – Canterbury City Council

A large development consisting of over 300 housing units, overlooking the historic oyster fishing town of Whitstable, was in need of 11 new road names. The 'Whitstable Society' was brought in to assist with finding an historic link that would bind the whole estate together.

In the end the decision was made to name all roads after the old local oyster fishing boats. These were known as Yawls and unfortunately there is only a single example left (Favourite) which has been restored and may be found 'on show' adjacent to 32 Island Wall. The names chosen were Ibis Close, Speedwell Road, Major Close, Trilby Way, Emelina Way, The Oaks, Favourite Road, Royal Native Way, Portlight Place, Thistle Drive and Tradewinds.

Financial Award

This award intended to capture projects which can demonstrate real financial savings through the use of the gazetteers.

Winner – London Borough of Harrow

Overall the project demonstrates that a Council can both improve the environment with value for money and increase customer satisfaction in a universal service. Harrow's LLPG has made a difference by underpinning this project.

Financial savings of the project include:

- Efficiencies that will save the council £3.1 million over the next decade
- A reduction of the amount sent to landfill by 18.8%, saving Harrow £2,682,260 over 10 years
- The system will give a 15% reduction in fuel (£11,000 in year one) by creating the most efficient collection rounds possible
- The project has supported the Council's Access Strategy in providing multiple channels for residents to contact the Council, including the web, thereby assisting it's process of migrating residents to cheaper forms of contact for the Council. The percentage of transactions made via the web has increased from 10.7% in 2006/7 to 59.5% in 2009/10
- The system has slashed outbound follow-up calls required to customers by 95%
- Costs within the Contact Centre have fallen from £2.23 per enquiry in 2006/7 to £0.82p in 2009/10

The associated time savings are notable on several levels from the length of a telephone conversation to the optimised collection routes of waste vehicles.

This project revolutionised the waste collection methods in Harrow to bring environmental and financial savings. The judges were impressed with the efficiency savings brought about through the use of the LLPG plus a number of cutting edge technologies and the way these were seamlessly combined to deliver the solution.



Runner up – Reigate and Banstead Borough Council

The project involved the restructuring of the Council's waste and recycling service to create a more efficient and cheaper collection round system. Against a background of an increasing number of households, the Council, faced with rising costs and the need to make major savings, sought to introduce a more logical, zonal system of collecting waste bins, recycling boxes and garden waste.

Waste collection affects all 56,000 households in the borough. To create balanced rounds it was necessary to understand the location and distribution of residential properties. The LLPG was instrumental in helping to create the new round structure. It also underpins the on-line access for residents to join the garden waste scheme.

The new rounds were successfully introduced with minimum disruption, and saved the council £137,000 per annum whilst providing a more reliable and robust service for all residents.

2010 Exemplar Award winner

The winners of each category gave a 6 minute presentation of their submission and the audience were invited to vote for the presentation which they felt should be the overall 2010 Exemplar Award winner.

The result of the audience vote was to name West Oxfordshire, winner of the Citizen Award, as the overall 2010 Exemplar winner.

West Oxfordshire District Council



Steve Brandwood presenting Sarah Turner from West Oxfordshire District Council with the 2010 Exemplar Award, as voted by the audience at the EHS 2010 conference

NLPG Most Improved

This award recognises the hard work that LLPG Custodians put into both maintaining their LLPG and constantly improving the integral data quality through planned work activities in order to meet internal and external pressures. The last year has seen a large number of authorities strive towards reaching gold standard, and the winner this year has been able to make significant improvements over the period in all of the improvement schedule criteria, as well as data quality improvements measured through data supplied to the NLPG hub.

Winner – Bolton Metropolitan Borough Council



Steve Brandwood presenting Moira Livesey from Bolton Metropolitan Borough Council with the Award for NLPG Most Improved authority

NSG Most Improved

In 2010 there has been a big move to improve the base level quality across all areas of data held within the NSG. We have seen a real commitment to improving both the accuracy and quantity of the data submitted to the NSG hub. Synchronisation of the NSG and NLPG street data has been probably the most challenging of tasks and we are enormously encouraged at the positive response that custodians have shown in tackling this issue.

Almost all Authorities have shown tremendous improvements and increased commitment to the NSG in 2010. Whilst maintaining their obligations to submit data on a monthly basis, authorities have drastically improved the overall quality of the data. Choosing a winner in this category was very difficult however one Authority did stand out.

Winner – Stockton-on-Tees Borough Council

NLPG Best in Region Awards

These authorities have all been able to provide a clear message to their peers that a high quality gazetteer can bring with it success and better integration of local data. All authorities have undertaken to not only improve the content of their LLPGs but also maintain this high standard as part of their day to day gazetteer work.

Best in East Midlands Region

West Lindsay District Council
Mansfield District Council



Steve Brandwood presenting Gavin Campbell and Glynn Bacon from Mansfield District Council with the Award for Best NLPG Authority in East Midlands Region and their certificate for LLPG Authority Dataset Improvement Schedule Gold Standard

Best in East of England Region

Chelmsford District Council
Forest Heath District
Huntingdonshire District Council

Best in Greater London Region

London Borough of Southwark

Best in North East Region

Stockton-on-Tees Borough Council

Best in North West Region

Allerdale District Council

Best in South East Region

Lewes District Council

Tandridge District Council



Steve Brandwood presenting Pat Porter from Tandridge District Council with awards for NLPG Best authority in the South East and a certificate for LLPG Authority Dataset Improvement Schedule Gold Standard

Best in South West Region

Neath Port Talbot County Borough Council

Mid Devon District Council



Steve Brandwood presenting Alan Hooper from Mid Devon District Council with his certificate for LLPG Authority Dataset Improvement Schedule Gold Standard and for the prize for Best NLPG Authority in South West Region Best in Wales Region

Best in West Midlands Region

Staffordshire Moorlands District Council



Steve Brandwood presenting Martin Pigott from Staffordshire Moorlands Council with his certificate for LLPG Authority Dataset Improvement Schedule Gold Standard and for the prize for Best NLPG Authority in West Midlands Region

Best in Yorkshire and Humberside region

Sheffield City Council

NSG Best in Region Award

Regions continue to play an important role in improvement to the NSG. It is very clear however that regions have had their own local challenges as well as meeting national demands. Local support and cross border working has helped solve a variety of local area issues and promote best practice.

This award has been based on overall quality of the LSG, looking at best practices, partnership working, data quality and prompt submission to the NSG.

These Authorities have been identified as exceptional amongst their peers and are being recognised for their overall contribution to the NSG.

Best in East Midlands Region

Leicester City Council

Best in East of England Region

Hertfordshire County Council



Steve Brandwood presenting Hertfordshire County Council with a certificate for NSG Best Authority in East of England

Best in London Region

London Borough of Hillingdon

Best in North East Region

Middlesbrough Council

Best in North West Region

Oldham Metropolitan Borough Council

Best in South East Region

Medway Council

Best in South West Region

Bath and North East Somerset Council

Best in Wales Region

Vale of Glamorgan County Borough Council

Best in West Midlands Region

Dudley Metropolitan Borough Council



Steve Brandwood presenting Peter Langmaid from Dudley Metropolitan Borough Council with the Award for Best NSG Authority in West Midlands Region

Best in Yorkshire and Humberside Region

Kingston Upon Hull City Council

LLPG Authority Dataset Improvement Schedule Gold Standard

These authorities have all achieved the highest standard across all 2010 Gazetteer Improvement Schedule criteria. This is no mean feat and the achievement made by each of the Custodians is something to be celebrated.

- Allerdale Borough Council
- Ashfield District Council
- Blaby District Council
- Blackpool Council
- Bolton Metropolitan Borough Council
- Borough Council of Wellingborough
- Caerphilly County Borough Council
- Canterbury City Council
- Charnwood Borough Council
- Chelmsford Borough Council
- Colchester Borough Council
- Dartford Borough Council
- Eastleigh Borough Council
- Fenland District Council
- Forest Heath District Council
- Gwynedd Council
- High Peak Borough Council
- Huntingdonshire District Council
- Lewes District Council
- Lichfield District Council
- London Borough of Southwark
- Maldon District Council
- Mansfield District Council
- Mid Devon District Council
- Neath Port Talbot County Borough Council
- New Forest District Council
- Newport City Council
- Norwich City Council
- Oxford City Council
- Preston City Council
- Runnymede Borough Council
- South Cambridgeshire District Council
- South Norfolk Council
- South Oxfordshire District Council
- St Edmundsbury Borough Council
- Staffordshire Moorlands District Council
- Tandridge District Council
- West Lancashire District Council
- West Lindsey District Council

LSG Authority Dataset Improvement Schedule Gold Standard

- Bath and North East Somerset Council
- Carmarthenshire County Council
- Isle of Anglesey County Council
- Kirklees Metropolitan Borough Council
- Medway Council
- Vale of Glamorgan County Borough Council
- Warrington Borough Council