geoplace®

Everything happens somewhere

Using local knowledge for national benefit

Case studies from the 2012 GeoPlace Exemplar Awards
Demonstrating the importance of location to service delivery within the public sector

Ordnance Survey®

Local Government Association

geoplace exemplar awards

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Foreword from GeoPlace

The annual Exemplar Awards provides an opportunity to reflect on the innovation and successes of address and street experts within the local government sector.

These are the people responsible for creating and maintaining essential national resources in the form of the National Street Gazetteer and the National Address Gazetteer. The National Address Gazetteer is a critical part of the AddressBase™ range of products which are now widely available to the public sector through the Public Sector Mapping Agreement (PSMA) and the private sector.

During 2012, for the first time, Scottish local authority data has been combined with data from English and Welsh authorities to produce a spatial addressing product covering the whole of Great Britain. We marked this development by inviting the Improvement Service in Scotland to participate in this year's Awards and were pleased that a number of awards were made to Scottish local authorities.

The case studies featured in this book demonstrate the importance of address and street information to local government – with much of the best practice transferable to other organisations across the public sector. The use of the Unique Property Reference Number (UPRN) and the Unique Street Reference Number (USRN), which are included from day one in the lifecycle of an address or street, are the enablers behind many of these projects:

• Huntingdonshire's Local Land and Property Gazetteer (LLPG) was used as the basis of a Business Improvement District which saw almost £1m of investment into Huntingdonshire

• Northumberland County Council integrated the data from its LLPG to provide greater property intelligence into the Digital Britain project

• using its Local Street Gazetteer (LSG) Kent County Council developed a system to reduce the occurrence of potholes and footway defects, and to find and swiftly fix those which do occur, all with fewer Highway Inspectors and lower compensation claims

• by dynamically linking its LLPG to 360-degree street level photography, Bath and North East Somerset Council have made a reduction in the amount of staff car travel resulting in cost saving and reduced CO2 emissions, as well as freeing up staff time due to a reduction in journeys

• in the London Borough of Newham, the LLPG provides the foundation for an online automated Private Rented Property Licensing Scheme

• Gedling Borough Council used its LLPG to give a cross-party working group clearly defined maps showing existing and proposed ward boundaries along with the number of electors for each proposed new ward

• by merging its Public Rights of Way (PRoW) network with its LSG, Northumberland County Council has enabled its PRoW network to be made available to the public and utilities in a standard format that can be used countywide.

This book also features local authorities which have received Awards for excellence in their day-to-day work. This includes those who have invested time in creating and continually improving their processes and who have made and achieved a real commitment to improving both the accuracy and quality of the data submitted to the GeoPlace hubs. With the increasing usage of local authority address information across the wider public sector it is important to recognise the professionalism of these Custodians.

Over the coming year, I look forward to continuing to work closely with Address and Street Custodians to promote the work they do and to provide all the support that GeoPlace can offer. In the meantime, I would like to offer my sincere congratulations to all of the winners featured in this book.

Richard Mason.

Richard Mason
Managing Director, GeoPlace

Foreword from the Local Government Association

I had the pleasure of attending the awards ceremony this year and saw the remarkable work of local authorities in maintaining, using and promoting address and street data.

The gazetteer work is a credit to local authorities as it brings real benefits and efficiencies to frontline services. So many award winning projects directly contribute to local government initiatives and services.

Some key examples include the investment of £1 million by local businesses to revive Huntingdon town centre; the role out of broadband in Northumberland so that all households and business have access to superfast internet access by 2020; and improving the repair of potholes at a reduced cost as Kent County Council overhauled its highway safety inspection process.

Local Government is undergoing tremendous change in delivering services which arises by both the desire to provide better and more effective services and spending cuts. Innovation and creativity are key drivers for this change and technology and data underpin changes to service delivery. Address and street data are the connectors between people, places and services and, as such, not only support good service delivery but also support ongoing change management in local authorities. This is demonstrated in so many of the projects described in this brochure. They range from more efficient business rate

management in Nottingham City Council; placing address data in the heart of council operations in Northumberland County Council; using street level photography linked to addresses and streets to replace costly site visits in Bath and North East Somerset Council; improving living conditions for private sector tenants through compulsory licensing of all private sector rented housing in the London Borough of Newham; reviewing electoral boundaries to reduce the number of councillors at Gedling Borough Council; to improving street naming and numbering in Adur and Worthing Councils.

The Local Government Association (LGA) is committed to supporting, promoting, and improving local government. We recognise the important role address and street custodians have in maintaining, promoting and using address and street data locally and providing the data to GeoPlace to compile it into the national address gazetteer. The case studies in this booklet demonstrate the value of the address and street data. We will support local authorities in promoting the custodians in their role to delivering and making best use of this key data source.

Carolyn Downs
Chief Executive Local
Government Association
Chair of GeoPlace Board

Foreword from Ordnance Survey

This year has been about the ongoing development of addressing information into the unique AddressBase products, building on the continuing hard work and skills within local authorities, GeoPlace and Ordnance Survey partnership.

Having set out our product improvement programme, we have continued to grow confidence in the broader market for this public sector and business critical address database.

The on-going contribution from all, has enabled GeoPlace to continue improving the quality and content in the National Address Gazetteer database; combining key information from 380 local authorities, Ordnance Survey and our colleagues at Royal Mail. In addition the inclusion of address data through support from the Scottish Address community, has further allowed us to again consolidate on our achievements this year.

Underpinning the AddressBase product portfolio, GeoPlace have played a crucial role in developing the database and improving the proposition in the 18 months since launch. We have been able to build on data content, completeness and quality – for example, by increasing the rate of PAF match to local authority addresses. The great working relationship between GeoPlace and Ordnance Survey has also allowed us to further enhance the AddressBase product range and increase our customer reach.

Central government departments are now realising the benefits and the importance of accurate addressing, with the UPRN proving to be the key in linking their business intelligence and service provision to geographic location. Sharing this common view even more widely between public sector departments will allow further efficiencies to be achieved in our communities and the services delivered to them.

The role of the local authority Local Land and Property Gazetteers have been pivotal in supporting this wider use of addressing data across the public and private sector. The combination of your authority in the creation of the address and then its' ongoing management, through the association with definitive mapping information from Ordnance Survey is highly valued by all our customers at local and national level.

With an increasingly challenging landscape in the delivery of high-quality services across Great Britain, having one single definitive government view of an address certainly underpins good decision-making and clearly is now a truly valued national resource.

Neil Ackroyd
Director of Data Collection and Management at Ordnance Survey and GeoPlace Director

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The GeoPlace Exemplar Awards

This year's GeoPlace Exemplar Awards were presented at the 'Everything Happens Somewhere – using local knowledge for national benefit' conference and exhibition at Friends House, London on 25th October 2012.

The GeoPlace Exemplar Awards celebrate excellence in address and street information enabled service delivery across local government.

The Exemplar Awards recognise the vital role address and street information professionals play in local service delivery. They celebrate their achievements, providing external acknowledgement of innovation, creativity, best practice, hard work and achievement.

Following the inclusion of data from Scottish local authorities into AddressBase, in conjunction with the Improvement Service, the Awards have been extended to include Scottish authorities.

The Awards aim to:

• showcase best practice

• foster innovation

• recognise and reward hard work in the local government community

• provide a benchmark for quality and improvement.

Categories

Awards were presented in the following categories:

Citizen Award, sponsored by UK Location
The Citizen Award rewards projects where benefits have been delivered to citizens or businesses using local address and/or street data.

Improvement and Efficiency Award, sponsored by the LGA
This Award captured projects which demonstrated how local address and/or street datasets underpin projects which led to efficiency savings or innovation or improvement for the organisation or partnership.

Integration Award, sponsored by Ordnance Survey
Best example of where the local address and/or street datasets are linked to council services or to local partnerships.

Services Award, sponsored by SOCITM
Best example of a project where the local address and/or street database enable local government services.

Street Naming and Numbering Award – sponsored by the LGA
Best demonstration of policy and processes that have been implemented to facilitate and integrate the flow of information from address change intelligence to street naming and numbering into the local address and/or street datasets, including consultation with partner organisations.

Peer Award for English and Welsh Authorities
This is an Award for an Authority Address Custodian or an Authority Streets Custodian in England and Wales. The recipient of this Award was nominated by fellow Authority Address and Street Custodians in England and Wales and judged by the GeoPlace NLPG Custodian and the NSG Custodian. It rewards continuous commitment to the LLPG and the LSG communities.

Scottish Address Gazetteer Custodian of the Year, sponsored by the Improvement Service
Presented to the local authority or Custodian that achieved the highest rating in the One Scotland Gazetteer Accreditation Scheme by October 2012.

Best Contribution from a Scottish Authority in Preparation for AddressBase, sponsored by the Improvement Service
Presented to the local authority or Custodian who made the greatest effort to prepare their local Corporate Address Gazetteer data to meet the requirements of AddressBase.

Most Improved Authority Address Updates and Most Improved Authority Streets Updates
This award recognised the hard work that Authority Address and Authority Streets Custodians put into both maintaining their datasets and constantly improving the integral data quality through planned work activities, in order to meet internal and external pressures.

Best in region Authority Address Updates and Best in region Authority Street Updates
Using statistics generated by the data hubs at GeoPlace, these Awards will be judged by the GeoPlace NLPG and NSG Custodians on overall quality of local address datasets and the local streets datasets, looking at data quality and compliance to the Improvement Schedules.

A Best in region local addressing dataset and a Best in region local street dataset Award was given to an authority in each region.

Best Anecdote for Widespread use of a UPRN or USRN
This award has been given for the most unusual and interesting use of UPRN or USRN: it could be the mention of a UPRN/USRN in a parliamentary speech; a comment in the media; or a speech by a Council Leader. The aim of this award is to demonstrate how widely the UPRN and USRN are used across society.

Award to 2012 Exemplar
This was based on audience votes at the Everything Happens Somewhere conference from presentations from the winners of the following categories:

• Citizen Award

• Improvement and Efficiency Award

• Integration Award

• Services Award

• Street Naming and Numbering Award

When voting, the audience was asked to consider:

• outcome of the work

• use of gazetteers

• relevance to improving public service

• overall 'wow' factor

Judges

The judges for the Awards this year were:

Simon Bailey
NSG Custodian

Steve Brandwood
GeoPlace

David Buck
UK Location

Martin Ferguson
SOCITM

John Kimmance
Ordnance Survey

Gesche Schmid
LGA

Neil Silley
NLPG Custodian

Robin Waters
GIS Professional and media partner

Pictured right: Luke Studden, LLPG Custodian, London Borough of Harrow and David Miller, Web & GIS Team Leader, London Borough of Harrow receiving the '2012 Exemplar' Award from Richard Mason, Managing Director of GeoPlace

Using local knowledge for national benefit

On 25th October, with an estimated 1500 years' worth of addressing and street data expertise gathered together in one room, the GeoPlace annual conference and presentation of the Exemplar Awards was the place to be for anyone interested in the creation and usage of these core geographic reference data sets.

The event was aimed at local address and street Custodians within local authorities who have the responsibility for creating and maintaining local versions of the data. The conference is the annual opportunity to get Custodians from across England, Wales and now Scotland as well, together in one room to hear from, and discuss data improvements with, their elected representatives and GeoPlace.

With the introduction of the Public Sector Mapping Service Agreement (PSMA), the work that address Custodians do has a wide impact across the whole of the public sector as all parts of government can now use the AddressBase™ range of products: the national output of the local compilations of data.

Maintaining these local datasets isn't easy. Through a process managed with an elected Group of regional Custodian Chairs, local address and street datasets are subject to continuing improvement criteria. Improvements in data provide huge benefits and opportunities not just to local authorities but also to the growing number of PSMA members that are using the data to support their work.

Demonstrating the conference strap-line – 'using local knowledge for national benefit', the take up of the AddressBase products by central government is continuing apace:

- the DWP are now adopting a UPRN for their data warehouse; this is a huge strategic step forward as DWP manage massive levels of government transactions with the public

- Tell Us Once have been a long-time supporter of the UPRN and are now committed to using AddressBase at the core of their transactions, across the public sector

- the Electoral Registration Reform Program is building on the matching work that was started under the core project and they see that the UPRN is vital to the long term rolling management of the Electoral Register

- the Department of Energy and Climate are using the UPRN in their energy certificate work

- the National Police Systems that were managed by the National Policing Improvement Agency are taking AddressBase

- the Department of Education is rolling AddressBase out to over 20,000 schools as part of the Schools Admissions Program

- in Wales, Welsh Government is building UPRN into the direct electronic information transfer program and this, in turn, has driven outstanding improvement in the quality of local address data within Wales

- in Scotland, a UPRN is used as part of the National Identity Card Program and the Citizen Account.

Outputs from the conference can be seen on the GeoPlace website.

Pictured right: Audiences at the Everything Happens Somewhere conference 2012

Bringing history to life

On the 14th October 1913, four hundred and thirty nine miners and one rescuer died in the Senghenydd Colliery Explosion. Thirty of the colliers were below the age of eighteen, two hundred and five women were widowed, and five hundred and forty-two children were left fatherless.

In Spring 2012, the communities in the Aber Valley asked Caerphilly County Borough Council to create a website with a section devoted to the 1913 disaster to help them commemorate the centenary and support their campaign for a new memorial on the site of the mine.

The community hoped that, with the support of the National Assembly, this campaign would also provide the impetus for the establishment of a Welsh National Mining Memorial to honour the many, many thousands of individuals who perished keeping our industries running, our homes warm and our ships afloat.

The Council and Chief Executive were supportive, and meetings were held with representatives of the Aber Valley Heritage Group to find out what they wanted to see on their new website. Top of the list were photographs and documents not seen elsewhere or hidden in archives, including historic maps from various sources, aerial photographs from the National Assembly's archive and underground plans from the Coal Authority.

The Council also wanted to create some original content and this is where the idea of matching the victims' addresses to the LLPG emerged. While not technically ground-breaking, it was definitely innovative: nothing like it appeared to have been attempted before, and it was believed that the data would add real value to the website by illustrating historical data in a present day context.

How the project was carried out

Only six weeks were given to design, build and populate the website prior to the visit of the First Minister to the Aber Valley Community Centre to initiate the memorial project, so the first priority was static content which could be easily incorporated into the site as it was developed.

The names and addresses of the victims were listed in the official inquest and inquiry documents and were available in a digital but unstructured format. Using simple database tools, the addresses were tidied up and matched to the Council's LLPG. Now equipped with the UPRN and map reference, it was possible to represent visually where the miners had lived at the time of the disaster. When the addresses had been plotted they were then used to create an interactive map that could be incorporated into the website.

Outcomes

The website was launched by the First Minister, Carwyn Jones, on 28th June 2012 and, for the first time, the community now has a website to help broadcast their story and publicise their memorial campaign.

Using the LLPG to map the homes of the victims has provided a focal point and drawn attention to the scale of the disaster. The striking impression is the density of distress: house after house, street after street, and, perhaps unexpected, was the distance some men travelled to work – some from as far away as Cardiff docklands.

The Aber Valley Heritage group have raised £100,000 for the memorial so far with the help of Caerphilly County Borough Council, the Heritage Lottery Fund, local Community Councils and many individuals.

Caerphilly County Borough Council

Winner
Citizen Award

Key benefits

- created an interactive map for the community website showing the actual properties where the victims were living at the time of the disaster

- supported the community's campaign to raise funds for a Welsh National Mining Memorial

- demonstrated a use of the LLPG beyond efficiency savings and for the general good of the community

- created a process for matching the LLPG to any historic property data
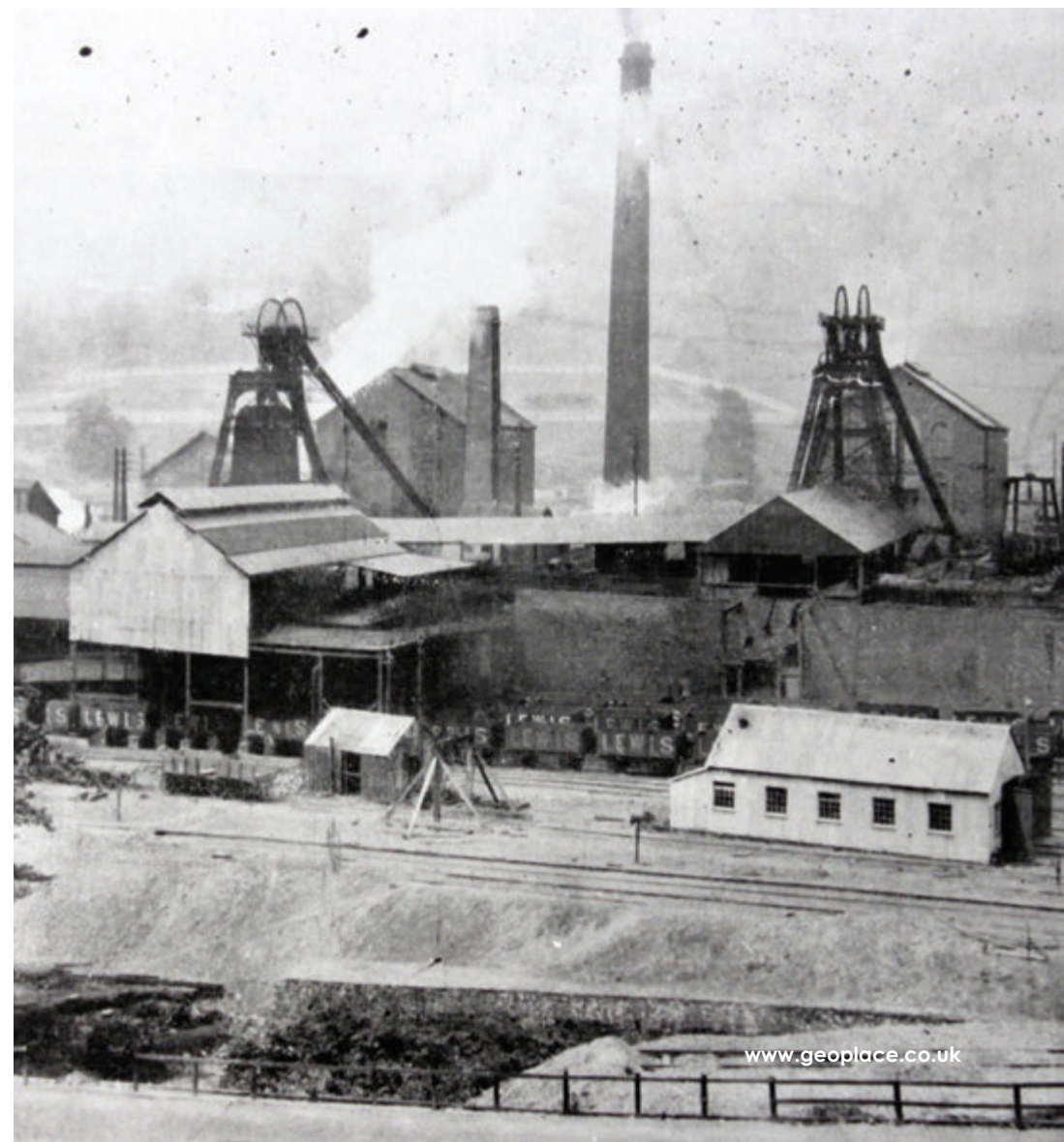
Business Improvement District Sees Almost £1m of Investment into Huntingdon

There are now more than 140 Business Improvement Districts (BIDs) in Great Britain.

Acting as business partnerships between businesses, local authorities and other organisations, BIDs were created to develop projects and services that will benefit the trading environment within the boundary of a clearly defined geographic commercial area.

For Huntingdon, one of four market towns in Huntingdonshire, a BID was an opportunity for businesses to agree to an investment of almost £1 million over five years, a chance to see footfall increase, business performance improve and to make Huntingdon a more attractive, safer, cleaner and busier town.

It would also see the creation of a 'Town Team' with a dedicated BID Manager looking after their interests, with the businesses themselves responsible for ensuring that chosen projects were delivered.

With Huntingdon Town Centre facing increased competition as a retail and leisure destination, particularly from local towns, out-of-town retail parks and online shopping, the BIDs were recognised as a winning way to fund and manage additional projects in the town: projects that are over and above those that the public sector has to deliver.

How the project was carried out

Fundamental to the project was the accurate identification of properties where an eligible business was responsible for Business Rates (NNDR) within a geographical area. BID Huntingdon had an initial area and provisional list of properties and, as the LLPG was completely synchronised to the NNDR properties, it was used to work with the BID Huntingdon Manager and the council's Economic Development and Business Rates Managers to identify precisely the final geographical BID area and all commercial properties within it.

Having the NNDR property reference linked to every BLPU enabled the spatial extraction of all commercial properties within the proposed area and also within a small buffer zone around it. This information was then shared with BID Huntingdon to enable a definitive area to be identified. Regular updates of the property list were produced to ensure that new properties and businesses were included, and demolished properties excluded.

The final list of properties was extracted at the beginning of October 2012 in readiness for the levy to be raised in November. By using the LLPG, it ensured that every property was included in the correct Revenue Administration Area and that those properties billed within a Schedule were also identified.

It was important for the project to also know the Organisation and Rateable Value, and these were attached to the data from Business Rates.

Outcomes

Within the BID Huntingdon office, a BID database had been created in January 2012 of all the businesses in and on the edge of the anticipated Huntingdon Town Centre area. This database, which was enhanced with the LLPG data intelligence, was used to list every interaction with the 369 businesses in that area.

After the work had been carried out, 308 eligible businesses had been identified: the reduction from the original 369 due to business closures, demolitions or the fact that certain businesses did not fulfil the eligibility criteria of a rateable value of more than £5,000. Offices of charities were also excluded, but not charity shops.

It was these eligible business, identified through the LLPG, that now provide five years of sustainable funding, allowing Huntingdon businesses to control a significant pot of levy income each year, spent by the businesses for the benefit of business.
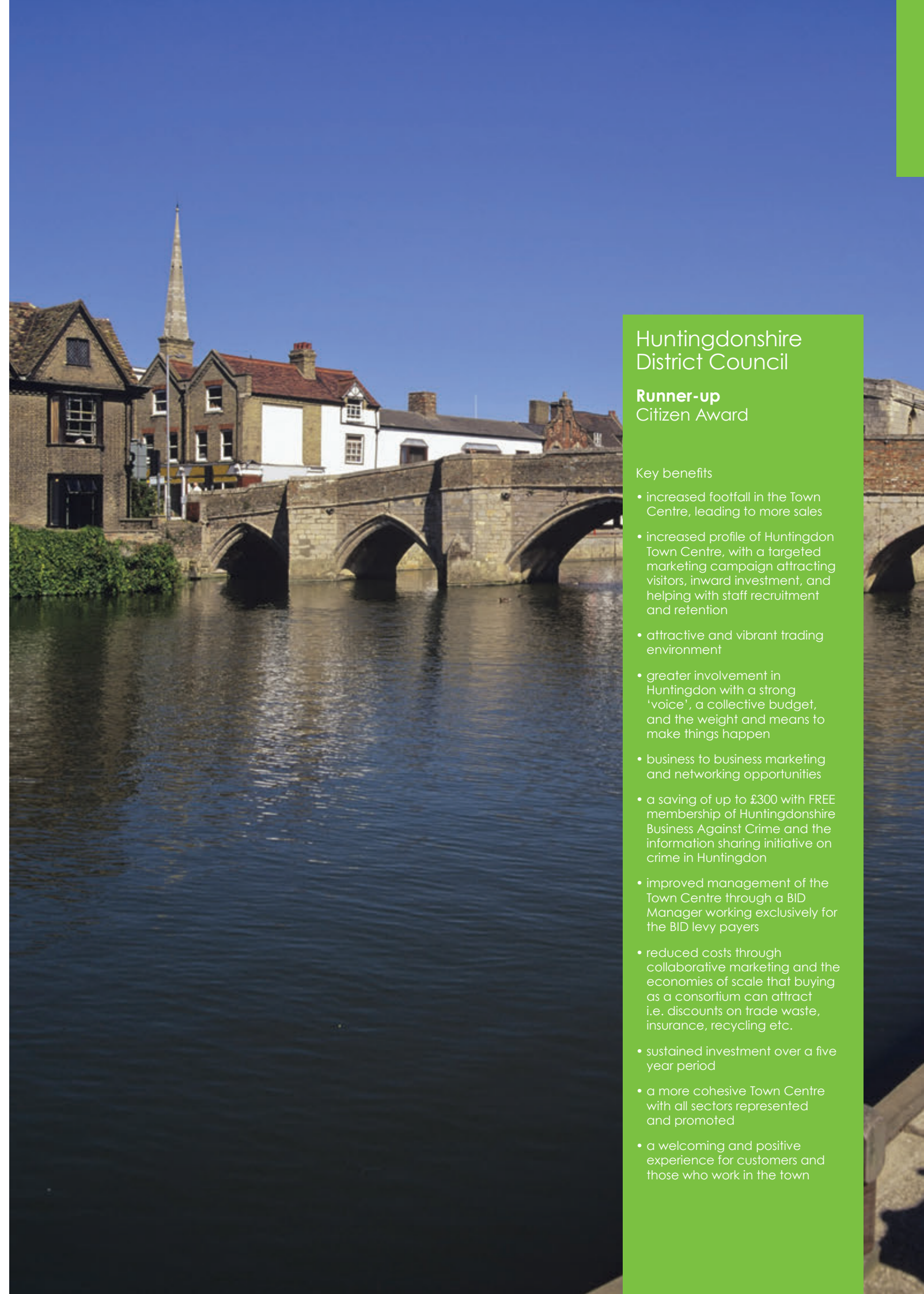
The project demonstrates localism in action – businesses working to help themselves against the backdrop of a very difficult economic and financial climate.

Using the LLPG to gain broadband funding

Northumberland County Council have integrated the data from their LLPG into the Digital Britain project which aims for local authorities to deliver superfast broadband to all residences and businesses by 2020.

As part of an £830 million strategy to make sure the UK has the best broadband network in Europe by 2015, the Government plans to see a 'digital hub' in every community in the country. Speaking as the then Secretary of State for Media, Culture and Sport, Jeremy Hunt MP said that the superfast network would be the foundation for a new economic dynamism, creating hundreds of thousands of jobs and adding billions to the UK's GDP.

The national project did not identify or utilise the LLPG to its full potential, instead relying on data supplied indirectly from telecommunication establishments. Because of this, the council wanted to use their LLPG to aid the plan and procurement processes which, in turn, would eliminate data inaccuracies, leading to better decision making and greater confidence in the data.

How the project was carried out

Northumberland's project linked LLPG data to datasets supplied to the authority by Broadband Delivery UK (BDUK), a unit within the Department for Media, Culture and Sport responsible for managing the Government's broadband funding.

The LLPG Team were tasked with analysing the data provided by BDUK and disseminating this information as supporting evidence to form part of Northumberland's funding bid. It was quickly realised that the data supplied had many inaccuracies, such as telephone exchanges more than three km from their actual position.

Following this, the BDUK action team, iNorthumberland, was advised that the council could match the exchanges to the LLPG and provide much more accurate data for the submission. It was felt that this was vital as the locations of these exchanges were being used to calculate distances to postcodes and this would form a basis of the cost analysis.

Additionally, the LLPG was also used for identifying all postally addressable properties for residential, commercial and other relevant BLPU classifications held, whilst separately identifying properties under construction. Using the BLPUs was vital as it provided real world measurements to the exchange, rather than an average to the postcode.

Using this data, the council was able to build up intelligence maps covering such things as areas of deprivation, transport infrastructure, telecommunications masts, population density, urban and rural centres, business locations, distances to education centres, line analysis, residential not-spots and slow-spots, and a public sector NorthNet fibre network map.

Outcomes

With the analysis carried out, it became possible to look at any geographic area within the authority and see precisely how it was represented by real world data, such as businesses or residential property.

Lines between BLPUs, cabinets, exchanges and their distances could be automatically generated and, with custom cross-references, it was

possible to look at sites where there was existing technology that would lend themselves to being locations for the rollout.

As a rural community, it was felt that Northumberland's LLPG had a vital role in gaining the funding necessary to improve the community according to the Government's agenda, and provided a solid platform for rolling out the funding that was ultimately secured.

Northumberland County Council

Highly commended
Citizen Award

Key benefits

- £7m of BDUK funding was secured, which was matched by the council to bring the total to £14m

- contractors rolling out the new broadband infrastructure will also be expected to match fund, coming to a grand total of £21million

- minimised duplication of effort and miscalculation of budgetary requirements.

- provided greater intelligence such as using property details instead of general postcode details

Pothole repairs up, compensation claims down

Kent County Council has developed a system to reduce the occurrence of potholes and footway defects, and to find and fix swiftly those which do occur, all with fewer Highway Inspectors and lower compensation claims.

Kent County Council inspects and maintains over 8,500 km of highway and 6,000 km of footway, and surveys have consistently shown that prevention and quick repair of potholes and trip hazards across the network is a top priority for the public.

As a response to this clear demand from citizens for improvement, plus a desire to reduce the compensation claims stemming from burst tyres and damaged vehicle suspension, right through to broken bones, an initiative to reduce potholes and footway defects came from the council's leadership.

Incorporated into this initiative was a 'more for less' stategy that constituted the design of a more efficient inspection and communication system. As such, the prime reasons for the project were:

- citizen safety
- citizen satisfaction
- efficency improvements and cost savings through 'the art of the possible'

The council's Inspection Team prior to the project had 40 Highway Inspectors covering safety as well as other inspection duties. The challenge was to enable fewer Inspectors to carry out more inspections, to react sooner to reports of problems, and to administer works orders more swiftly so that repairs were completed sooner.

How the project was carried out

In 2011, the council embarked on this new way of carrying out routine safety inspections of the highway. Analysis using geographic data showed that it should be possible for far fewer Inspectors to undertake countywide inspections, covering more efficient routes with a revised road and footway hierarchy and revised work priorities, in order to focus on the identification, reporting and repair of safety critical defects.

The new regime required detailed analysis of the LSG so that new routes could be developed and implemented, and from this analysis it was possible to formulate a completely new inspection structure.

A geographic analysis was then undertaken to ensure each Inspector had approximately the same amount of inspection duty using 'soft' boundaries that focused on creating more efficient use of Inspectors' time. The resulting coverage of proposed routes was presented for consultation with the Inspectors for fine tuning, discussion and acceptance.

Outcomes

The project achieved its targets by seeing 36% fewer pothole repair jobs in 2011/12, compared to 2010/11; the amount paid out by the council as a result of pothole compensation claims reduced by 35%; and all this was achieved with the number of inspectors reduced from 40 to only 12.

Previously, additions to the inspection network would have happened on an ad hoc basis without updates potentially for a couple of years. Now, inspection routes are completely integrated with the council's LSG, updated instantly with network changes, and fed into the works and asset management system via LSG downloads from the NSG hub.

Whilst the project had its initial limitations in simply splitting the network into four inspection frequencies, there is now the opportunity to introduce different levels of frequency, including seasonal and combined footway and carriageway inspections to further maximise the inspectors' time. This has so far involved the introduction of a new three-monthly footway inspection.

There is still a lot to do, but the council is moving forward and developing further improvements to service delivery, ensuring that the highway network is safer to use and roads and pavements are better maintained.

Kent County Council

Winner
Improvement and Efficiency Award

Key benefits

- compensation claims down 35%
- repair orders down 36%
- Inspectors reduced from 40 to 12
- estimated cost savings in region of £5 million by end of fiscal year 2013/14
- full visibility of the inspection schedules, routes and required frequencies
- a fully electronic and paperless way of working
- fully auditable inspection data
- improved timeframes relating to gazetteer updates and application of inspection routes
- identification of previously missing footway network
- foundation for further efficiency

Business Rates Address Management Tool

A review of the operations within Nottingham City Council's Address Management Team (AMT) highlighted that a considerable amount of staff time was being absorbed in maintaining address and cross reference data held in Business Rates, Valuation Office Agency (VOA) systems and the LLPG.

Subsequently, a project was established to analyse the relevant processes, identify waste and how it could be removed, and ensure consistency in addressing across agencies.

An overview analysis of the entire workload of the AMT, which incorporated the administration of Street Naming and Numbering, LLPG and LSG, suggested that the amount of time devoted to maintaining the link between Business Rates and the LLPG was unsustainable. This was particularly the case as the demand for services was increasing whilst the resources available to meet those demands were diminishing.

The need to maintain the existing and, preferably, a better service at far less cost was the driver behind the project.

The preliminary consultation process also made it extremely clear that, if the issue was to be properly resolved and the right solutions put in place, Business Rates staff and local VOA colleagues would need to effectively become part of the project i.e. they needed to be part of the solution and not perceived as part of the problem.

How the project was carried out

A comprehensive process mapping analysis was undertaken that charted the entire address development procedure: from initial contact with Business Rates or VOA, right through to resolution of any unmatched records identified via GeoPlace processes. This analysis involved detailed discussion and the involvement of all the key stakeholders – Business Rates staff, VOA staff and a range of other council officers.

It was suggested that the best way of resolving these difficulties was to construct a web based Business Rates Address Management Tool that would provide frontline staff with the necessary address information to properly identify an existing address and, if no such address existed, the ability to properly report location information and support details which included a location point on a map. This would then enable the AMT to provide a proper BS7666 compliant address and record it on the LLPG, which would then flow through the system from start to finish.

A detailed specification for the application was agreed with relevant stakeholders and this was then worked up for development by the council's GIS technical staff.

Outcomes

The tool was introduced in March/April 2012, but its development is on-going with functionality being added based on actual usage.

It enables the LLPG to be interrogated by searching on Building Name or Number and Street, Postcode, UPRN or BA Reference Number/Property Reference. The search form also has a spatial capability with a map forming part of the query page displaying BLPU points that can be queried using an information tool that displays all addresses for a chosen point at the click of a mouse.

The operator can, from the same page, choose to report a suggested address by selecting the type of address change e.g. split/merger, new development etc. from a drop down list that provides a relevant form to complete.

The report is then sent to the AMT who provide a properly formulated address back to the report initiator, usually within 24 hours, which is then also added to the LLPG.

The project succeeded by harnessing the skills and commitment of all those involved in Business Rates, both in the Council and the VOA, and has ultimately succeeded in the amount of time required to maintain the data link between the various areas by AMT staff being reduced by 75%.

Nottingham City Council

Runner-up
Improvement and Efficiency Award

Key benefits

- £20K worth of direct savings

- £20K of indirect savings

- frontline staff have now been provided with improved address information supported by spatial functionality

- significant improvements have been made in the addressing of commercial properties

- the number of new cases now being reported has been reduced from an average of 16.7 per week to 8.5

- the time taken to process those cases has been drastically reduced as usually it simply involves adding a reference to an already existing address

- the amount of time required to maintain the data link between the various areas by AMT staff has been reduced by 75%

- demonstrated that the LLPG provides many parts of the public sector with a unique weapon to tackle the problems arising from current and potentially forthcoming budget reductions

TOIDy Up Your Data

Using a range of scripts, GIS and open source software, Northumberland County Council planned and implemented a range of data improvement projects to transform their LLPG.

The project was undertaken as the LLPG team had an idea about how to revolutionise the quality of the data held in their gazetteer. As well as improving the overall quality of the LLPG, the project was designed to bring efficiencies to all systems that the LLPG is linked to, with many examples that could be embraced nationally.

The main driver was to overhaul the BLPU data, including co-ordinates, classifications and positional accuracy. Also planned was the introduction of extra GeoPlace health checks and to automate the updating of the LLPG wherever possible.

How the project was carried out

Using open source GIS software, the team automatically identified where the BLPU points fell outside a MasterMap building feature, and moved these inside the building where possible. They also counted where more than one BLPU point, with either a primary or secondary residential classification, fell inside a building feature and updated their classification accordingly e.g. flat, sheltered accommodation etc.

They then identified how MasterMap building polygons over a certain size interacted with others, which enabled them to automatically update 99% of residential properties with their correct tertiary classification i.e. detached, semi-detached or terraced.

Using the same software and mapping, they then generated new co-ordinates for all residential BLPUs and automatically centred them exactly in accordance with

MasterMap, and automatically updated the Relative Positional Accuracy of these properties.

The software was also used to generate lines between numbered properties on all streets e.g. 1 High Street had a line to 2 High Street to 3 High Street, which enabled them to very quickly see if any streets were running out of order or any property points were in the wrong location.

Based on the USRN that the LPI held, lines were also generated between all properties and the nearest point on the ESU to which they were closest. This enabled them to see very quickly when properties were on the wrong street or where a new street needed generating.

Beyond GIS, live links were created to both Council Tax and Business Rates (NNDR) in order to get all new properties to match instantly. Through this they can know which properties have been removed from these datasets and can end the LLPG cross-references instantly, update certain classes where possible using the NNDR classification and use their live empty property data to update the BLPU status at the click of a button.

Also created was a web interface called LLPG Connect, which holds reports that go far beyond the GeoPlace health checks. By cross-referencing against a number of other council held databases such as Council Tax, properties can be flagged that are derelict or empty and made available to users such as the Empty Homes Strategy Team. Properties are also flagged if it is felt that Council Tax or Business Rates need to consider the possibility of bringing them into their respective lists.

Finally, an LLPG search facility was placed on the intranet with the option to report a problem with the address held. The user can change an incorrect classification of a property, and can choose one of the BS7666 classifications from a drop down menu which automatically produces a script that can be run to update the LLPG.

Outcomes

The main outcome of the project has been the savings. Based on employing someone to do the work, the council has saved an estimated £24,440 on classifying/moving the points and registering empty properties. Additionally, there are also on-going savings of approximately one hour per day which equates to £2,600 per year.

The council used scripting and open source software in an innovative way to automatically bulk update the majority of BLPUs. These scripts can be made public and so there is no reason why any authority in the DCA could not also do this.

In the future, any residential BLPU point that is in use and is not within a building feature can be automatically sent to the Ordnance Survey for surveying (to fill in the gaps in MasterMap). This could be done nationwide by authorities that meet certain standards, and transform the way they interact with the OS.

Northumberland County Council

Best practice
Improvement and Efficiency Award

Key benefits

- capital savings of £24,440 and revenue savings of £2,600 per year

- as a result of the work, the LLPG is at a superb standard

- hundreds of man hours saved by automating Council Tax and Business Rates changes into the LLPG

- LLPG Officers have more time to advance LLPG integration with other systems

- repeatable process that could be used by other councils

- can automatically classify residential BLPUs to tertiary level

- can automatically move BLPU points to exact centre of building

- can automatically update BLPU Positional Accuracy

- can generate lines to check data accuracy

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There's no Space Odyssey at Harrow

In these times of austerity, London Borough of Harrow has been driven to make savings whilst maintaining service delivery. An upshot of this is that it has stimulated a wave innovation with the aim of delivering 'more for less'.

This led to the creation of the 'Harrow Address Lookup' (HAL), a web based system enabling staff to access and query the LLPG, view search results on a map and break down barriers by facilitating its own cross reference candidate process that they have developed in its entirety.

HAL was born out of the requirement to make cashable savings year-on-year. After reviewing their LLPG infrastructure and confirming each element was essential for 'business as usual' operations, the council concluded that they could not simply remove a software system, maintenance contract or software module, as there were just too many dependencies.

The council identified a web services product provided by a third party GMS company as a system they could replicate, thereby not only removing revenue expenditure (approx. £3,500 pa) but also opening the door for the creation of a web services package that could be moulded to their requirements and extended as their LLPG development plans dictated.

How the project was carried out

In order to reduce costs, all work for the HAL was conducted in-house, utilising resources within the Web and GIS Team consisting of the LLPG Custodian and a web developer. In all, the design phase took approximately one week and the development time two weeks, a cost that can be quantified as approximately £2,100 in staff time.

Sitting behind a user-friendly front end, 17 SOAP web services were built that directly referenced their LLPG data. Also built into it was the ability for property cross references, such as Council Tax and Non-Domestic Rates, to be assigned against a property by its users.

Web mapping services are utilised to display properties on a map and a communication mechanism was written in to allow users to alert the LLPG Custodian of any inaccuracies.

Outcomes

Launched in 2011, the HAL's sole aim was to improve LLPG integration with council systems, as well as provide a platform for all staff to access this corporate resource.

Functionality includes a cross reference candidate process whereby teams across the council can assign their systems' cross references against LLPG properties. These are then flagged to the LLPG Custodian for validation and, once approved, imported into the GMS with a click of a button as they take the form of a Change Only Update (COU), written in compliance with the DTF 7.3 v 3.1.

The aim of the HAL was to create cashable savings year-on-year by removing revenue expenditure of £3,500 pa for a third party software solution offering similar functionality. This goal was achieved, but by embracing the principles of the council's 'innov8' scheme, multiple unforeseen benefits were to be had.

Rather than the concepts of the LLPG being described to members of staff, it is now possible to show them exactly what it is via the HAL.

As such, the HAL has created an 'LLPG Hub' – LLPG infrastructure based on the single aim of improving integration and uptake.

The cross reference candidate process is enhancing integrations with other systems in an automated, efficient way which saves staff time in maintaining such linkages. The introduction of a property level 'report a problem' feature is also helping to improve the accuracy of the LLPG through enabling address queries to be captured and address intelligence to be gained from all HAL users.

Ultimately, what the HAL has shown is that the LLPG becomes a valuable asset when it is utilised, but becomes an invaluable one when it is integrated and when those integrations are leveraged.

London Borough of Harrow

Winner
Integration Award
and 2012 Exemplar

Key benefits
- cashable savings of £3,500 pa
- in-house solution so costs to modify would be negligible
- staff time saved through automation
- uses the UPRN as the 'logical glue' to communicate explicitly on a property basis between systems
- internal and external applications

Connecting the middleman

In order to both improve and expand LLPG integration at Northumberland County Council, the decision was made to create 'LLPG Connect' which would place the gazetteer at the very heart of Council operations.

The objective of the project was to create a platform that could act as the middleman between the LLPG, Council Tax, Business Rates (NNDR), Electoral Registration, Payroll, BDUK Broadband data, GIS and any other system that the LLPG could connect to in the future.

The project aimed to allow analysis and reporting on the data whilst automating the LLPG to reflect changes other departments had recorded in their systems. Fundamentally, it was about getting the information over to those who needed it.

How the project was carried out

The council created a database to act as the 'brains' of the operation, which would connect the various datasets. A web interface was then fashioned as a user-friendly way of viewing reports and providing charts, using live LLPG data for management overview.

Integrated into LLPG Connect were other things the LLPG team needed, such as their IT Scheduler which automated the sending of Change Only Updates to GeoPlace and all other systems. Also built into it was an LLPG intranet search and error reporting tool to allow users to send BLPU class updates, which in turn could create scripts to automatically implement their updates in the LLPG.

Outcomes

Comparison reports can now be easily run which means all new properties can be matched instantly. The council now knows which properties have been removed from Council Tax and NNDR, and can update the cross-references automatically.

They can update certain classes where possible using the NNDR classification, and use their live empty property data to update the BLPU status at the click of a button. The web interface also allows for synchronisation with both Council Tax and NNDR, and, through that, the easy updating of any unmatched cross-references.

Reporting functionality goes far beyond the GeoPlace health checks and is linked to a database that records the date and the number of items contained in any report, and can then display all this data using Google Charts in a custom built LLPG Connect web interface. Any of this data can then be extracted into a spread sheet and acts as a way of automatically giving information to the team about work that needs doing.

These charts also provide an at-a-glance way for management to check the current state of the LLPG and help to build user confidence in the quality of the gazetteer.

One of the most important reports that can now be produced compares the parish that Council Tax holds against the parish in the LLPG. The first time this was done it was found that many properties were in the wrong Council Tax parish and therefore paying the wrong amount on their bill. These were corrected and the report now flags immediately whenever this happens.

Without this project, the man hours necessary to update the BLPU status alone would have made it an unused field. In pure financial terms, the advanced GIS capabilities have the potential to save the Council £30,000 per year by replacing Mosaic data, and it also means that decisions are based on real data.

Northumberland County Council

Runner-up
Integration Award

Key benefits

- a system that produces work reports for the LLPG team

- hundreds of man hours saved by automating council tax and business rate changes into the LLPG

- LLPG Officers have more time to advance LLPG integration with other systems

- an easy way for management to see the current state of the LLPG

- a way for users to download reports such as empty homes or derelict properties

- checks Council Tax are using the correct parish, thereby ensuring customers are paying the correct amount

- custom cross-references to list any group of properties from the LLPG for any purpose another department has

- a series of further health checks to ensure the LLPG is maintained at an outstanding level of quality and therefore improving customer satisfaction and helping to bring the LLPG to other departments within the Council

- produces advanced GIS data that is far better than that contained in Mosaic which can be purchased for £30,000 per year

30 31
Using local knowledge for national benefit
Case studies from the 2012 GeoPlace Exemplar Awards

Northumberland PRoWdly presents

Northumberland County Council set up a project to merge their Public Rights of Way (PRoW) network with the LSG network in order to provide cashable time savings and reduce errors.

They did so by automating wherever possible, all the while maintaining synchronicity between the streets gazetteer and the Local Land and Property Gazetteer.

The project started after the Local Street Gazetteer (LSG) team had meetings with the PRoW team, initially asking them if they would be interested in using their gazetteer management system as their management tool. Doing so would provide them with mobile working, Streetworks Integration and integration with the council's call centre, none of which they currently had.

Aspirations for this merging included:

- automation wherever possible
- maintaining the definitive map geometry
- maintaining full synchronicity between LSG and LLPG
- creating PRoW data in accordance with the data compliance guidance
- making the process portable so that it could be applied to any dataset and not tied into just the LSG systems.

How the project was carried out

Because these were two datasets from different departments, a bit of sanity checking was done before the data was processed. This was done by identifying overlaps or anomalies between the two; only by doing this first would there be the best chance of success.

Software was written that took the PRoW network and the LSG data, and merged both these sets of data in order to create a new LSG. This was then passed to GeoPlace to check that it was truly compliant.

This process also created the data to update the LLPG, so that the two systems would remain 100% matched, all done without the LLPG team having to update manually.

Outcomes

The main outcome is that Northumberland County Council now has the PRoW network sitting within their LSG, and are now receiving Streetworks notices on the PRoW network that are helping to control works on the PRoW.

This method is completely repeatable and could be used for other organisations' data. As long as the data is in a spatial form, or accessible as xy coordinates, this method could take in the data and produce a BS7666 compliant gazetteer update.

The next task is to get the council's countryside teams using the same system as their management tool. Doing so will afford them many of the benefits now experienced by the PRoW team, which include links to the call centre and highways.

Northumberland County Council

Best practice
Integration Award

Key benefits

- enables the PRoW network to be made available to public and utilities in a standard format that can be used countywide

- the council's street and address information is at an even higher standard

- approximately 2880 man hours have been saved through automation, producing efficiency savings of between £17,510 and £28,800

- LSG / Streetworks / utilities now have access to the PRoW network

- street count increased from 12,867 at start of project to 22,317

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Letting the photos take the strain

Bath and North East Somerset Council has commissioned 360-degree street level photography for integration into its web based GIS. In order to make the data fully searchable, as well as maximise the return on investment, the photography has been dynamically linked to the LLPG, and so searching on an LLPG address or UPRN automatically shows the correct image of that property.

Bath and North East Somerset Council covers 350 km^2 and in 2011 spent £1 million on staff travel costs, largely by car. It was considered that the growth in these costs was unsustainable.

There was much duplication of effort in officers making site visits to the same place. In addition, with a growth in the use of Google Streetview, it was shown that there was a demand for street-level photography, but that this would lead to the potential for additional costs from Google's new mapping charges.

Additionally, there was no comprehensive record of the appearance of buildings or roads, which often made it hard to defend legal claims or prove enforcement cases.

All these reasons pointed to the need for a comprehensive survey of street-level photography covering the authority, and, for it to be of any practical use, that these photographs had to be linked to the LLPG.

As such, the service drivers for the project were:

1. to reduce the amount of staff car travel, including cost and CO$_2$ reductions

2. to improve customer interaction, especially over the phone

3. to provide a photographic record of roads and buildings within the authority.

How the project was carried out

The council commissioned Cyclomedia to take about 500km of 360° street-level photography, which equated to about 100,000 photographs in all. The project was explained, in advance, to parish councils so that they were aware what was going to happen and could respond to any enquiries from their communities. This, in turn, raised interest in the data from the parishes and they were added as recipients into the project.

The photography was then dynamically linked to the LLPG by spatial data and GIS specialists GetMapping who integrated it into the council's web-based mapping system, District Online, which meant that searching on an address or UPRN would automatically return a photograph of that property. This was an essential part of the project as staff could not be expected to know what a property looked like e.g. on a housing estate where many houses can look the same.

Outcomes

The photography was captured in April 2012 and the full system went live in June of that year. The user interface in District Online is easy to learn and use, includes the ability to have the photography full screen or split screen with other GIS data, and the average time to retrieve a photograph from a search is four seconds, making it easy to use whilst mobile.

With the project costing £30,000 and £1 million spent on staff travel costs, only a 3% reduction in this cost from the use of street photography is required to see the project break even, with demonstrable financial savings beyond that point.

Reducing car mileage also contributes to reducing the council's CO$_2$ output, with a target of 30% reduction over the period 2009-14 being set that cannot be achieved without reducing car use.

Although it had been expected that initial uptake would meet with some resistance from staff, the project has been so well received that users are already asking for additional features. Beyond the reduction in travel, examples of usage across the council include: the insurance section for validating claims and eliminating fraudulent cases; schools admissions using it to resolved disputes without the need for an appeal hearing; and the customer contact centre getting a view of a customer's property as they are talking on the phone.

Improving living standards

Across Newham Council there is a growing perception that poorly managed, privately rented properties are having a negative effect on health equalities, community cohesion and neighbourhoods.

Anti-social behaviour (ASB), noise nuisance, poor housing conditions and accumulations of refuse are just a few of the issues that have been linked to the failure of some private landlords to manage properties in an effective way.

With the aim of reducing ASB and health inequalities, improving living standards and the community environment, Newham Council initiated a borough-wide Private Rented Property Licensing Scheme and, in doing so, have become the first local authority in England to exercise discretionary powers, available under the Housing Act 2004, to introduce the compulsory licensing of all private rented accommodation across the borough.

In addition to tackling the negative issues that occur due to poorly managed privately rented accommodation, the project was intended to streamline the licence application process, using automated systems that utilise both the LLPG and its national equivalent address data, as well as intelligence sharing across other service databases.

It is estimated that 35,000 properties will be subject to private rented property licensing, which is the largest tenure group in the borough, and therefore it is hoped the positive impact to the borough and their residents will be significant.

How the project was carried out

To support the delivery of the project, the IT solutions introduced were going to be critical to the delivery and success of the scheme. A key objective was to provide an automated end to end service

which included the use of the address data to validate addresses used in both the registration of the relevant properties and landlord contact details; and also to provide a cross data warehouse intelligence check to identify inaccuracies and discrepancies in application data.

As part of the scoping exercise for the project, existing solutions were reviewed; however, no one solution delivered all criteria and so it was decided to develop a bespoke 'smart' solution. The online process was designed, linking the council's CRM to back office systems in order to record, manage and validate property licences in a more efficient way.

The address data and validation checks were central to both the licensing process and the system design due to licences being wholly property based.

Outcomes

Customers can now apply via an LLPG-based online licensing solution which was built from scratch in less than 12 months to provide an automated licensing service. From the information entered by the customer, the application type, conditions and fees can all be calculated automatically, which delivers huge efficiency savings with regards to administration, particularly due to the reduction of invalid applications. It delivers significant value for money, considerably improves the landlord experience and keeps licence fees as a low as possible.

Application records are created on a database with UPRNs and mapping coordinates as soon as the applicant has submitted the form, which instantly creates links to all other records with the same UPRN.

As a result, time has been saved by removing manual property look-up and data entry. This has reduced the potential for addressing errors, and easy look-up of property activity across modules has been created.

Customer Services and Private Housing have joined up in creating an end to end process for the licensing of properties which has streamlined the service, leading to big efficiency gains for the council by removing the need for officers to be involved in the application process.

By putting the LLPG at the core of this project, the council is also able to map the data easily. This leads to the identification of hotspots of private rented accommodation and links to ASB and poor property management practices. They can also map the take up of licences and the location of landlords on a national scale, which is an important aspect in being able to analyse the success of the project, target enforcement resources in an intelligence-led way and continuously review areas for improvement through a live system.

Not only does the project showcase a real world benefit of an accurate LLPG, but it also shows how a streamlined process delivers real efficiency savings as well as joining up services across the council. This scheme aims to make a real difference to residents of the borough in terms of improved living standards for private tenants and also community based improvements to peoples' living environments and local area.

Evidence based electoral review

One of the priorities after the 2011 Gedling Borough Council local elections was for the Council to reduce the number of members by 20%, in effect reducing the councillors from 50 to 40.

The council initiated an electoral review to consider the number of councillors representing the authority. The authority was divided into 22 wards returning between one and three councillors, and the aim of the review was also to recommend ward boundary changes that would result in each councillor representing approximately the same number of electors.

Furthermore, as it drew up new electoral arrangements, regard had to be given to the interests and identities of local communities.

How the project was carried out

The first part of the task was to identify all residential properties that were due to be built by 2018, as the project had to show elector numbers at this date. These were entered into the gazetteer management system as provisional properties and plotted where they were to be built.

A complete list of all residential properties with registered electors and the Unique Property Reference Number (UPRN) was then extracted from the Electoral Register. These were linked with an extract of the LLPG and then loaded into the council's GIS system using the co-ordinates to plot each property on the base maps.

The proposed wards were drawn as polygons in GIS and the residential properties within the polygons were extracted so that there was a count of the number of existing properties. As elector numbers had been

added to the residential properties, it also gave a count of the current number of electors.

The council came to the conclusion that simply counting the number of existing and proposed dwellings was not an option, as analysis had shown that the average number of electors per dwelling varies from 1.36 to 2.86 in polling districts. As such, a formula was applied that included the average number of electors per dwelling for the particular polling district in which the provisional dwelling was situated.

As a result, the project team were able to give the cross-party working group clearly defined maps showing existing and proposed ward boundaries, along with the number of electors for each proposed new ward.

Outcomes

The outcome was a proposal being sent to the Local Government Boundary Commission for England (LGBCE). The proposed wards followed community identity guidelines and were well within the recommended +/- 10% of the average number of electors for each member, and came with the support of all political parties.

The benefits are a final reduction in councillor numbers by 9 out of 50, which will see cost savings in the future through a reduction in the number of councillors receiving allowances.

It will increase the level of community identity, with the added advantage that shopping areas

are proposed to be in single wards, whereas one is currently split across two, and another is in three wards.

The proposed wards will align with police priorities in that retail crime, car crime and serious acquisitive crime will be more rationally reported, whilst the project overall has demonstrated that the LLPG is a powerful tool for the authority.

Gedling Borough Council

Highly commended
Services Award

Key benefits

- combines the Electoral Register with the LLPG, which can be replicated by other authorities for a variety of scenarios

- the process can be used to see whether addresses are in the correct current Polling Districts

- plans are in place to use the same process to identify areas where there are a large number of the most vulnerable in the borough using data from the benefits system and the Electoral Register

- it shows the value of matching the Electoral Register to the LLPG

- raised the awareness of the LLPG within the senior management team and amongst members

- puts the UPRN as the most valuable part of an address database and it shows the power of using BLPUs within GIS

- the project was completed on time and with zero budget

Communicating address information

In 2007, a decision was taken for Adur District and Worthing Borough Councils to work together, providing joint, shared services to both communities.

The project involved amalgamating services employed across the two councils and part of it focused on the investigation, consultation, adoption and resource savings from the creation of one Street Naming and Numbering (SNN) policy, which also included the adoption of one legal process and procedure across both councils.

Prior to the project, neither Adur nor Worthing Councils could offer a developer, business owner or property owner an official policy detailing all aspects of their SNN practice.

Worthing Borough Council had an informal policy that focused on procedural aspects and consultations with Elected Members regarding street names, but struggled with a number of legal challenges relating to the application of street naming and numbering and all its elements. Adur District Council was in an even worse position with no policy at all, apart from consultation regarding the delegation of authority for street naming.

To define their service and statutory duty in a transparent way, it became vital for the two councils to have a single policy in place, which would be publicly available for all staff, developers, businesses and members of the public to follow.

How the project was carried out

It was considered important to establish the historic SNN legislation adopted by both Adur and Worthing Councils, and to ensure that the same legislation was put in place for both councils. To achieve this, they reviewed all the SNN processes and procedures in place across both councils and used the feedback from consultations to implement a single working practice.

They aimed to create simple but thorough practices to cover all eventualities; for example, retrospective addressing of illegal developments where they created a 'rapid response' procedure to get the new addressing out to services whilst ensuring payment is promptly collected via their legal team.

Other council policies were analysed, as were service requirements and the legislation adopted by the councils. To encourage policy adoption across the business, the councils' aims were publicised in the local media, public feedback was invited, and they liaised with all stakeholders to include other local authorities, council services such as Planning, other key services, Members, Council staff, Legal and Finance teams, and the public.

The benefits of adopting one policy across both councils were sold by both detailing the failures of existing processes and communicating the benefits of one policy implementation.

Outcomes

Implementation of a single policy has raised and increased awareness of the councils' SNN statutory duty, processes and charging policy for a wide audience.

LLPG and SNN are now combined into a single unified process carried out by the Corporate Information Team, and SNN has been integrated to the LLPG via the SNN software package employed across both councils. All SNN references are loaded into the LLPGs along with new address information, and all correspondence and plans for each SNN case are kept electronically in one location.

Through collaboration with the planning department, details of SNN processes are now sent out to all applicants, which has resulted in developers proactively contacting the council during the early stages of a build to register for the SNN service.

Access to the public has also been improved as they are now able to register their SNN requests via an electronic form available on the Adur and Worthing joint web page.

Council policy now requires that other departments contact the LLPG team for an address prior to keying data into their system, and staff can access LLPG information via a web service, with queries sent via an automated email process. If a development or an address anomaly is identified, the LLPG team can now investigate and carry out SNN as appropriate.

Building the foundations for property expansion

With major expansion planned in and around Cambridge City Council over the next few years, it is likely that 18,000 new addresses will be required and, with some development sites crossing the border with their neighbouring authority, South Cambridgeshire District Council, it was clear that a formal process of joint working needed to be put into place.

With major expansion planned in and around Cambridge City Council over the next few years, it is likely that 18,000 new addresses will be required and, with some development sites crossing the border with their neighbouring authority, South Cambridgeshire District Council, it was clear that a formal process of joint working needed to be put into place.

From the early stages of the planning process for the major growth sites in Cambridge, councillors had expressed specifically that local communities become involved in suggesting street names for the new developments. With some new streets crossing the boundary with South Cambridgeshire District Council, a defined naming process was clearly needed.

At the time, Cambridge City Council did not have a Street Naming and Numbering Policy, and so took the opportunity to correct this; but, at the same time, it looked to instigate charges for the service, and, as part of the new policy, also introduced a section relating to joint working with neighbouring authorities.

How the project was carried out

During consultation meetings held with South Cambridgeshire District Council, it was important that a consistent approach was taken. With some of the major residential schemes crossing the boundary, this importance focused on:

- a seamless, integrated approach from both authorities
- new and improved guidance for both the public and developers
- standard charges for the service
- simplified application forms.

The overall consultation process saw officers of both Cambridge City Council and South Cambridgeshire District Council working closely with minimum delay to establish a list of proposed street names. Once this was achieved, further joint working was established, with one authority consulting with Royal Mail and the other with Cambridgeshire Fire and Rescue Service to produce a definitive list that could be used for street names by either authority.

Forward planning, good consultation and advertising of the new policy ensured buy-in from all relevant partners and stakeholders, which was achieved through:

- report to committees
- consultation with developers and residents
- liaison with neighbouring authorities to resolve any discrepancies in specification and/or procedures
- speaking to a local reporter who wrote an article detailing the new street naming and numbering policy.

Outcomes

The creation of the policy has enabled a closer working relationship with South Cambridgeshire District Council, and has improved work flow and procedures relating to SNN and the LLPG. This new and improved SNN guidance has been made available for both the public and developers via the council's website.

As soon as details of new developments are received for the major growth sites, the Street Naming and Numbering Officer will forward details and a site layout plan to the LLPG custodian.

The new properties are entered into the LLPG as lots and, when the plots are officially named, the LLPG custodian is again informed so that the plots can be renamed to the correct address. These addresses are then passed onto other departments and the county council by the normal method of using a daily Change Only Update file.

Cambridge City Council and South Cambridgeshire District Council

Runner-up
Best Example of Street Naming and Numbering Policy Implementation Award

Key benefits

- collation of email distribution list resulting in greater efficiency and little or no paper usage

- policy is sensitive to the naming requirements of each council: Cambridge City – local residents and history groups and South Cambridgeshire District Council – parish councils

- all new street names reflect the character and history of the area where new building is being undertaken

- removed duplication of effort in liaising with Royal Mail and Cambridgeshire Fire and Rescue Service

- developers only have to deal with one authority

- LLPG contains accurate and up-to-date information with regards to a proposed development location prior to the official allocation of street names and numbers

Streamlining developments in Enfield

London Borough of Enfield recently revised their Street Naming and Numbering Policy to ensure that it gave clear and concise information to customers.

The council wanted to provide a policy that avoided ambiguity and gave detailed guidelines and restrictions for street and property naming and numbering. The intention of this was to avoid problems and time-consuming challenges from the outset.

They expanded the 'Purpose' of the policy to include information on the council's LLPG and how the Street Naming and Numbering (SNN) process works.

They wanted the policy to be more user friendly and be in an easy to understand language whereby customers would be able to locate information they required by looking at the index or contents. Also included was to be a specific clause for schools, parks and open spaces due to a rise in academies, free schools and new parks opening in the borough.

How the project was carried out

The previous policy was improved by the SNN Officer, Property Information Officer, GIS Team Leader and GIS & Systems Support Manager. Sessions were held to go through the policy to remove any vague information and to ensure relevant and up to date information was added.

The council needed to ensure that the policy provided clarity for postal and emergency services, and met the national standards and Data Entry Conventions for property addressing and referencing.

Also, configuration of addresses were made clear to customers such as any developments consisting of four or more flats/apartments

requiring a block name and a street number to ensure these would be easy to locate and fit correctly into the LLPG.

They also devised several points on the naming process and listed what would not be permitted, such as naming streets or properties using names that could cause difficulty in pronunciation during an emergency situation.

Once completed, they moved to get the policy approved by the Director of Environment and the Lead Cabinet Member for Environment. Once it had been officially approved they then began to encourage policy adoption across the business by making sure all internal departments were aware of the SNN function.

Outcomes

The policy can be accessed on both the internet and intranet, making it available to both internal staff and members of the public, with each function listed under sub-headings to give more clarification on how each procedure works e.g. Naming of Streets, Naming of Properties etc.

When requests are received, the customer can be directed to the relevant part of the SNN Policy and this ensures any issues are avoided from the beginning as customers are clear on what is permitted.

Because of this, the implementation has ensured that customers have a clear set of guidelines relating to SNN, and since streamlining the policy and processes, problems occurring have been minimised as customers are aware of what is not permissible and the reasons why.

Enfield Council website has also been reworked, and with a more efficient and faster search engine, it is now easier to locate the SNN policy and download any related documents such as the SNN application form.

The new policy has saved time and increased efficiency greatly. It is now more user-friendly and customers are now directed to the policy for any queries. Although the new policy is more detailed, it is also easier to follow and customers are able to select names, or number properties, following the clearly set out guidance it provides.

Enfield Council

Highly commended
Best Example of
Street Naming and
Numbering Policy
Implementation Award

Key benefits

• SNN process is now defined and documented

• it has created guidance for developers, businesses, residents and internal staff

• there is clarity in addressing for postal and emergency services

• high level awareness of SNN

• reduced paper and storage

• electronic transfer of data

• reduced face-to-face interaction with customers

• clarification of processes to developers/property owners resulting in reduced time-consuming challenges

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Sharing knowledge, raising awareness

Peer Award

The Peer Award is awarded to an Authority Address Custodian or an Authority Streets Custodian in England and Wales.

The recipient of this Award has been jointly nominated by the NLPG and NSG Custodians. It aims to reward continuous commitment to the LLPG and the LSG communities.

The winner Cathy Coelho is Senior Systems Officer at Oxford City Council. She is also Regional Address Chair for the South East; joint Chair of the DEC-NLPG Working Group and Deputy Principal Address

Chair for the Authority Contacts Executive (ACE).

Cathy has been nominated by the National Custodians for her dedication and the tireless work she does to further the gazetteers and work with colleagues. Cathy has been involved with address and street data for many years and brings this expertise and insight into all her roles.

Cathy Coelho from Oxford City Council

Winner
Peer Award

Scottish Gazetteer Custodian of the Year

The Scottish Gazetteer Custodian of the Year is awarded to the council who has achieved the highest rating in the One Scotland Gazetteer Accreditation Scheme by October 2012.

2012 saw the inclusion of Scottish gazetteer information in AddressBase to create a complete GB address dataset.

This is the first year that the Improvement Service has sponsored awards for Scottish custodians and these take the form of Scottish Gazetteer Custodian of the Year and a special award for the custodian would made the best contribution to getting their data to a level which would allow it to be loaded into AddressBase.

Winner
Joanna Wilkie
Dundee City Councill

Runner-up
Paul Weedon
Angus Council

Highly commended
Keith McBean
Inverclyde Council

Irene McKechnie, West
Dunbartonshire Council

This year also marks the introduction of Gold, Silver and Bronze grading scheme for Scottish custodians and we have used this to shortlist the four councils who retained "gold" status for the first three months. The KPIs involved were used to separate the four councils.

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Advancing forward, demonstrating commitment

Most Improved Authority Address Updates and Most Improved Authority Street Updates

These awards recognise the hard work that Authority Address and Authority Streets Custodians put into both maintaining their datasets and constantly improving the integral data quality through planned work activities, in order to meet internal and external pressures.

Using statistics generated by the data hubs at GeoPlace, this Award highlights those authorities who have invested time in creating and continually improving their processes and who have made and achieved a real commitment to improving both the accuracy and quality of the data submitted to the GeoPlace hubs.

This year Cannock Chase District Council topped the list of 348 local authorities for maintaining their address gazetteer and constantly improving its data quality. Over the last year they have made great strides in resolving their health check anomalies, BLPU positional accuracy and street comparisons; reached gold status for both council tax and business rates; and moved up the ranking scale by a staggering 265 places. A very well deserved winner.

There were several authorities that have made a very large improvement this year and choosing a winner was very difficult.

Peterborough City Council had some challenging years, suffering with a number of system and process issues. In the past 12 months they have managed to not only fix those system issues, but have made huge progress in Synchronisation of the LSG and LLPG streets, as well as improving data quality and content throughout their data.

It is recognised that Peterborough has invested significant time and effort in creating and improving their processes and is a very deserving winner.

Best Contribution from a Scottish Authority in Preparation for AddressBase™

This Awards is presented to the council which made the greatest effort to prepare their local Corporate Address Gazetteer data to meet the requirements of AddressBase.

Over the years the One Scotland Gazetteer developed almost in parallel with NLPG but with a number of subtle differences to reflect different conventions and interpretations.

These needed to be ironed out to enable Scottish gazetteer data to be included in AddressBase and all Scottish council custodians put in a superb effort to get their data prepared.

The Improvement Service (IS) and Forth Valley GIS as Scottish Custodians spent some considerable deliberations to identify the council which made the greatest effort to resolve the differences. North Ayrshire council had additional work to complete including system changes and additional working with the Assessors. They are a small council with limited resources but they managed to complete everything that they were asked to do in good time.

Cannock Chase District Council

Winner
Most Approved Authority Address Updates

Peterborough City Council

Winner
Most Approved Authority Street Updates

North Ayrshire Council

Winner
Best Contribution from a Scottish Authority in Preparation for AddressBase™

Leading the regions

Best in Region Authority Address Updates and Best in Region Authority Street Updates

Regions continue to play an important role in improvements to local address and local streets datasets. It is very clear 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.

Using statistics generated by the data hubs at GeoPlace, these Awards will be judged by the GeoPlace NLPG and NSG Custodians on overall quality of local address datasets and the local streets datasets, looking at data quality and compliance to the Improvement Schedules. These authorities have all worked hard to maintain their gazetteer and achieve excellent levels of quality across the board.

Best in East Midlands Region Authority Address Updates
Derbyshire Dales District Council

Best in East of England Region Authority Address Updates
Broxbourne Borough Council

Best in Greater London Region Authority Address Updates
London Borough of Enfield

Best in North East Region Authority Address Updates
Stockton-on-Tees Borough Council

Best in North West Region Authority Address Updates
Salford District Council

Best in South East Region Authority Address Updates
Lewes District Council

Best in South West Region Authority Address Updates
South Gloucestershire Council

Best in Wales Region Authority Address Updates
Bridgend County Borough Council

Best in West Midlands Region Authority Address Updates
Wychavon District Council

Best in Yorkshire and Humber Region Authority Address Updates
Leeds City Council

Best in Yorkshire and Humber Region Authority Street Updates
Calderdale Metropolitan Borough Council

Best in East Midlands Region Authority Street Updates
Rutland County Council
and
Derby City Council

Best in East of England Region Authority Street Updates
Peterborough City Council

Best in Greater London Region Authority Street Updates
London Borough of Enfield

Best in North East Region Authority Street Updates
Northumberland County Council

Best in North West Region Authority Street Updates
Warrington Borough Council

Best in South East Region Authority Street Updates
West Sussex County Council
and
The Royal Borough of Windsor and Maidenhead

Best in South West Region Authority Street Updates
Devon County Council

Best in Wales Region Authority Street Updates
Isle of Anglesey County Council

Best in West Midlands Region Authority Street Updates
Walsall Metropolitan Borough Council

Island of the Dead

UPRNs are mentioned in the Kindle novel Island of the Dead by Northumberland County Council's IT Support Officer David Basnett.

It is a Young Adult horror novel in which the protagonist, Eve Evans, needs a place to hide that does not appear on any maps. Eve's teacher, Professor Brown knows of a place that is kept magically hidden. The first month's sales figures are not yet available, but the previous book topped the US Amazon free download chart in the children's horror category.

Excerpt:

'I know most places in Northumberland,' said Eve through a mouthful of steak pie. 'Where's this Tilwick? Are you sure you don't mean Alnwick?'

Professor Brown tutted irritably at Eve's rapidly expanding carpet of pastry on the car seat. 'Be careful will you,' he said. 'That grease will stain the leather.'

'Oh it's just a bit of pastry,' said Eve. 'Loosen up a bit.'

'I'll loosen your head in a minute if you're not careful,' he muttered under his breath.

'So,' said Eve. 'Where is it? I can't find it on this road atlas either.'

'Of course it's not on any maps you stupid girl,' he snapped. 'It's hidden from Ordnance Survey and it's the one place in the country that the government UPRNs don't reach. Now no more questions.'

They were northbound on the A1, the main road through Northumberland, for twenty minutes when Brown suddenly thumbed the indicator and pulled onto a slip road that wasn't signposted. The tarmac ended and the road became a pothole filled farm track. A red and white Private sign went past as their speed dropped to ten miles per hour. The bouncing car woke Eve's mother from her back seat slumber and she wound down her window to get some fresh air.

'Err, are you sure you took the right slip road?' asked Eve.

'Of course I'm sure,' snapped Brown.

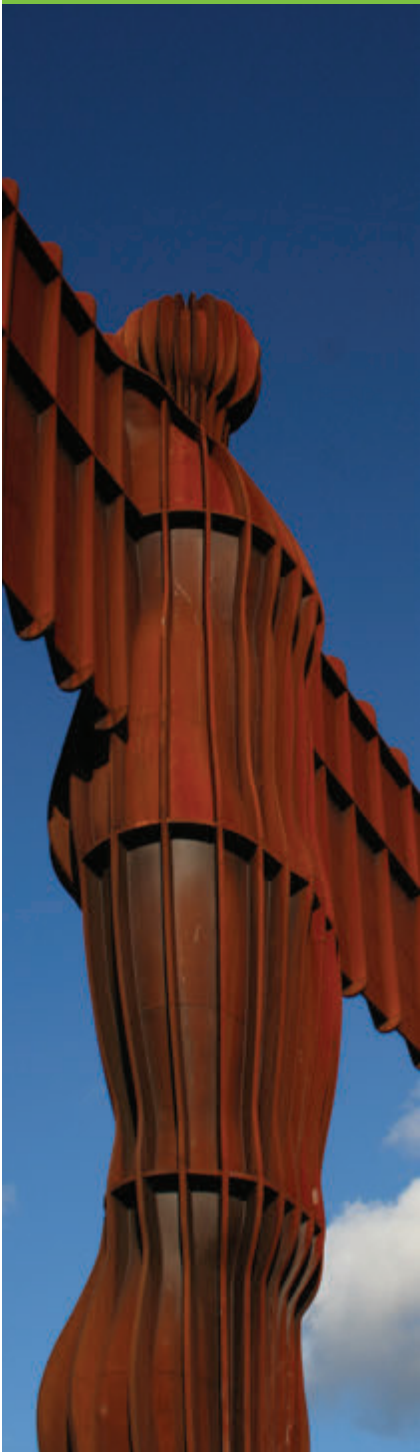'This looks like a farm track,' said Eve.

'I am aware of that,' replied Brown through gritted teeth.

'Typical man,' said Eve. 'Don't want to admit when you're lost.'

Northumberland County Council

Winner
Best anecdote for widespread use of a UPRN or USRN

Terminology

AddressBase™
The range of address products which bring together the best parts of local government's NLPG, Ordnance Survey's OS MasterMap Address Layer 2 and the Royal Mail Postcode Address File (PAF)

ASD – Additional Street Data
Provides additional attribution about a street, including details of ownership, reinstatement category, and special designations

Authority Address Custodian
The nominated officer responsible for the maintenance of the LLPG; this person will also be the point of contact for all addressing matters within, and external to, the authority responsible for the gazetteer. This person was previously referred to as the LLPG custodian

Authority Contact Executive (ACE)
A forum for representatives of GeoPlace and the Participating Authorities

Authority Street Custodian
The nominated officer responsible for the maintenance of the Local Street Gazetteer; this person is also the point of contact for all street gazetteer matters within, and external to, the authority responsible for the gazetteer. This person was previously referred to as the LSG custodian

Authority Updates
Authority address updates and Authority street updates

BLPU – Basic Land and Property Unit
A real world object recorded within a gazetteer

BS7666
The British Standard used in the compilation of all LLPGs and the NLPG

COU – Change Only Update
File of gazetteer update records supplied from a LLPG

Data Co-operation Agreement
DCA is issued by GeoPlace to all district, county and unitary councils in England and Wales. It provides a legally binding agreement between the parties to support the creation and maintenance of GeoPlace Databases and address information for Scotland through separate agreements. It replaces similar arrangements between all councils and the Local Government Information House (LGIH – a subsidiary

of the LGA) which have been in place since 2005 (the Mapping Services Agreement (MSA) expired on the 31st March 2012).

Data Entry Conventions and Best Practice (DEC)
The current Data Entry Conventions and Best Practice for the NLPG and/or the NSG

Data Transfer Format (DTF)
The current versions of Data Transfer Format for the NLPG and/or the NSG

GMS – Gazetteer Management Software
A GMS is fused for the creation and maintenance of BS7666 compliant Local Land and Property Gazetteers (LLPG) and Local Street Gazetteers (LSG)

The Improvement Service
The Improvement Service works with councils and their partners to help improve the efficiency, quality and accountability of local public services in Scotland by providing advice, consultancy and support

INSPIRE Directive
A European directive, establishing an infrastructure for spatial information in Europe, to support Community environmental policies, and policies or activities which may have an impact on the environment

Local Government Association (LGA)
The LGA supports, promotes and improves local government

LLPG – Local Land and Property Gazetteer
A LLPG is the address index maintained by local authorities

LPI – Land and Property Identifier
A unique and meaningful identifier used to locate an object within the gazetteer, for example an address

LSG – Local Street Gazetteer
The LSG is created by the highways function within a unitary or county council for the purposes of identifying street works on highways

NDR
Non-domestic rates

NLPG – National Land and Property Gazetteer
The NLPG is the national address list that provides unique identification of land and property and conforms to BS7666. It is updated on a continual basis by each local authority in England and Wales

NSG – National Street Gazetteer
The NSG is an unambiguous referencing system which identifies any length of highway and additional street data in England and Wales through the compilation of local street data direct from the Highway Authorities

Ordnance Survey
Ordnance Survey is Great Britain's national mapping agency

PSMA – Public Sector Mapping Agreement
The PSMA is run by Communities and Local Government (CLG) and aims to join up government through the sharing of location data between all its members: local government, emergency services, central government and health

Public Rights of Way (PRoW)
Public rights of way are open to everyone. They can be roads, paths or tracks, and can run through towns, countryside or private property

SNN – Street Naming and Numbering
District or Unitary Authority Local government function responsible for the approval of all street names and property numbering schemes within that administrative area

SOAP
SOAP is a protocol specification for exchanging structured information in the implementation of Web Services in computer networks

ToID – Topographic Identifier
A unique reference identifier assigned by the Ordnance Survey to identify every feature in Great Britain

USRN – Unique Street Reference Number
Unique identifier assigned to each street within a LSG

UPRN – Unique Property Reference Number
Unique identifier assigned to each BLPU within a LLPG

GeoPlace LLP

GeoPlace is a public sector limited liability partnership between the Local Government Association and Ordnance Survey.

GeoPlace's role is to create and maintain the National Address Gazetteer and the National Street Gazetteer for England and Wales, providing definitive sources of publicly-owned spatial address and street data. Through agreement with Scotland's Improvement Service Company, working on behalf of Scottish Government, coverage now includes Scotland.

The National Address Gazetteer managed by GeoPlace, is the data storage and internal set of processes bringing together the existing local authority sourced Addressing Datasets together with

Ordnance Survey, Valuation Office Agency and Royal Mail data. Ordnance Survey develops the AddressBase range of products based on data provided by GeoPlace. As a separate process, the National Street Gazetteer is made available through GeoPlace.

As the Custodian of the NSG, GeoPlace has a responsibility to manage access and maintain services related to the NSG. GeoPlace runs the NSG hub at www.thensg.org.uk which enables contributors to supply their own data to the hub and download the data that they require to manage streetworks. The NSG hub also allows access to the data for contractors who are carrying out works for to register for an organisation licensed to access the NSG.

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