



Achieving efficiencies and savings from good location data

Marisa Hayes, GeoPlace LLP - Partnership Delivery Manager
Sarah Abbott, Nottingham City Council - GIS Manager



Nottingham
City Council

Addresses and Streets – all captured and verified



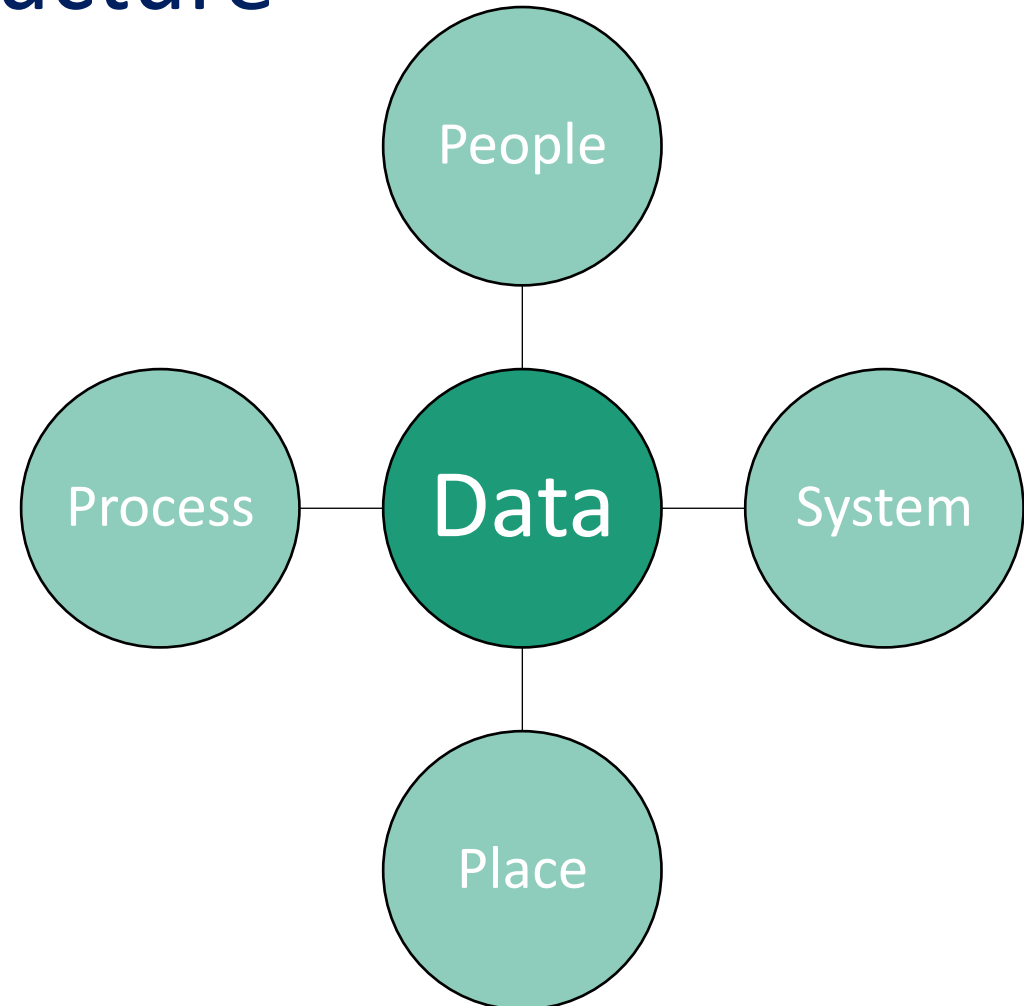
Who are we?



- GeoPlace LLP
- Administering the Data Co-operation Agreement (DCA)
- Part of the Public Sector Geospatial Agreement (PSGA)
- Working alongside local & central government
- Bringing location to life

Data connects teams, processes and organisations – local and national infrastructure

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





UPRN and USRN are the most effective tools for linking

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

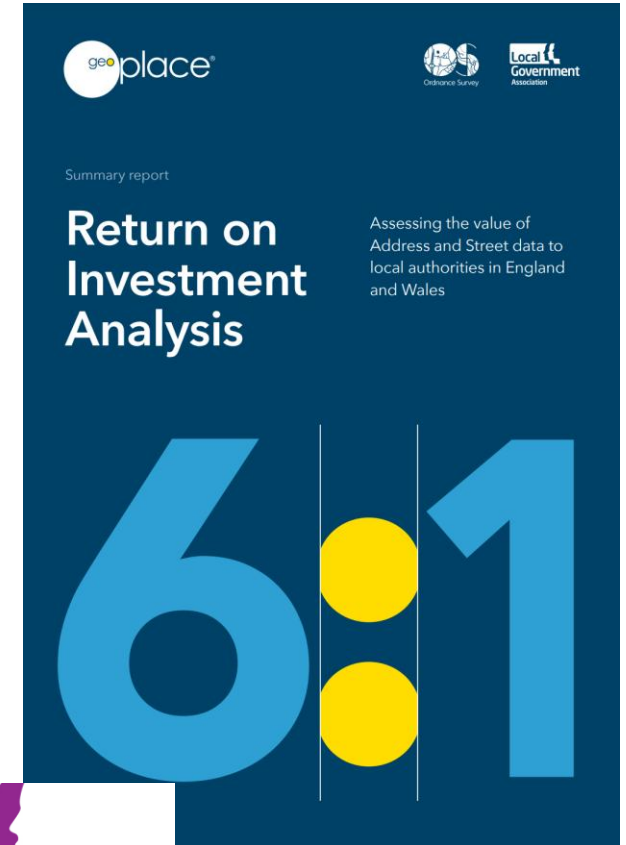
UPRN 10033625525
USRN: 4601460
15 Church Way,
Green Acre
HR1 2PT



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

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

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



Return on Investment Analysis

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

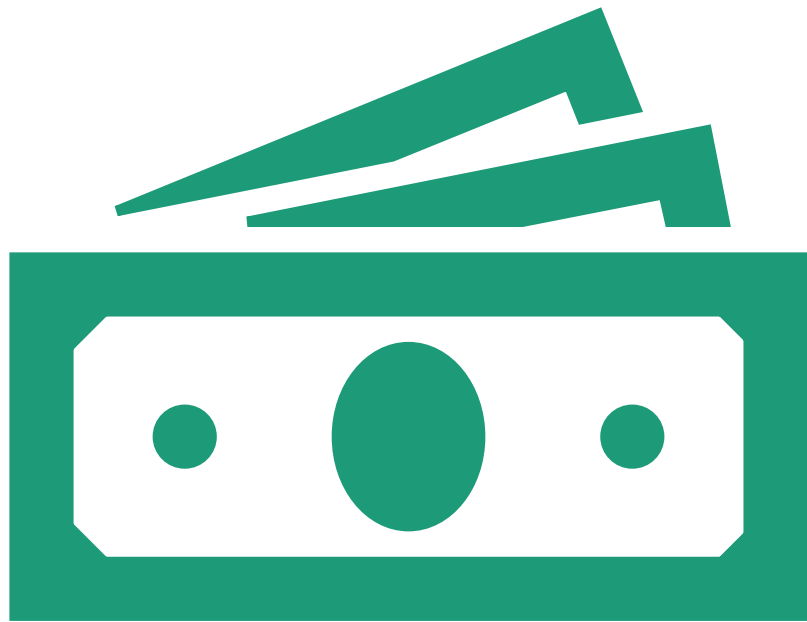
Final Report
September 2023



Nottingham
City Council



ConsultingWhere
Maximising the value of location information



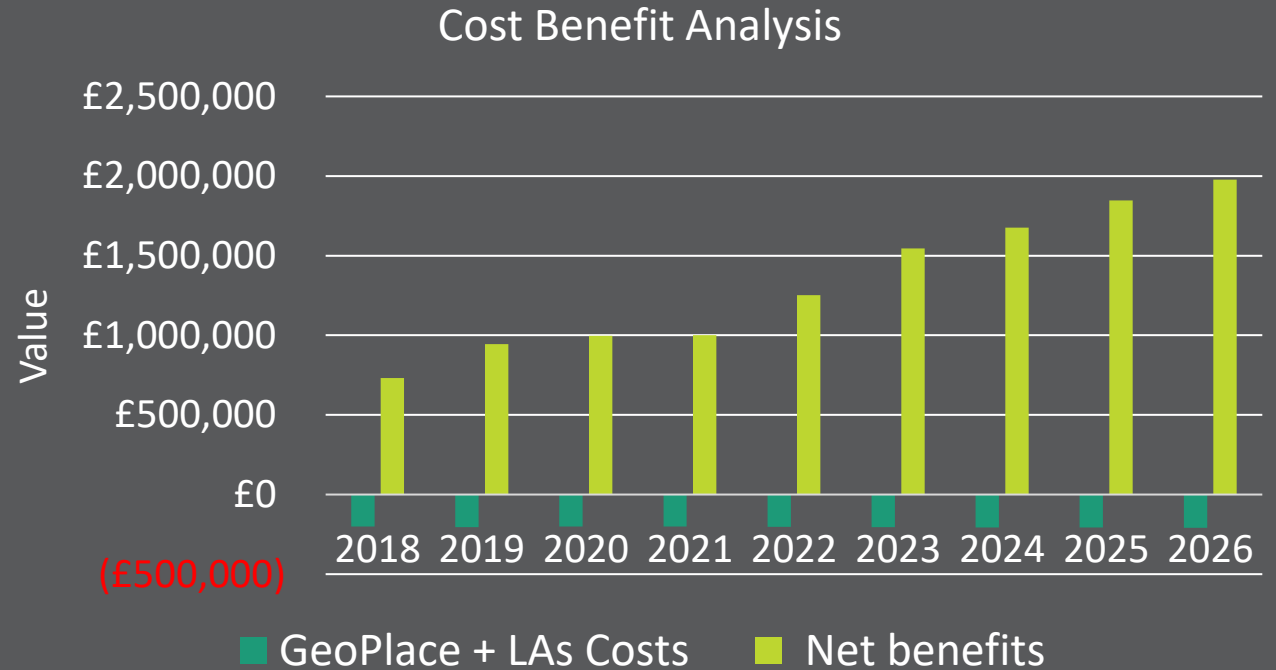
Local Government (Best Value Principles) Act 1999

Act No. 59/1999

Best Value

The Business Case

- Return on Investment (ROI) of over 4:1 already
- Net Present Value (NPV) of £4.1 million
- Future potential for an even larger ROI of 6:1 (2018-2026)
- Future NPV of £5.7 million





Identified key business areas where Address Data is in use



Undertook interviews and detailed case studies



Cost Benefit Analysis to identify the Return on Investment (ROI)



Nottingham City Council Strategic Council Plan 2024-27 refresh



Return on Investment Analysis

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

Case Studies

Data
Integration

Business
Rates

Waste
Management

Safer Housing

Social Care

Planning

Carbon
Reduction

Elections

Data Integration



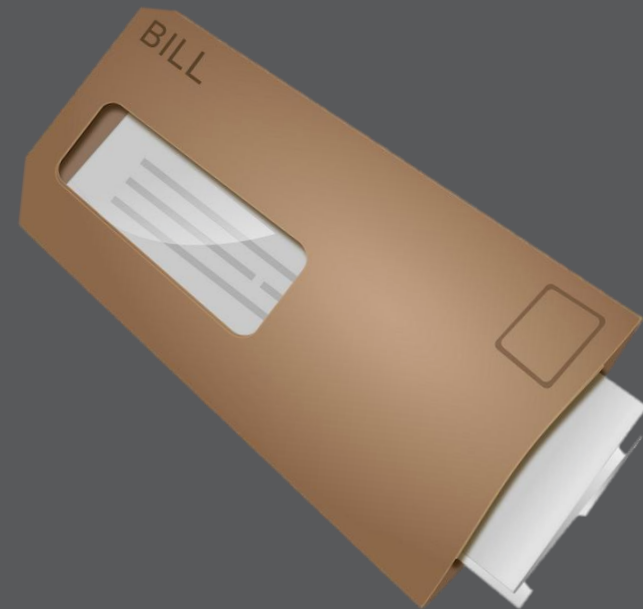
Saving
£2.4 million



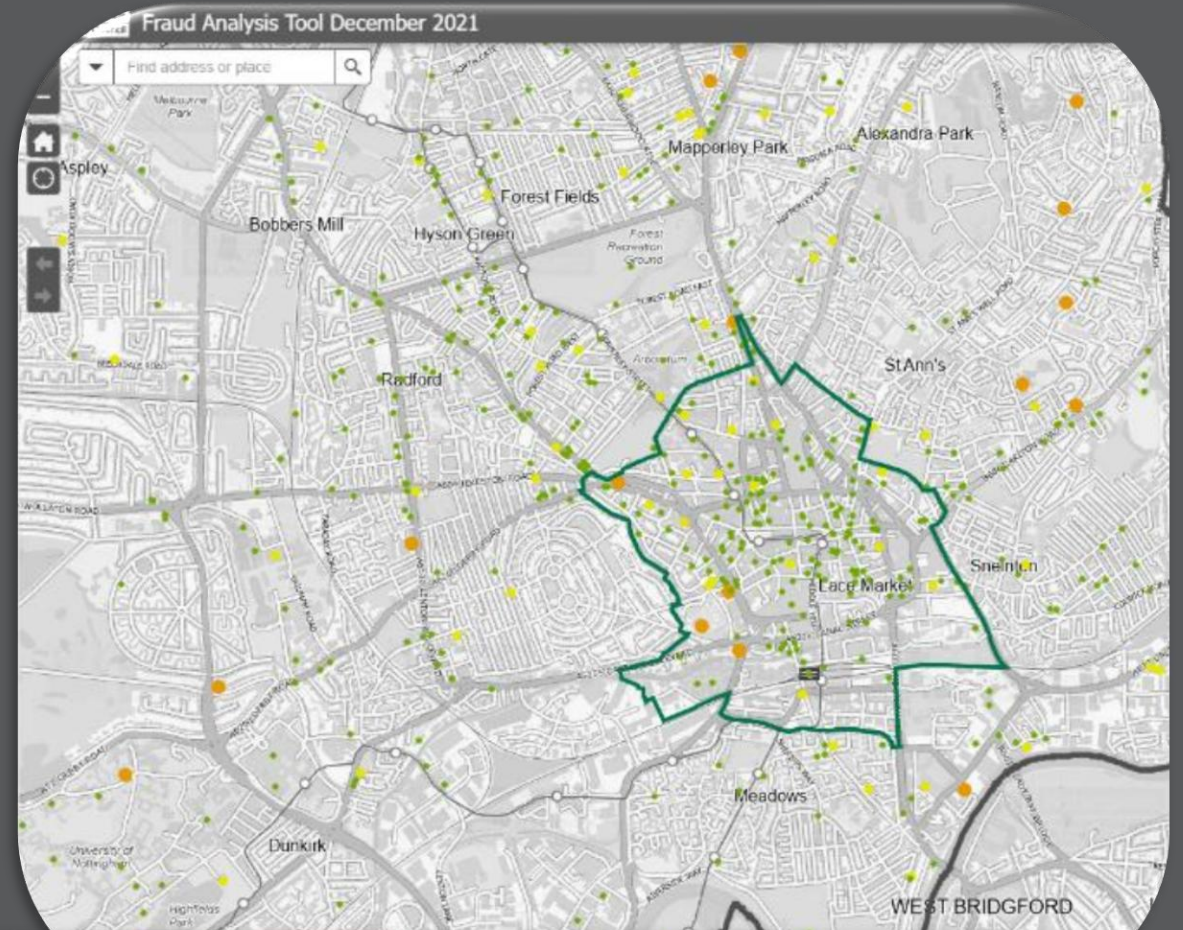
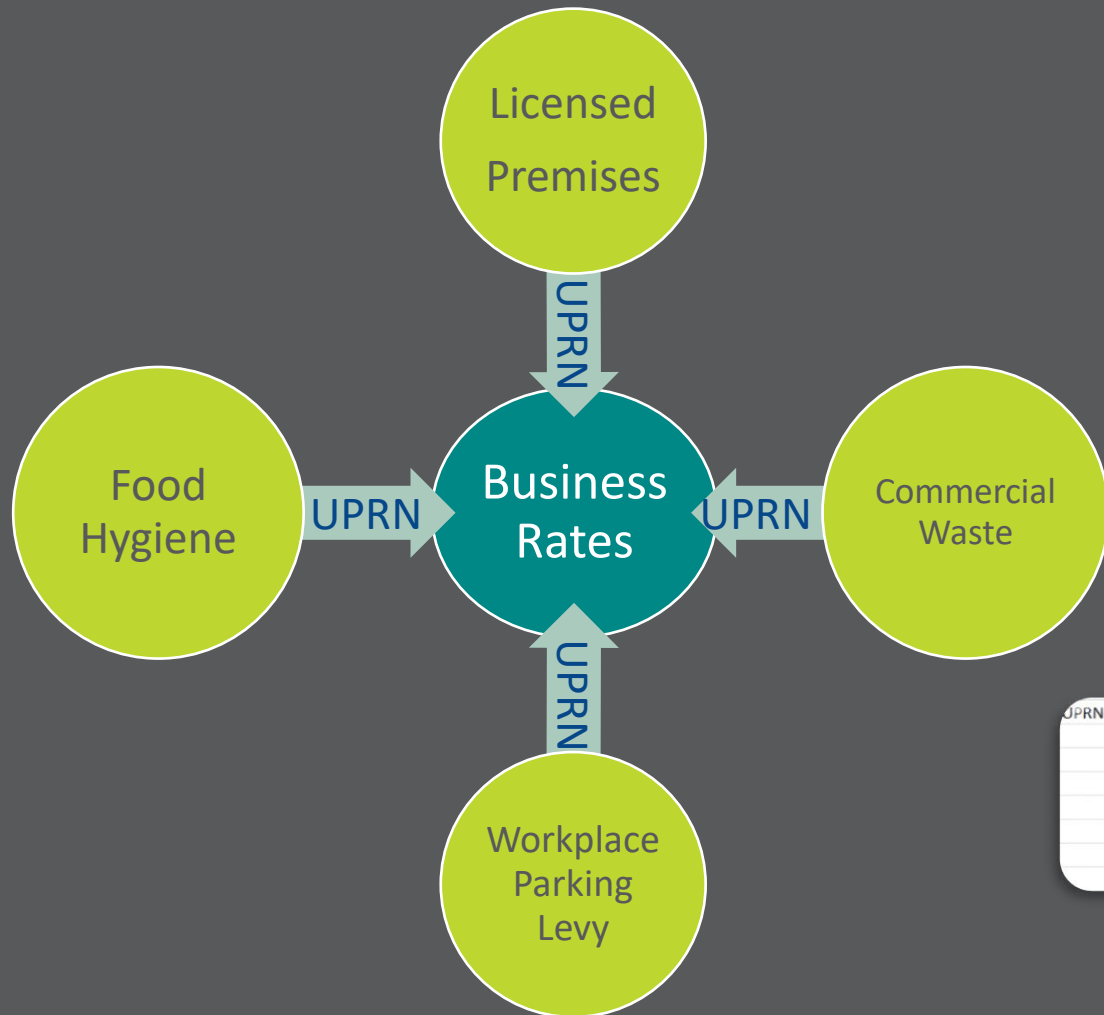
Platinum Award for Address Data
Nottingham City Council
 2024

Collection of Business Rates

Additional Revenue
£5.4 million



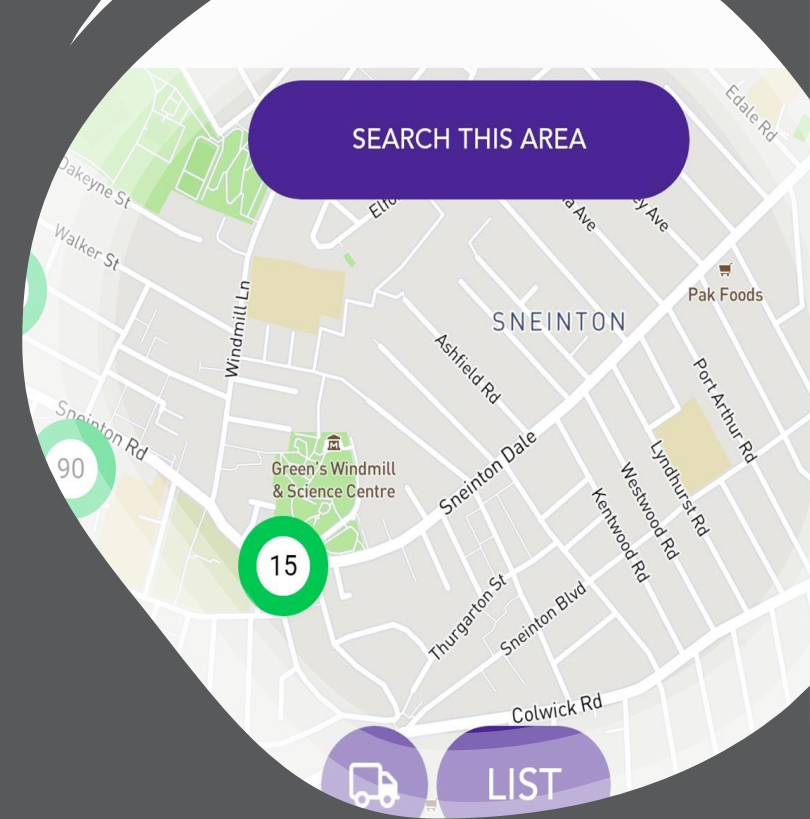
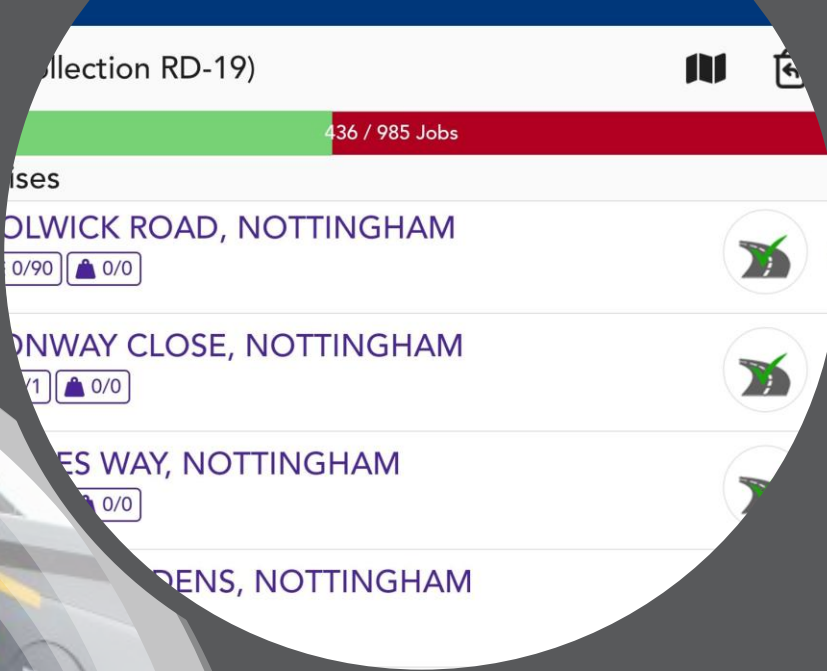
UPRN at the Heart



UPRN	REF	NAME	ADDRESS_1	ADDRESS_2	POSTCODE	TYPE
100032287379	Q01N**27AB/1	Sandcliffe	27 Abbeyfield Road	Nottingham	NG7 2SZ	Q01 New Car Sales
100032128655	C05***47AB/1	Cakeologist	47 Abbey Street	Nottingham	NG7 2NZ	C05 Restaurant
100031509971	R01***51AB/2	Canton Chef	51 Abbey Street	Nottingham	NG7 2NZ	R01 Takeaway Food
10034861773	R11***53AB/2	Abbey Street Off Licence	53 Abbey Street	Nottingham	NG7 2NZ	R11 Off Licences
10000132062	C05H**55AB/1	Taste Of India	55 Abbey Street	Nottingham	NG7 2NZ	C05 Restaurant
10034861775	C02***59AB/2	The Johnson Arms	59 Abbey Street	Nottingham	NG7 2NZ	C02 Public House with Snacks
100032128276	C05***89AB/1	Parker's Cafe and Desserts	89 Abbey Street	Nottingham	NG7 2PL	C05 Restaurant



Waste Management



Savings of
£0.6 million



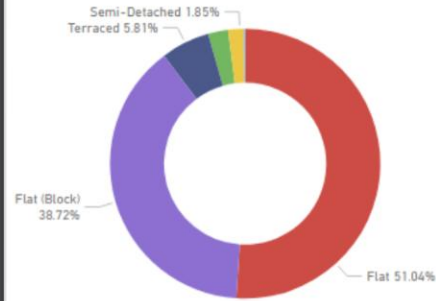
Nottingham
City Council

Food Waste Rollout Programme

Property Type Dashboard

Select Ward:

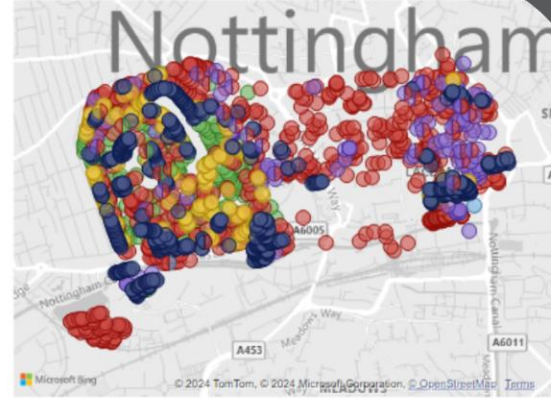
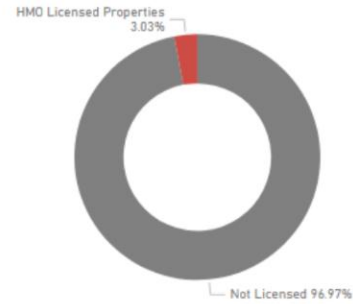
Castle



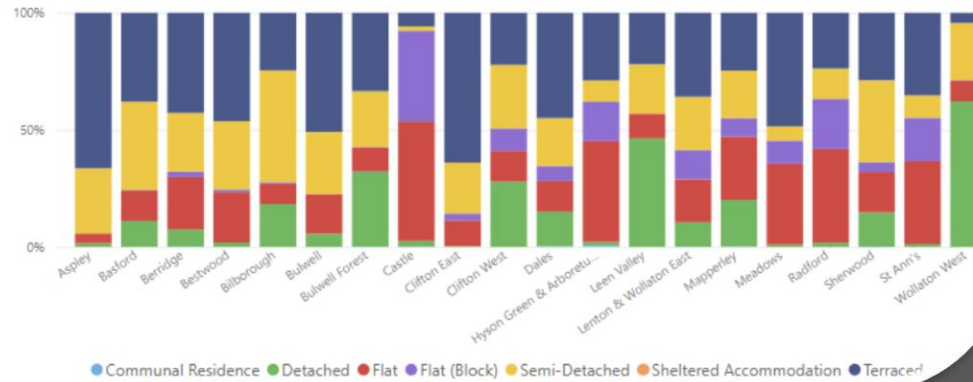
Property Type	Number of Properties
Flat	4158
Flat (Block)	3154
Terraced	473
Detached	196
Semi-Detached	151
Communal Residence	14
Total	8146

Source: LLPG (Local Land and Property Gazetteer). Data should not be relied on a property. Contact the gl@nottinghamcity.gov.uk for more information. Internal use only.

% of HMO Properties in Ward



Property Type by Ward



Social Care



Savings of
£0.4 million

[iStock.com/Anchiy](https://www.istock.com/Anchiy)



Nottingham
City Council

Safer Housing

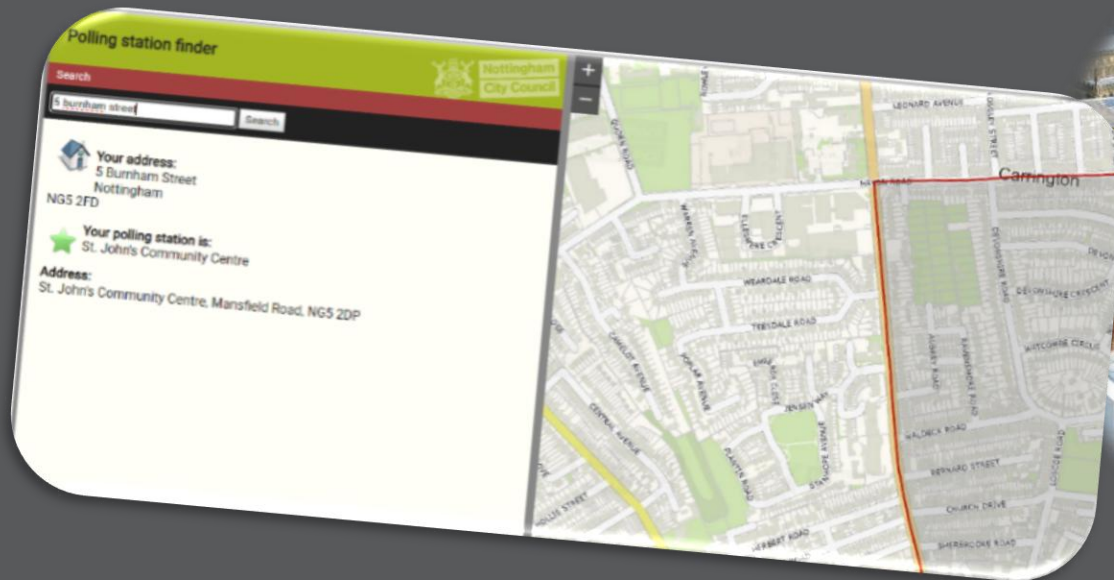
Savings of
£220,000 per
annum



Nottingham
City Council

Other benefits...

- Carbon Reduction
- Elections
- Planning



Return on Investment Analysis

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

Final Report
September 2023



Nottingham
City Council



Nottingham City Council predicts impressive 6:1
ROI on use of address and street data



Nottingham
City Council

Outcomes



Best Value Demonstrated



Business Areas Engaged



Connected Council Through Data

An individual 'Integration Report' for every authority

Cambridge City Council

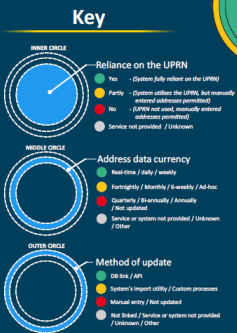
Address data:
Are you leveraging your best kept secret?



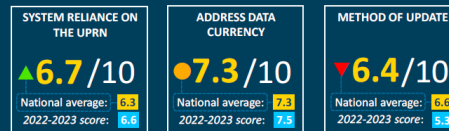
Report for
2023-2024

UPRN integration infographic 2023-24

Cambridge City Council



Integration scores vs national averages



See appendices for a detailed explanation about how this is calculated.
Data source: GeoPlace Improvement Schedule questionnaire response 2023/24.
Please note, other authority systems may be integrated but are not captured in the questionnaire.

Your service scorecard

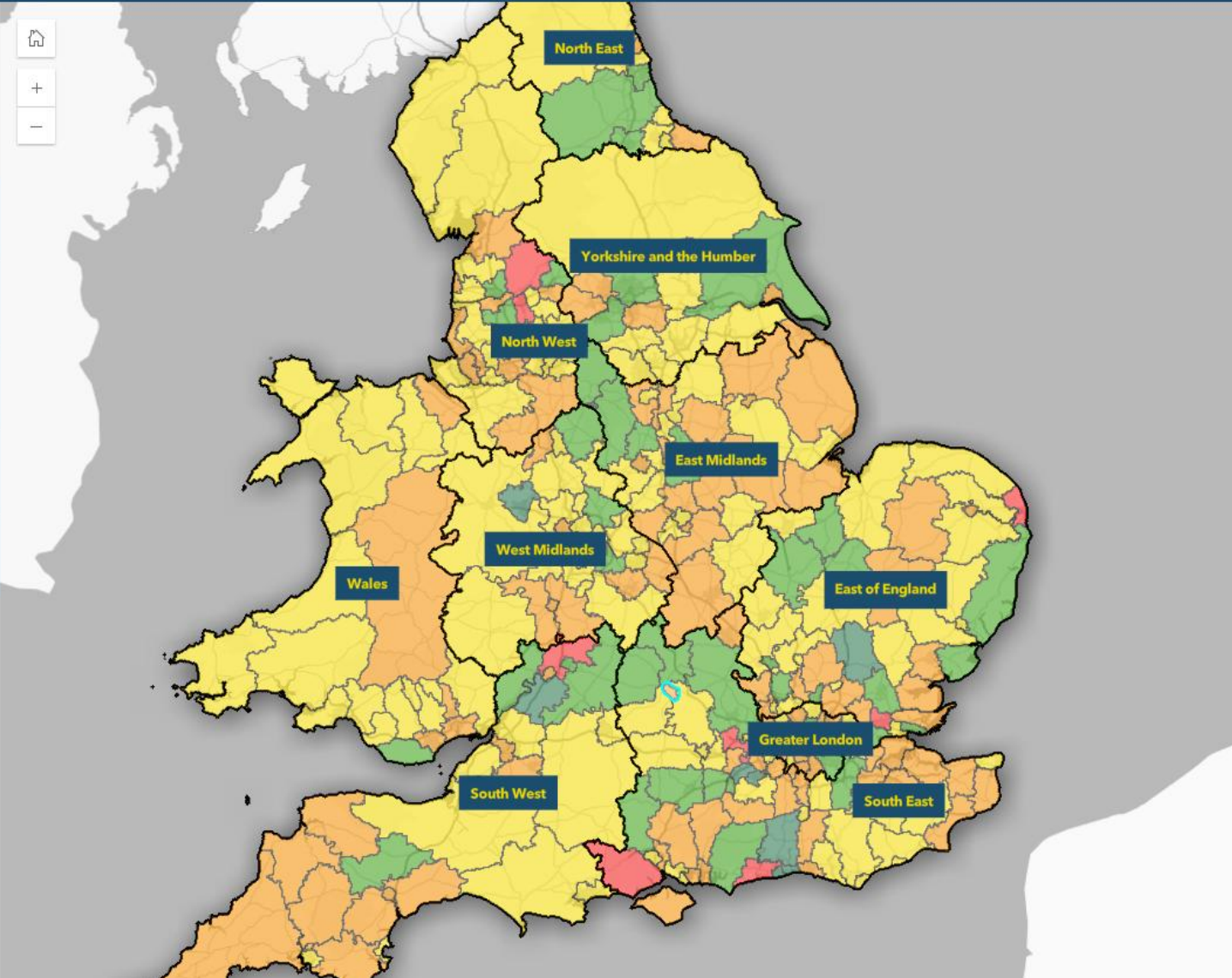
Looking at each service area individually

- 2 services are below the national average and are not utilising address data in an effective way. The below services require attention to ensure you are obtaining the full benefits as listed on page 8.
- CRM, housing

SERVICE AREA	INTEGRATION MEASURES			INTEGRATION SCORE (Max 10)	COMPARED TO NATIONAL AVERAGE FOR EACH SERVICE
	RELIANCE on the UPRN	CURRENCY of address data	METHOD of update		
CRM	0	0	0	0 /10	Below (7.4)
Housing	5	0	0	1.7/10	Below (5.2)
Environmental health	5	9	9	7.7/10	Above (7.5)
Council tax	5	9	0	4.7/10	Above (4.3)
Electoral registration	5	9	9	7.7/10	Above (6.6)
Building control	10	9	10	9.7/10	Above (8)
Planning	10	10	10	10/10	Above (8.3)
Refuse collection	10	9	9	9.3/10	Above (7.4)
Land charges	10	10	10	10/10	Above (8.1)
Social care	--	--	--	-- /10	Not provided
Education management	--	--	--	-- /10	Not provided

Integration Maturity Level
Total feature count: 317

Optimal	11
Advanced	49
Established	114
Forming	135
Unestablished	8



Search for an authority

Oxford City Council

Zoom to

Scan to view your integration report



Integration Maturity Level	Level 3
Integration Maturity	Established
Link to Integration Report	View
Integration Score	6.80
Integration Score National Ave	6.70
Integration Score Vs National Ave	Above National Average
Reliance on the UPRN Score	7.50
Reliance National Ave	6.30

Summary – leverage your best kept secret?



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



Value and invest in your data experts



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



Use our dedicated webpages to access more information

Talk to us on Stand Q72

