



Return on Investment: Why is this relevant to my authority?

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GeoPlace

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ConsultingWhere



Agenda

Simon Barlow

- The role of GeoPlace in creating national Address Data
- Why Return on Investment Matters to Local Authorities

Andrew Coote

- The service GeoPlace and its partner ConsultingWhere are offering
- How the service will be delivered

Open Question and Answer session

GeoPlace Overview

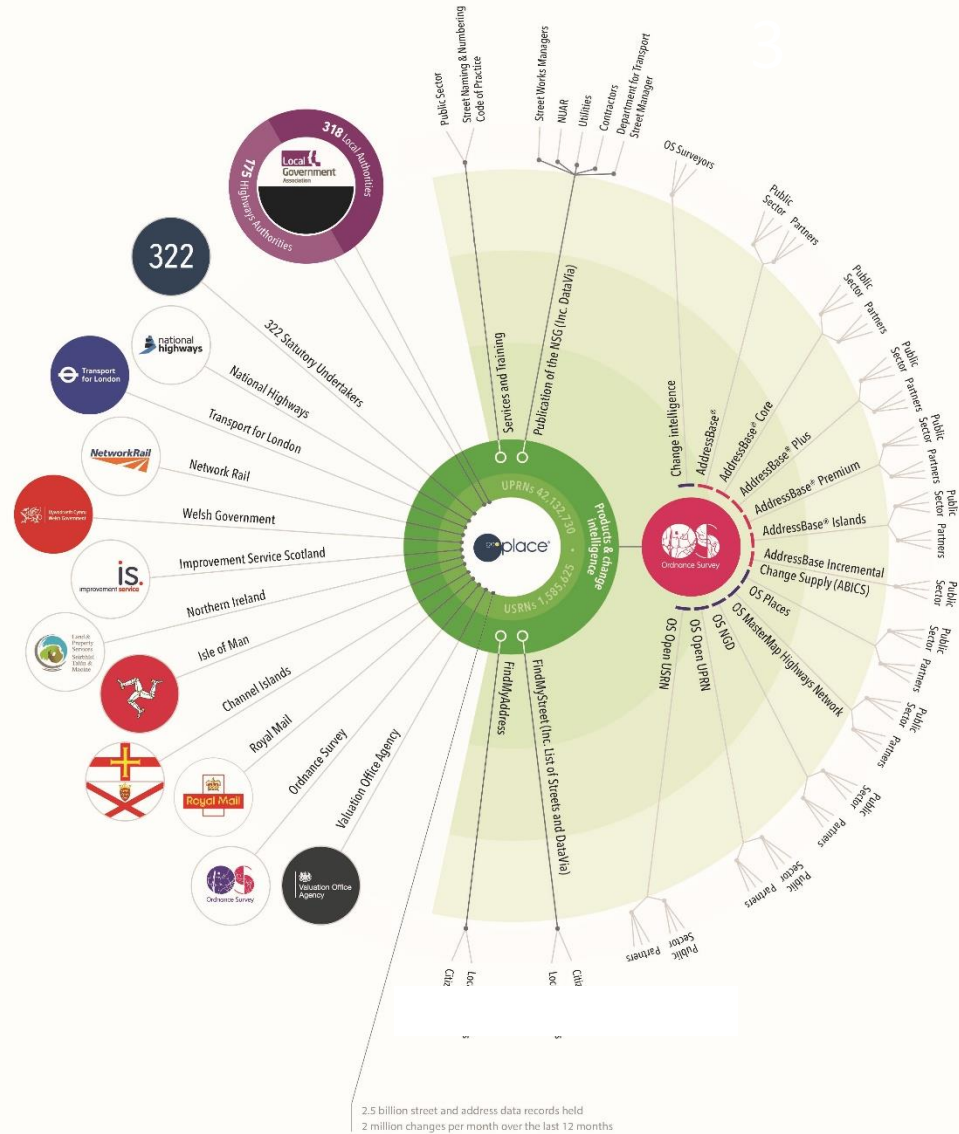
Our vision is a world where everyone benefits from the power of location data.

Our mission is to excel in delivering street and addressing data that inspires innovation and transforms lives.

Our strategic objectives are:

To deliver national benefit from the use of spatial addressing and streets data.

To create efficiencies and improvements in the Public Sector.



Data is accurate as of September 2024

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



Why is ROI important?



To those who work with address and street gazetteers daily, the value is obvious.



For decision-makers with wide responsibilities and little time to understand technical detail, it is much more challenging.



The ability to be able to compare competing demands for funding objectively from policy, economic and ESG perspectives is therefore crucial.



Officers are often well versed in providing the policy and ESG narrative but often the Return on Investment (ROI) assessment, providing the financial justification is more challenging.



Through recent studies GeoPlace, working with specialist consultants ConsultingWhere, have developed a methodology which we can now offer cost-effectively to individual or groups of authorities

Building on Experience

- ConsultingWhere undertook the first assessment of the economic value of geospatial information to local government in the UK in 2010.
- In 2016 GeoPlace asked ConsultingWhere to conduct the first national assessment focused on georeferenced address and street data. This demonstrated a 4:1 return on investment.
- In the repeat exercise published in 2022 this had increased to 6:1, demonstrating the sustained value of address and street data.
- Encouraged by this work GeoPlace commissioned a study in 2022 focusing on a single unitary authority, Nottingham City.
- So, today's announcement of a generalised cost-effective methodology that can be customised to individual authorities is based on over a decade's proven, practical expertise.

How we would conduct the study: Information Gathering



Principles

Partnership Approach

Using Standard Techniques (Cost-Benefit Analysis)



Step 1: Establish Baseline

Align to Corporate Plan

Current State of Gazetteers – review Improvement Survey

Identify Key user cases – capable of delivering measurable benefits



Step 2: Consultations

Meet with sponsors and key service owners

Identify business benefits and how to quantify

Find comparable examples from published UK and International studies

Typical Local Authority Use Cases



CORPORATE OFFICE



PLANNING



TRANSPORT



ENVIRONMENT



ELECTORAL
SERVICES



HOUSING AND
PROPERTY
MANAGEMENT



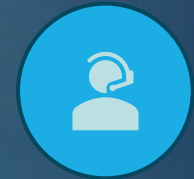
SOCIAL SERVICES



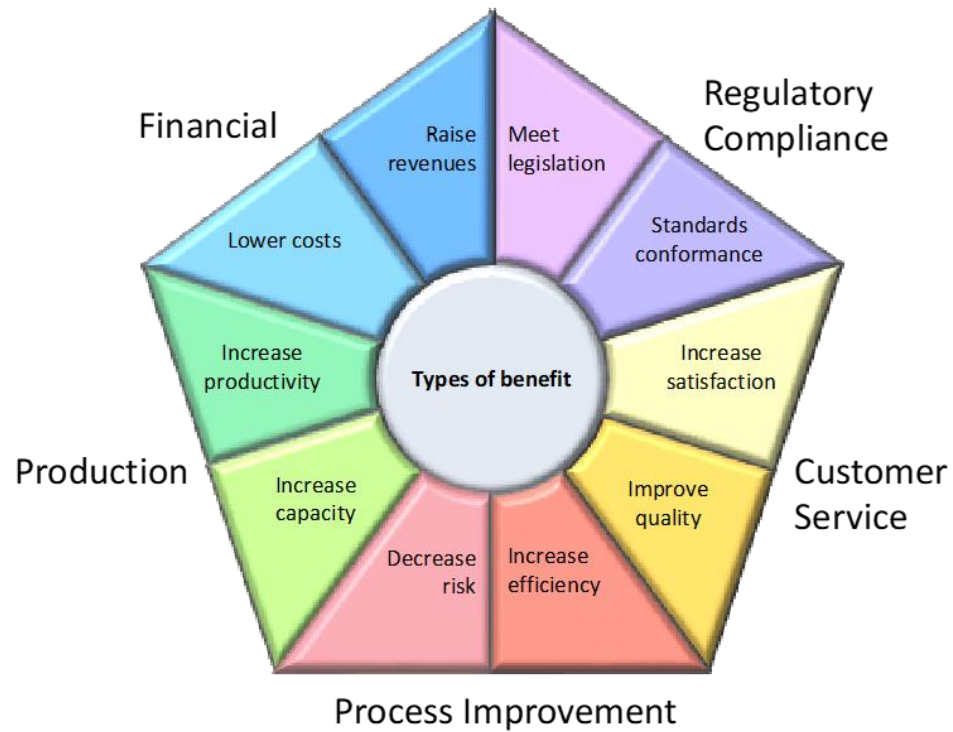
ARCHITECTURE



EMERGENCY
SERVICES



CUSTOMER
RELATIONSHIP
MANAGEMENT



Benefits Categorisation

How we would conduct the study: Analysis and Reporting



Step 3: Analysis

Assess costs
Agree suitable measurement techniques for benefits
Collect metrics



Step 4: Economic Modelling

Assemble costs and benefits over agreed period
Estimate Sensitivity



Step 5: Report

Validate results with service owners
Prepare report for decision makers, present and
incorporate feedback

Return on Investment Analysis

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

Download report at
www.geoplace.co.uk/NottinghamROI
Or scan QR code:



Final Report
September 2023



Nottingham
City Council



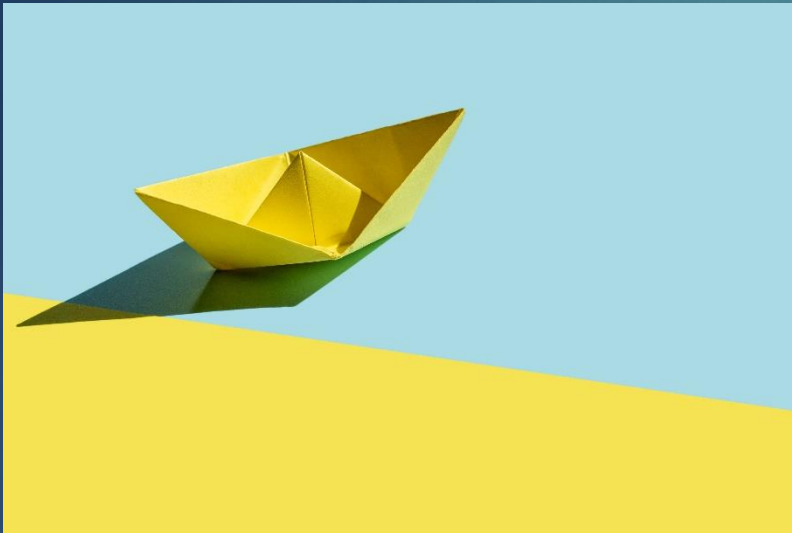
ConsultingWhere
Maximising the value of location information

Summary of Deliverables

- An expert assessment of the value of address and street data to your local authority.
- Analysis customised to your situation, both the challenges and opportunities.
- A detailed report providing an assessment of economic value specific to your local authority
- Presented in the language and format designed to engage senior decision makers.
- Reference to background web resources of further guidance and related studies embedded in the report.



Launch Offer



- We are offering a 50% discount to the first five authorities that sign-up to the service.
- It may well prove attractive both financially and logistically to undertake the ROI assessment as a consortium
- The elapsed time from start to completion can be as little as 6 weeks if the resources and data are readily accessible. More typically, the study can be delivered in 2-3 months.
- Price on Application – let's talk, scan the QR code, or visit www.geoplace.co.uk/talkROI, and contact us via the details on the final slide.



Key Messages

Increasing budgetary pressures mean that officers must work harder to justify continued investment in Address and Street gazetteers

Although the strategic case is often very clear, quantification of the ROI facilitates comparison with other projects that decision makers need to balance.

Using standardized techniques adopted by economists and accountants enhances credibility of the results.

There is an increasing body of evidence of the value of geospatial information from both UK and International studies to backup evidence that a customised study provides

Presenting the results of ROI analysis in the language of policy and decision making has repeatedly been shown to be successful in securing on-going funding.



Question and Answer Session

Presenters

Simon Barlow, Executive Director of Consultancy, GeoPlace

Simon has worked with a wide range of public sector organisations to help develop and integrate a common address and street platform for use in a range of applications. Simon has also been involved in numerous geospatial data focused projects both in the UK and across Europe including INSPIRE and the European Address Framework assisting with data modelling, technical design and implementation.



Andrew Coote, Principal Consultant, ConsultingWhere

Andy is a founder director of ConsultingWhere, an International specialist IT consulting organisation focused on location Information, particularly, Business Strategy, Economic analysis (and RoI) studies. He has over 30 years of experience of designing, developing and justifying geospatial systems in both private and public sectors.



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Acknowledgement: all images used in this presentation are Microsoft PowerPoint stock images unless otherwise indicated.

Contact ConsultingWhere:



Contact GeoPlace:



View Nottingham report

www.geoplace.co.uk/NottinghamROI:

