



# Everything Happens Somewhere

**The role of 'place' in improving  
public services**

GeoPlace annual conference  
and Exemplar Awards 2014



# Contents

Contents, about the conference and awards.....	p 2-3
Introducing GeoPlace.....	p 4-5
Delivering community benefit.....	p 6-7
Reliability, consistency and sustainability.....	p 8-9
Public service transformation enabled by location.....	p 10-11
1. Bringing local government data into the National Fraud Initiative.....	p 12-13
2. Utilising the UPRN in the Multi-Agency Information Transfer project.....	p 14-15
Case study; using addresses in a northern metropolitan borough.....	p 16-17
Addressing the benefits to society.....	p 18-23
The UPRN in action.....	p 24-25
Exhibitors.....	Back page

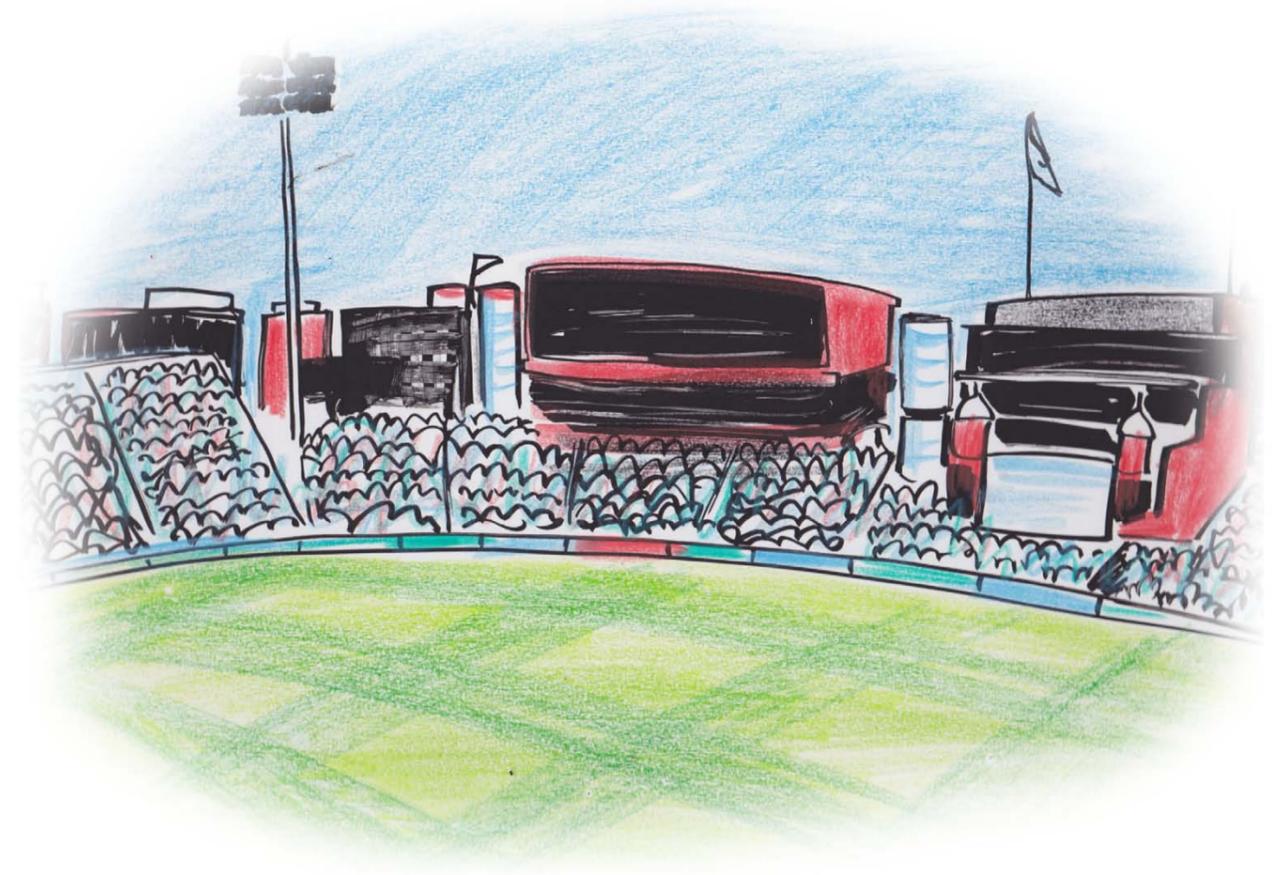
## About the conference and Awards

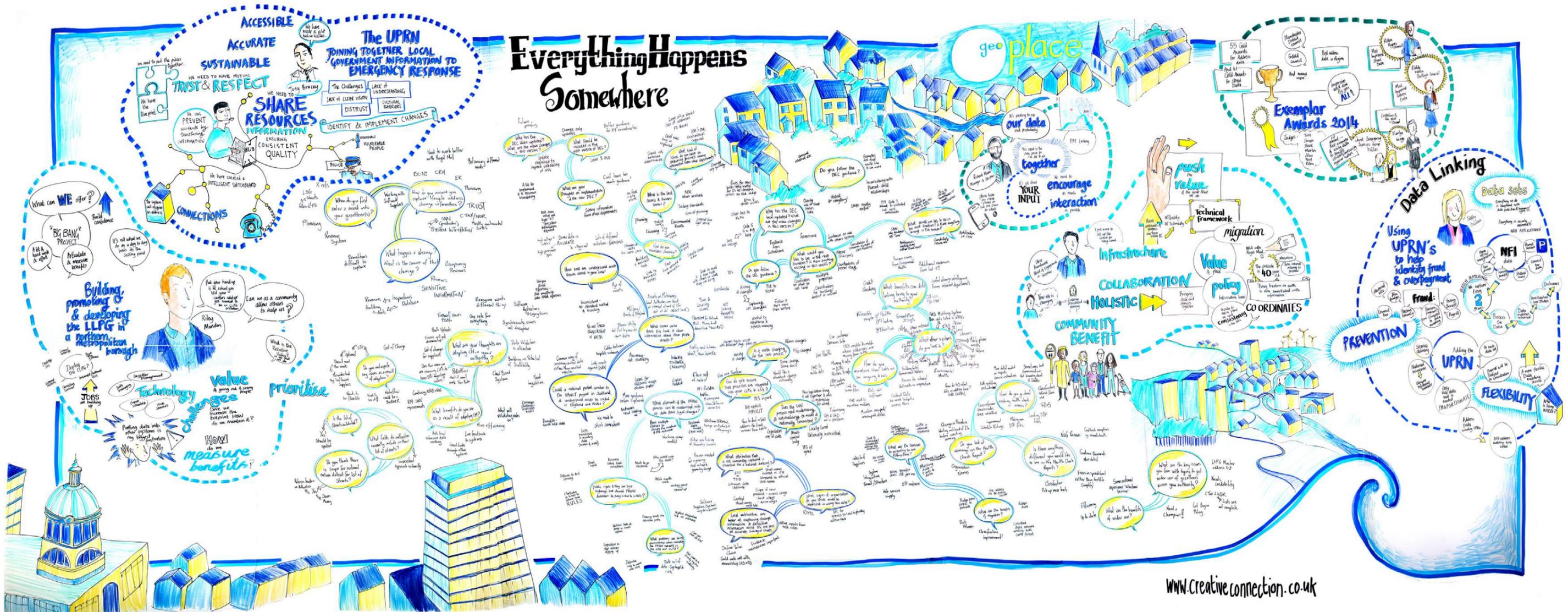
Now in its 9th year, the GeoPlace annual conference and exhibition brings together data experts to celebrate excellence in address and street information enabled service delivery across local government and recognises the vital role address and street information professionals play in local service delivery.

The Awards, which are presented at the conference, provide external acknowledgement of innovation, creativity, best practice, hard work and achievement within local government.

This year's event was held on 29<sup>th</sup> April at Lancashire County Cricket Ground.

This ebook illustrates the presentations and discussions at the event and outlines the winning entries from the Exemplar Awards 2014. Presentations, audio and photos from the event are available on the GeoPlace website at [www.geoplace.co.uk](http://www.geoplace.co.uk).





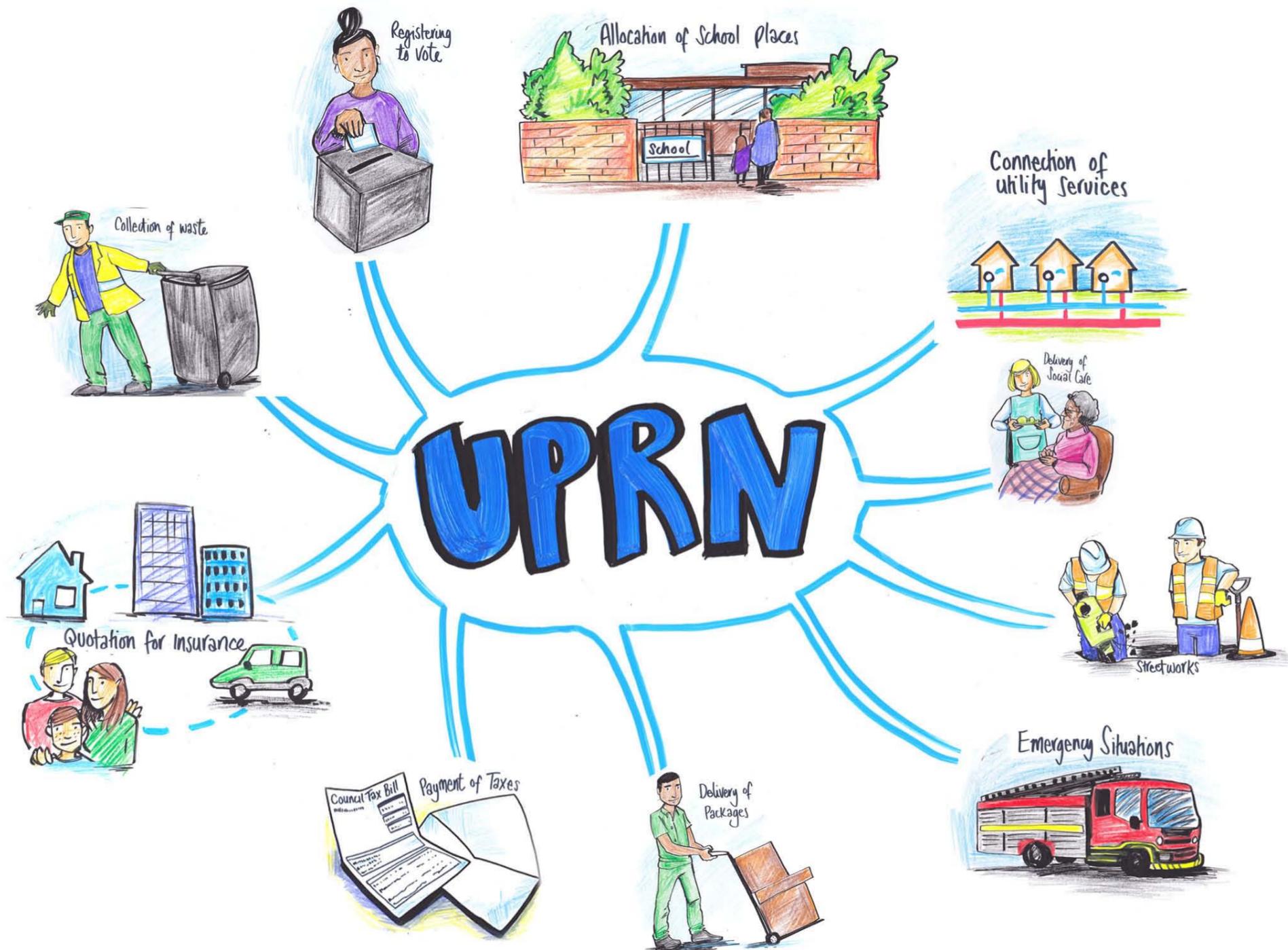
www.creativeconnection.co.uk

## Introducing GeoPlace

GeoPlace, a public sector limited liability partnership between the Local Government Association (LGA) and Ordnance Survey, is growing. GeoPlace was set up in 2011 by government in recognition of the national value of address and street data. Today, GeoPlace maintains a national scale information infrastructure that supports the needs of both the public sector and a wider commercial market.

GeoPlace is a world class expert in the field of address and street information management and works in collaboration with our partners in local government and Ordnance Survey to bring societal benefit.

The work of GeoPlace relies heavily on close working relationships with every local authority in England and Wales. This relationship has been developed over more than a decade, to build the National Street Gazetteer and the National Address Gazetteer infrastructure. Both of these underpin efficient and effective services, bringing direct service delivery benefits to users.



## Delivering community benefit

Addresses play a vital role in communities, allowing people and organisations to locate one another and enable a whole range of services to be delivered from the cradle to the grave.

Most transactions, provided by thousands of different organisations, include an address or street reference – from registering to vote, collection of waste, delivery of social care, payment of taxes, connection of utility services, quotation for insurance, delivery of packages, streetworks, allocation of school places and most crucially responding to emergency situations where time really can be life or death.

Many of these transactions are underpinned by the address information produced by local authorities and contained within the National Address Gazetteer.

The National Address Gazetteer is the single source from which the AddressBase® products are developed and made available free at the point of use from Ordnance Survey for the entire public sector including organisations working on behalf of the public sector, under the Public Sector Mapping Agreement (PSMA) and One Scotland Mapping Agreement (OSMA).

Local authorities have their own Local Land and Property Gazetteer data which forms a key element of the AddressBase® products.

# Reliability, consistency and sustainability

Maintaining a national address and street infrastructure that is robust and accurate enough for users, such as the emergency services, demands a complex infrastructure able to take data feeds from hundreds of different organisations.

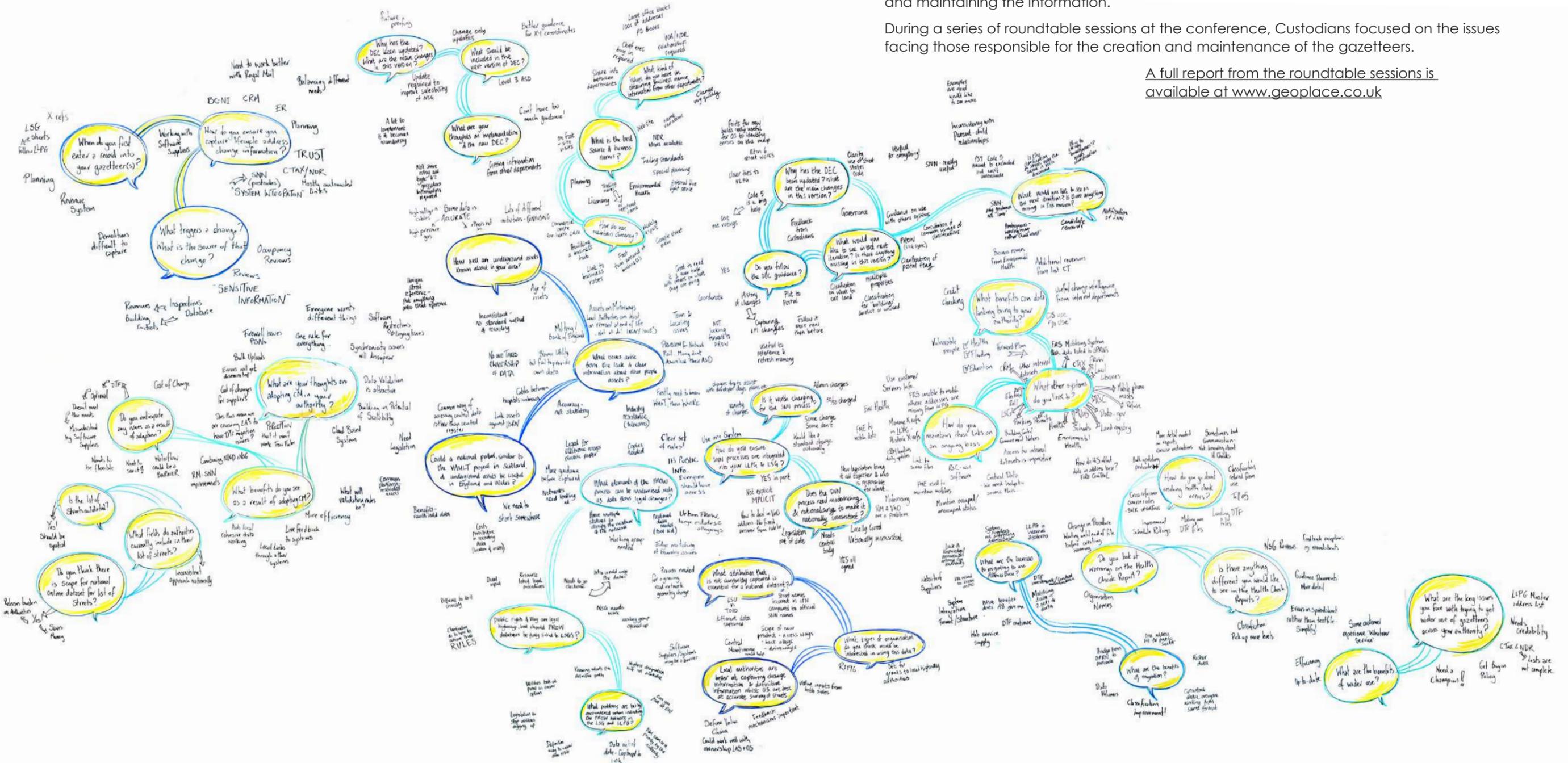
GeoPlace and local authorities undertake a number of tasks to maintain high quality information including: data validation; data modelling; quality assurance; systems and data integration; information security; and performance optimisation.

Local authorities have set up a governance structure of elected representatives who are responsible for agreeing and monitoring address data standards and quality. These standards and quality criteria are directed back to individual local address data Custodians who each sign up to an 'Improvement Schedule,' designed to support local data improvements, and against which they are they monitored on a monthly basis by GeoPlace.

Presentations from the Principal Chairs of the Regional Chairs Address and Street Groups are a crucial part of the conference and bring home the collective nature of the work in building and maintaining the information.

During a series of roundtable sessions at the conference, Custodians focused on the issues facing those responsible for the creation and maintenance of the gazetteers.

A full report from the roundtable sessions is available at [www.geoplace.co.uk](http://www.geoplace.co.uk)



# UPRN and USRN

## Public service transformation enabled by location

A key feature of the address and street infrastructures is the inclusion of a Unique Property/Street Reference Number (UPRN and USRN).

In the same way that every citizen has a National Insurance Number, every internet enabled device has an IP address and every book features an ISBN number - the UPRN and USRN uniquely and definitively identifies every addressable location in Great Britain.

The UPRN is the unique identifier added by local authorities who have the statutory responsibility for street naming and numbering, for every spatial address in Great Britain. Similarly, a USRN is recorded by local authorities for every street in England and Wales.

Both unique numbers provide a comprehensive, complete, consistent identifier throughout a property's lifecycle – from planning permission through to demolition. They are underpinning and linking mechanisms that removes error in data exchange and communication, and delivers efficiency gains in operational processes.

The UPRN, found within the AddressBase® products from Ordnance Survey, is used by organisations to link multiple disparate datasets together. Using the UPRN means that organisations can continue to hold their address information in their existing formats but, by adding a single field containing the UPRN, it becomes possible to link matching records in different databases together.

There is a statutory obligation to use the USRN, found within the National Street Gazetteer, to coordinate street works activities.

Local authorities are keen to find out how their data is being used in national projects by the wider public sector and during the afternoon, the conference focussed on two specific projects.

## Bringing local government data into the National Fraud Initiative

Since its creation in 1996, the National Fraud Initiative (NFI) has identified over £1 billion of fraud, overpayment and error. The initiative detects potential fraud by matching electronic data sets within and between public and private sector bodies. This includes police authorities, local probation boards, fire and rescue authorities as well as local councils and a number of private sector bodies.

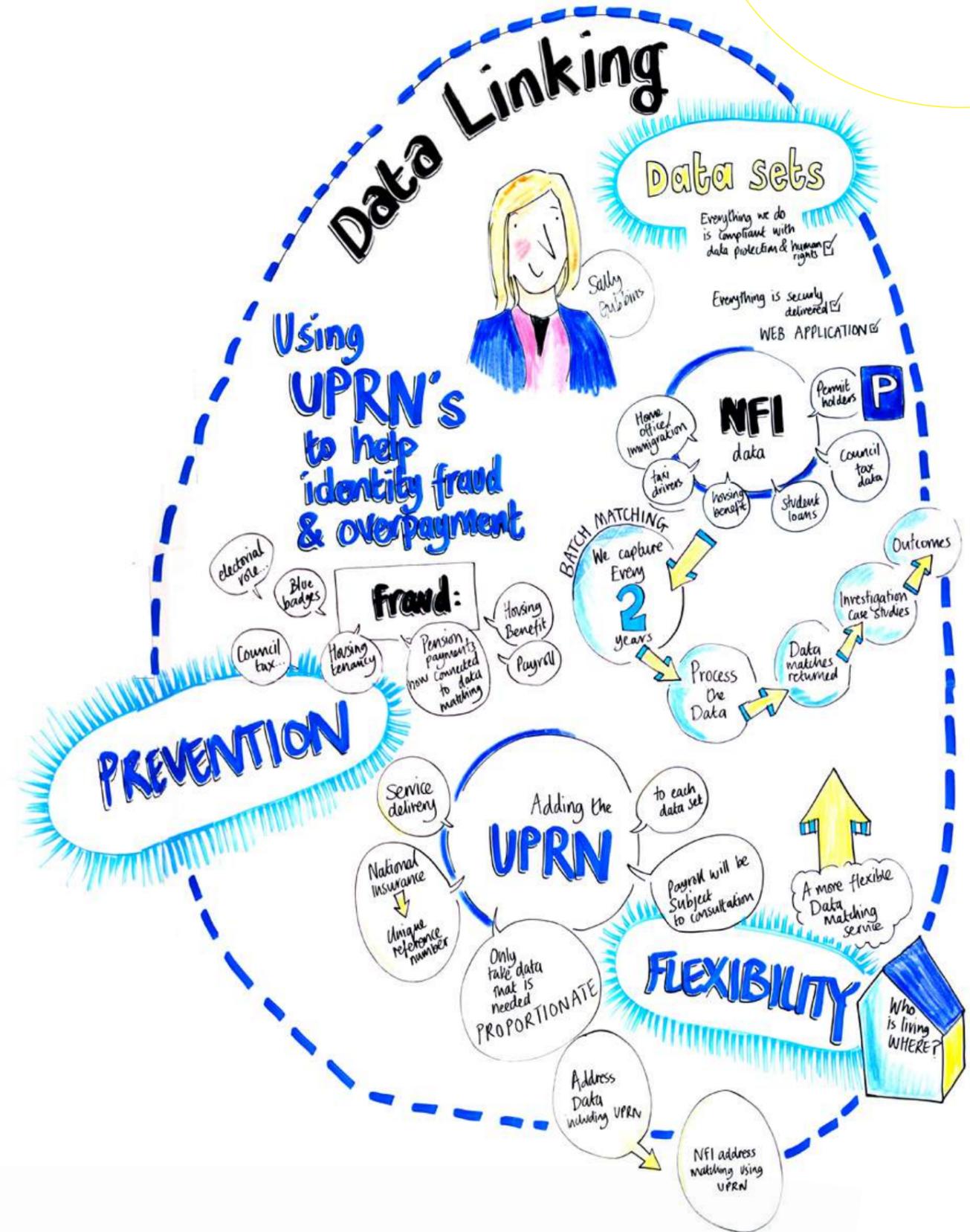
Many of the datasets come from local authorities such as:

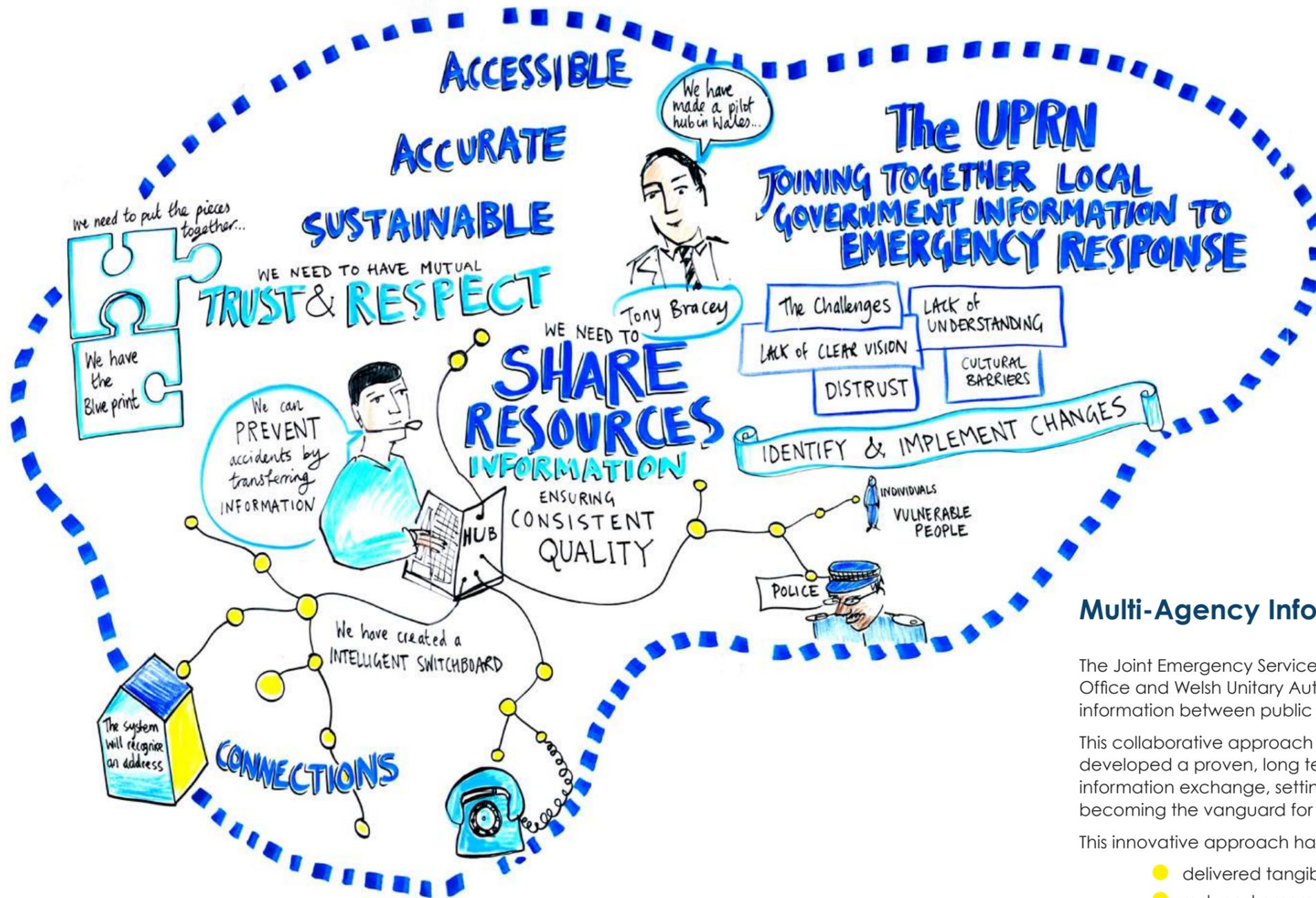
- Blue badges
- Concessionary travel passes
- Council Tax
- Housing benefit claimants
- Housing tenants
- Market traders
- Electoral roll
- Taxi drivers

A full set of local government data requirements are available on the Audit Commission website at [www.audit-commission.gov.uk/national-fraud-initiative/](http://www.audit-commission.gov.uk/national-fraud-initiative/)

NFI 2014/15 proposes to include the UPRN within most of its data specifications so that it can potentially be used to assist in data matching. By ensuring each of these data sets contains the UPRN, it may be possible to move closer to the NFI's ultimate aim to move closer to a data matching service which is 'at the point of application'.

Sally Gubbins, NFI Coordinator, National Fraud Initiative, Audit Commission spoke at the conference.





## Multi-Agency Information Transfer project

The Joint Emergency Services Group in Wales, supported by Welsh Government, UK Cabinet Office and Welsh Unitary Authorities have developed a mechanism to electronically transfer information between public service organisations using the UPRN as the common identifier.

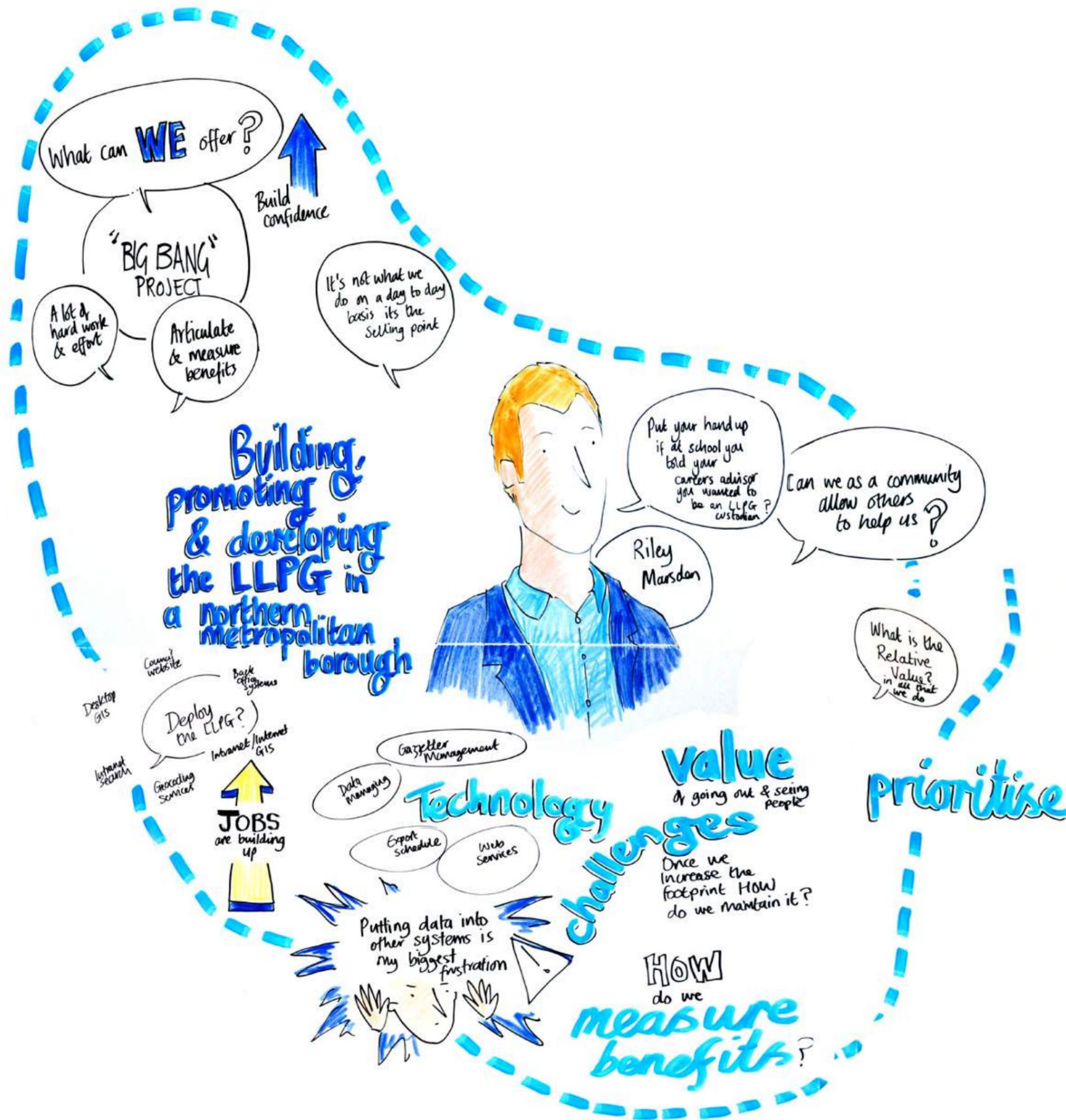
This collaborative approach has underpinned core operational systems with the UPRN and developed a proven, long term and scalable solution to secure multi agency electronic information exchange, setting the connectivity and data standards for wider integration and becoming the vanguard for public service improvement.

This innovative approach has:

- delivered tangible benefits to unitary authorities
- reduced emergency response times,
- improved quality and timeliness of incident data
- reduced the time for mobilising multiple emergency responders from over 4 minutes to 16 seconds
- reduced the impact on those involved in an emergency
- increased confidence in the incident location
- improved resilience, efficiency and safety

The project is delivering financial benefits across public service organisations in Wales and is reducing emergency service call handling time across Wales by nearly 18,000 hours per annum.

Tony Bracey, Multi Agency Information Transfer (MAIT) Project Manager, at the Joint Emergency Services Group (Wales) spoke at the conference.



## Case study

### Using addresses in a northern metropolitan borough

Having a standalone address or street gazetteer has wasted potential for a local authority.

At the conference, Riley Marsden, from Barnsley Metropolitan Borough Council explained that the real value comes when the gazetteer is integrated with other council business applications. This can then be used to create address cross references between the address gazetteer and different services. This means that intelligence is shared across the authority, giving a property level view to build up a picture of service requirements.

Integrating services isn't rocket science. At the start, Barnsley developed a simple business plan, with a small initial investment in extra resource and management buy-in, building on what other authorities had achieved so that they could prove the concept and then carry on to the next service area. This gained the momentum necessary to carry on with the business of service transformation.

Barnsley now has numerous services integrated, and is realising returns in terms of efficiency savings, channel shift, transfer of call handling to front office as well as direct savings and increased revenue in areas such as local taxation and route optimisation.

Riley explained that the key to Barnsley success is to promote the benefits to integration in order to get buy-in to projects and to sell the data management principles behind integration. Or in Riley's words "It's not just a list of addresses, it's the management of one of the organisation's master datasets and the provision of a key IT service."

Riley Marsden, System Manager, Information Services, Barnsley Metropolitan Borough Council spoke at the conference.

# Addressing the benefits to society

Local authorities use address information in many innovative ways to help deliver services more efficiently. The following case studies are from the 2014 Exemplar Awards supplemented with case studies from other authorities showing how the effective deployment of address information across the authority can make a real impact on the things that matter to people.



## Helping vulnerable people in Torfaen

The GIS team at Torfaen County Borough Council approached its Emergency Planning department with an innovative solution to identify potentially vulnerable people in emergency situations.

The solution, which involved no initial cost of purchasing systems, was powered by the authority's address data. The back office data was matched with its Local Land and Property Gazetteer (LLPG) data and displayed on a GIS map base which gave visualisation to the user. For the first time, this enabled the use of outside partner agencies data to be used in conjunction with council data on one system, which is secure, easily accessible and available 24/7.

It has become an invaluable tool for public sector professionals to easily identify potentially vulnerable people in crisis situations. The outcomes are also beneficial for council, police and health service users as they will receive specific and priority care and attention in times of emergency.

## Supporting democracy in Huntingdonshire

The Addressing Team at Huntingdonshire District Council works in partnership with the authority's Electoral Services unit to ensure that the Electoral Register is continuously maintained with new and updated addresses for residential properties.

This partnership has reaped benefits for the authority during the last year as Electoral Service prepares for Individual Elector Registration (IER).

As the LLPG is the authority's central hub of address and property information it supported the IER Confirmation Dry Run by continuously maintaining an up to date register of residential properties and has undertaken data mining of various authority datasets, identifying themes and producing workable reports for the Electoral Service staff.

This considerably improved the IER Confirmation Dry Run match rate.



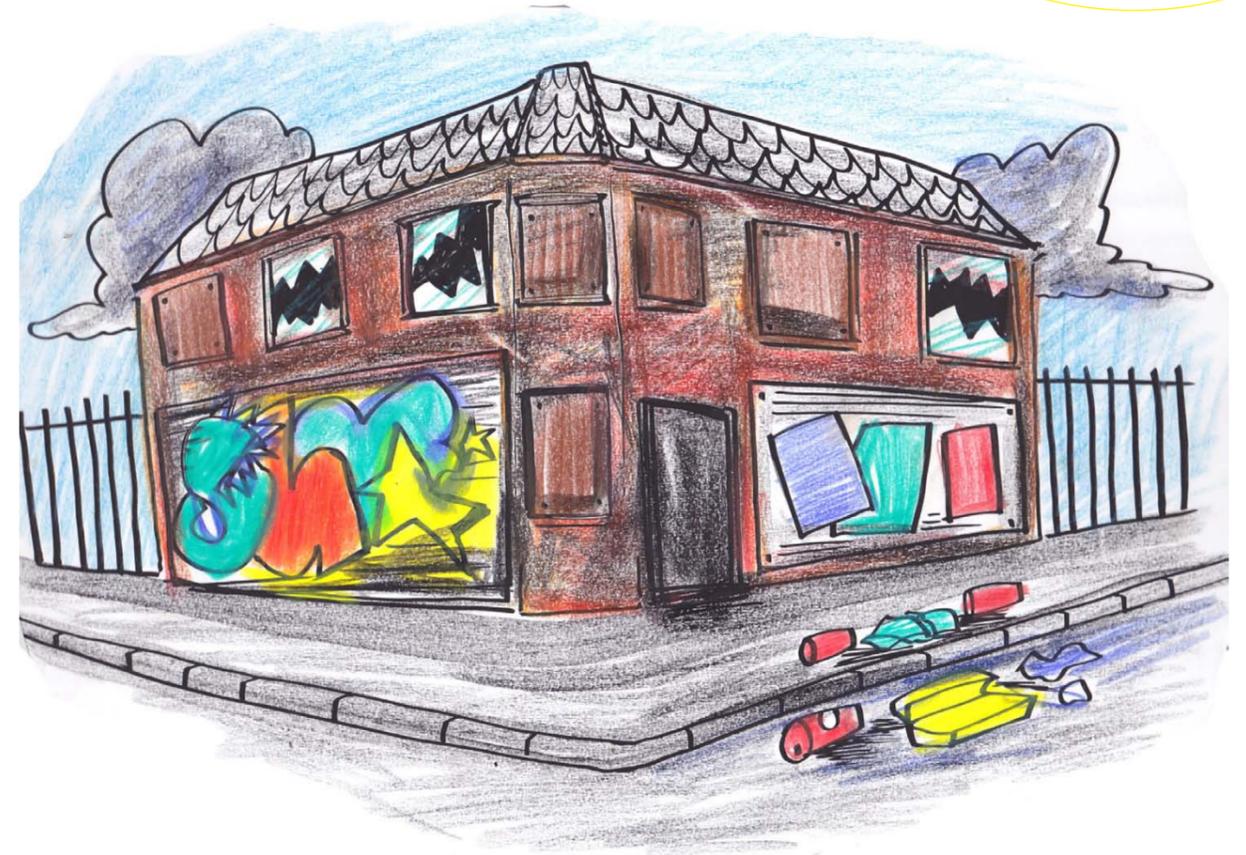
# Addressing the benefits to society

## Providing transparency in school catchment in Newham

The London Borough of Newham has developed a 'School Locator' app integrated with its existing admissions system and powered by the council's addressing database. This enables the rapid calculation of accurate catchment and distance information for each pupil and school preference.

The app also serves up a public-facing web site, where parents and guardians can see catchment areas, parishes, closest schools, interactive maps and the all-important home-to-school distances tie-breakers. Most of these would have been impossible for the public to determine previously without contacting the council by telephone.

The development of the School Locator app provides transparency on the task of school placements, providing a tool that: gives the council confidence in the rigour of the school admissions process; demystifies the school application process for parents; and reduces call centre costs at the same time.



## Closing the gap in Warrington

Warrington Borough Council is using addressing to identify differences in social and geographical inequalities. The 'Closing the Gap' programme brings together key public sector partners, as well as representatives from the third sector and local businesses, to develop new ways of working together to help support the most vulnerable citizens.

A core objective of the programme is to ensure that by 2030 no parts of Warrington would be included in the lowest 10% most deprived nationally. To do this, it was necessary to identify which areas fell into this category and understand who lives there. Information derived from the LLPG was combined with social marketing information, crime, health, education and emergency services data to identify those areas requiring attention.

Once this exercise was completed it is then possible to focus on what services residents already use, what additional services may provide benefit and how best to engage with individual residents and communities.

# Addressing the benefits to society



## Securing Broadband funding in a rural county

Aided by its LLPG data, Northumberland County Council secured £21 million in funding to help deliver superfast broadband to all residences and businesses.

The addressing dataset was used to help in the planning and procurement processes, which in turn eliminated data inaccuracies, leading to better decision making and greater confidence in the data. The address data was also used for identifying all properties for residential, commercial and other relevant classifications as well as separately identifying properties under construction.

Ryan Gilchrist, LLPG Manager at Northumberland County Council explained, "As a rural community, it was felt that Northumberland's address dataset, which contains many attributes, had a vital role in gaining the funding. £7 million of funding from Broadband Delivery UK was matched by the council, whilst contractors rolling out the new broadband infrastructure also match funded. As a result of the work, hugely assisted by our local address dataset, we secured the £21 million in funding, helping to ensure that people and businesses in our rural county have broadband access."

## Evidence based service distribution in Canterbury

Allotments and community gardens are valuable green spaces and community assets that can help improve people's quality of life by promoting healthy food, exercise and community interaction.

In recent years public interest in allotments has undergone a revival. Allotments are uniquely protected through the legislative and planning framework and Canterbury City Council is committed to ensure quality and availability of allotments both now and for future generations.

Using its LLPG data, Canterbury was able to plot where people had a request for an allotments to ensure the allocation of allotments was undertaken in a fair and equitable way and where there were gaps in provision.

Being able to gauge demand identified areas where allotment provision was deficient and enabled the council to draw up its Allotment Strategy in line with its own community plan, sustainable development and neighbourhood initiatives. As a result, the council started a process of identifying and buying three new allotment sites in the area.



# The UPRN in action



## Mitigating flood risk

Nottingham City Council has used its LLPG to mitigate flood risk around the river Leen and unlock information from other back office systems to make it available to inform real decision making.

Using the UPRN, more than 70 additional properties were identified, reaching a total of 696 that were at potential risk of flooding. The UPRN was used to draw information from other back office systems such as non-domestic rates to identify whether the property was commercial or residential; which were council owned and whether large employers were in the area. The data also revealed vulnerable sites such as hospitals, health centres, critical buildings and non-postal properties such as electricity sub stations, tram stops, gas meter houses, car parks and playgrounds.

The project was not only able to more accurately identify the areas subject to potential risk of flooding but also greatly improve the understanding of the likely impact on citizens, public and commercial enterprises and the infrastructure.

## Harrow's Golden Thread

"We firmly believe the UPRN to be a key element in driving forward effective and targeted service delivery. By placing the UPRN at the core of every service delivery system, not only can we continue to improve the services we offer, but also make savings through effective data sharing and joined up working.

The immediate benefits internally range from fraud detection to enhanced routes for waste collection, as well as a much better understanding of each and every resident who consumes our services. As a result, the resident benefits from better services, as well as the convenience of being able to transact and gain access to a wealth of public information online. All of this has been facilitated by the UPRN." *Luke Studden, Address Information Custodian, London Borough of Harrow.*



GeoPlace would like to thank the exhibitors of the EHS 2014 event for their generous support which makes it possible for us to arrange this event free of charge for attendees.



Media partner



## GeoPlace LLP

### For more information contact:

#### GeoPlace LLP

157-197 Buckingham Palace Road  
London SW1W 9SP

UPRN 100023346366

USRN 8400915

Telephone 020 7630 4600

Email [helpdesk@geoplace.co.uk](mailto:helpdesk@geoplace.co.uk)  
@GeoPlaceLLP

Web: [www.geoplace.co.uk](http://www.geoplace.co.uk)

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](http://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 to register for an organisation licensed to access the NSG.

Published September 2014



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