



Everything happens somewhere

Working together across the public sector

Case studies from the 2011 National Gazetteers Exemplar Awards
Demonstrating the importance of location to service delivery within the public sector



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Foreword from GeoPlace

The annual Exemplar Awards provide an opportunity to reflect on the achievements of local authorities, and to appreciate the innovation and creativity of organisations producing and using the National Gazetteers.

Each year we see new ways in which the Local Land and Property Gazetteers (LLPG) and Local Street Gazetteers (LSG) are being utilised in local authorities and by their partners in the fire and rescue services, police forces and national park authorities. The use of the gazetteers enables innovation in service delivery, efficiency savings and new ways of doing things, bringing substantial benefits to the organisations using them.

As demonstrated by Barnsley Council, winner of the Finance award and Most Improved LLPG award, gaining these benefits doesn't need to be a time consuming process requiring up-front investment. Within a year, through development of its LLPG, Barnsley has experienced efficiency savings and council wide benefits.

The case studies documented in this booklet should resonate for every local authority. They demonstrate that it is possible for local authorities to benefit from their local data and through data sharing partnerships in their own areas:

- West Midlands' Fire and Rescue Service, the Overall Exemplar Award Winner, has embraced its local LLPGs and open source technology to reduce costs and improve the quality of its service
- Merseyside Fire and Rescue Service use LLPGs to collect and hold risk information leading to a notable reduction in the number and impact of fires
- Dartford has used its LLPG and LSG to rejuvenate access to local park facilities
- Warrington's LLPG is underpinning a project to identify differences in social and geographical inequalities
- Harrow's desire to 'channel shift' contact with its citizens has been enabled by its LLPG which is fast becoming the single source of address intelligence for all council systems
- Northumberland has made great strides with its LLPG and LSG on a wide range of projects. These include a review and reintroduction of a new garden waste project, consolidation of its paper based Traffic Regulation Orders, and modernisation of its pest control – all to the benefit of its citizens
- A partnership in the South West has used the LLPGs in its area to set up and manage an asset management project across the whole of the sub region
- Huntingdonshire was able to innovate and embark upon a scheme to address under occupancy in social housing, thanks to its LLPG

- Adur and Worthing have implemented a Shared Services partnership, providing simplified information management processes and systems, facilitating better service delivery
- Nottingham is developing a citywide property level database to aid decision making in support of environmental targets, and has achieved significant savings through the use of its LLPG
- Colchester, Chorley and Birmingham demonstrate the importance of local involvement in street naming.

What is even more exciting is that, thanks to the Public Sector Mapping Agreement, these benefits can be extended to the whole of the public sector. LLPGs are an essential data source within the National Address Gazetteer Database from which the AddressBase™ range of products is produced. Combining data from local authorities, Ordnance Survey, the Valuation Office and Royal Mail, the National Address Gazetteer Database provides one definitive source of publicly owned spatial address data.

Production of this database clearly demonstrates the capability of local government and Ordnance Survey collaborating through the GeoPlace joint venture. There are few other public sector infrastructure projects in existence on this scale able to deliver regular updates of information from local authorities to end users. The development of the project to include the richness of local knowledge from local government and the additional intelligence from central government partners results in a product which is of national importance.

None of this would be possible without the hard work and efforts made by LLPG and LSG Custodians across England and Wales. The Exemplar Awards provide the opportunity to publicise the work of these award winners. They also serve to mark the industriousness of Custodians who are 'getting on with the job' through the awarding of 'Best in Region' and certificates to those authorities working to the highest possible standard.

During 2012, I look forward to working with Custodians to continue to raise the profile of the work that they do for the benefit of their own local authority and the wider public sector.



Richard Mason
Managing Director, GeoPlace



Foreword from the Local Government Association

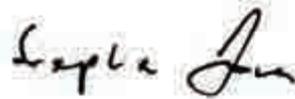
The Local Government Association (LGA) is committed to supporting, promoting, and improving local government. We work in partnership with Ordnance Survey to provide national address data through our joint venture company GeoPlace LLP.

We therefore welcome the opportunity, through the National Gazetteer Exemplar Awards, to celebrate the many ways in which councils are managing address and street data for the benefit of their local communities. Sometimes, as shown by Darford Borough Council, using the data more effectively can increase the community's enjoyment of parks and open spaces.

Warrington Borough Council has found that the rich information in the Gazetteer can give a deeper understanding of ways in which they can help communities in the most deprived parts of their borough. The data can also be used to enable efficiency savings in a wide variety of local government services ranging from waste management, parks, fire services, asset management and many more. Barnsley Council, the winner of the finance award, has demonstrated savings of over £100,000 in one year alone, with potentially much larger savings still to come. Other work has suggested that there could be savings of £25 million over five years from sharing addresses across services and systems. Every authority in England and Wales can benefit from their gazetteers if they are used across authorities. The Exemplar Awards demonstrate how this can be achieved.

The data from each local gazetteer is now also included in the addressing products delivered across the public sector through the Public Sector Mapping Agreement. This gives the whole public sector access to the same address data, enabling new ways of working together at the local level with health, fire, police and other government agencies. The authorities in the greater Bristol area, for example, have shown that working together to share assets can generate savings of £1.5m p.a. for them.

In the last year local government has had some of the toughest challenges in a generation with deep cuts to budgets. And yet councils, individual staff members and custodians continue to deliver and show resilience and innovation when times are tough. It is a great pleasure to celebrate and recognise those organisations and people through this publication, along with the many other local and national custodians who have supported the development of the new National Gazetteers.



Stephen Jones
Director of Finance and Resources
Local Government Association,
GeoPlace LLP



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Foreword from Ordnance Survey

What a momentous year for addressing! First, in April 2011, we saw the start of the GeoPlace partnership, bringing together address data and expertise from Local Government and Ordnance Survey.

Then, at the end of September 2011, was the launch of the new AddressBase™ range of products – the result of a huge amount of work and dedication. Finally, as the year drew to a close, further significant work is taking place with Scottish Local Government, aiming for the creation of a truly GB address dataset.

The past year represents a huge leap for addressing in GB. Combining the best of the National Land and Property Gazetteer with Ordnance Survey's OS MasterMap, Address-Layer 2 creates a genuinely new and improved product offering for customers. The Public Sector get access to AddressBase products through the Public Sector Mapping Agreement, and migration to the new products is already well under way. A number of national initiatives, such as Universal Credit, are actively exploring how to use AddressBase at their core. Commercial companies are migrating too, as they see how the products can deliver business benefits and commercial advantage.

AddressBase products combine two unique numbers: the Topographic Identifier (TOID) and the Unique Property Reference Number (UPRN), thus linking address and geography. This will become an increasingly powerful combination as organisations in both public and private sector use geography and address as an enabler to link and then unlock intelligence from their business critical datasets.

The demand for AddressBase products will therefore increase across all markets, enabling greater data sharing and delivering increased efficiencies and growth. Of course, the success of GeoPlace and the AddressBase products depends on all elements of the supply chain, starting with local authority street naming and numbering and ending with the supply of content-rich, and high quality, maintained national address data.

Local authorities, in particular, stand to gain hugely from these developments. Not only is there increased recognition of the crucial role local authorities play in the address life-cycle, but also the life-cycle itself drives continuous improvements. Local authority Local Land and Property Gazetteers will therefore not only improve as a result but will also be more available to a much wider market through the AddressBase products.

The case studies in this exemplar booklet, and indeed all entries to the Exemplar Awards, demonstrate the skills and innovation within local government. Of particular note this year was the focus on supporting communities through partnerships with organisations beyond local government.

This energy, these innovations, the newly formed partnerships, the joining up, the working together are all wonderful to see and we, Ordnance Survey, are proud to be working with, and alongside, local government as we enter this new era.



Neil Ackroyd

Director of Data Collection and Management
Ordnance Survey,
GeoPlace Director



Working together across the public sector

Local authorities are required to do more but with fewer resources. Citizens have high expectations of services, but no desire to see increases in Council Tax. With responsibility for delivering over 700 services, from the cradle to the grave, local authorities need to make the most of their information to deal with these challenges. One common key theme through nearly all these services is 'where' they are delivered.

Local authorities hold local address information in the form of LLPGs and LSGs. Both have a Custodian who looks after each asset. However, not every local authority is exploiting the potential of its LLPG or LSG to save money and deliver better services to citizens.

With different departments delivering different services to the same address, it makes sense to ensure that everyone is sharing the same location intelligence through the LLPG and LSG. It also makes sense that this is maintained by a core team, with address intelligence passing from the whole of the authority down to one central repository.

Back office improvements are rarely exciting or newsworthy, but they enable improvements in service delivery and increased efficiencies. A key area relates to the potential for greater linkages between different databases: for example, from Council Tax to Electoral Roll to Adult Services to Refuse Collection to the Corporate Customer Relations Management (CRM). Key efficiencies can be made in this area.

Benefits can be quickly accrued. One example outlined in this booklet comes from **Barnsley Council**. In a project lasting under a year and completed by two members of staff, the council took the LLPG off the desktop and made it widely available across the organisation, leading to immediate significant savings:

- Waste Management: key component of wholesale service transformation:
 - implementation of new database linked to CRM enabled transfer of call handling from back office, saving approximately **£40,000**
 - addition of e-forms for service requests resulted in 25% channel shift in three months – estimated saving **£9,745**
 - the 'Big One' – Route Optimisation for waste collection projected to save **£1 million** over 4 years
- Benefits and Taxation: **£21,145** recovered and **£26,625** annual increase in revenue (and rising)
- De-duplication of data entry resulted in staff savings valued at **£12,300** in first year (ongoing)

Government has recognised the importance of addressing data through the inclusion of local authority address data within the Public Sector Mapping Agreement (PSMA). This is enabled by the front line role that local authorities have under their statutory duty to name and number streets and properties.

Under the PSMA, the whole of the public sector has access to this information through the AddressBase™ range of products made available by Ordnance Survey. This means that local authority address information will be used, for example, by the blue light services for emergency response, by HM Revenue and Customs to collect taxes, by Department of Work and Pensions to pay benefits, and by the Environment Agency to produce detailed flood maps.

Local data is important data.



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View from the authority

"This project is about fire-fighter safety and informing the crew of risks that may be contained within that building. The more information the crew has before they get to a fire, the more effective and safe fire-fighters will be."

John Curtis
*Head of Knowledge and
Information Management,
Merseyside Fire and
Rescue Service*

The golden thread

Fire-fighters can be kept safer by providing them with more information on the risks they may face when attending incidents. This is at the heart of Merseyside Fire and Rescue Service's mission of 'Safer Stronger Communities – Safe Effective Fire-Fighters'.

Merseyside Fire and Rescue Service is undertaking an on-going project to support this mission, whilst also gaining improvements in service delivery with savings and a notable reduction in both the number and impact of fires.

By working with the relevant local authority's LLPG, Merseyside Fire and Rescue Service uses a common, nationally agreed data set which better supports its approach to collecting and holding risk information. Commercial properties that require a risk assessment are identified and prioritised for assessment from information contained within the LLPG. Following a site visit, risk data is collated for individual properties and then, using the Unique Property Reference Number (UPRN) within the LLPG as a 'golden thread', Merseyside Fire and Rescue Service ties together other relevant information within the record for that property.

Outcomes

The BLPU classification is factored into a specially developed matrix to provide a risk 'score' for all commercial premises to help prioritise site visits. Trained personnel assess and record risk factors specific to the property and its current use, and note possible amendments to the LLPG held address. All the information is then recorded against the UPRN and is used to cross reference the data with information already held in different systems. This is then communicated with other users of the data, both internally within the service and externally with partner organisations.

Risk information is initially utilised within the Service's mobilising system to handle 999 calls. This ensures that at the point of reporting, all recorded information is available to help inform and manage an appropriate and effective response. Risk information is also made available to responding officers via mobile devices. This means that onsite teams have timely access to relevant information that will support fire-fighter safety; assist with protection of the community and, it is hoped, allow a fast resolution of the incident with minimum damage to the property.

Building on the success of this project, Merseyside Fire and Rescue Service is already working on a number of local and national 'Customer Insight' projects. These include work with Liverpool John Moores University, other local authorities and partners to produce a wider profile of risk and aid the targeting of intervention services. Funding for this project was secured from the Local Government Improvement and Development Customer Transformation fund. The project aims to:

- encourage and support partnership working
- use customer insight data from partner agencies to identify opportunities for intervention
- build on positive brands, such as Merseyside Fire and Rescue Service, to promote early intervention initiatives
- reduce the number of preventable incidents
- ensure value for money, and support the local integrated risk management plan.

Merseyside Fire and Rescue Service has also hosted a number of events designed to promote and cascade its work to date and, in doing so, has established a strong network of contacts within organisations across the public and private sectors. Merseyside Fire and Rescue Service is actively promoting itself as a pioneer in this field and is keen to work with other Fire and Rescue Services to develop and implement similar projects.

Merseyside Fire and Rescue Service

Winner
National Gazetteers
Citizen Award

Key benefits

- making fire-fighters safer by giving them more information on the risks they face at a site before arriving at an incident
- a fast and effective response to incidents with information, including key hazards, building layout and other assessments of risk, available from first point of contact to officers on site
- stronger community relations with property owners and business operators; these result in a reduced risk to the overall community through the joint development of risk reduction strategies and, when an incident does occur, a higher proportion of fires confined to the room of origin
- improvements in the quality and accuracy of the LLPG with amendments, recorded by fire personnel, reported to the relevant local government custodian for further investigation and adoption.



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View from the authority

“Through this project, the LSG and LLPG enabled us to evaluate an underused but nevertheless popular Edwardian park. The LLPG then enabled us to test a number of different scenarios to improve access. The data then informed the decision making process and gave the council the confidence to seek funding for a number of specific projects that would not only improve access, but also the facilities within the park itself. The data was used to back all these bids, providing the evidence base that ultimately led to their success. The end result is there for all to see – a thriving and popular green space which ticks all the right boxes, right in the heart of our community.”

Tony Clark
Property Information Manager,
Dartford Borough Council

Putting the heart back into Dartford's Central Park

When a major planning application revealed just how much the citizens of Dartford valued their Edwardian park, the council decided to review how accessible it was to the community.

The first task was to find out how many people could make effective use of the park. This was achieved by using the LSG to create a 1 km walking route buffer zone based on each of the park's main entrances. Using the LLPG, it was then possible to determine how many residential properties lay within walking distance of the park.

250 additional properties, which were at the street naming and numbering stage, were counted and fell into the park access zone. Since the council had recognised the potential to expand the park by acquiring some land bordering its east side, it could then investigate ways of improving access and integrating the new open space. A number of different scenarios were tested using 'walk shed' analysis to see how link bridges and pedestrian tunnels might improve access. These would effectively make the park easier to walk to for a much wider range of properties. This analysis was based on data from the LSG.

Some rudimentary Census analysis was then undertaken to provide an insight into the make-up of the local population, in order to see if the measures taken to improve access were likely to prove popular. This initial work persuaded the council to pursue a number of competitive bids for improvement funding with government agencies, each underpinned by quantifiable data provided by the LSG and LLPG.

The aims of the project were twofold: firstly, to improve access to and from the town and nearby countryside, including the renowned Darent Valley Path; and, secondly, to

restore or improve the park facilities themselves. Out of these two main aims came a number of objectives focused on specific projects which became the subject of the funding bids. These included reconnecting two main elements of the park split by the building of a road in the 1930s, and improving links from the park to the Darent Valley, with significant benefits for pedestrians and cyclists alike. Inside the park, plans were made for a number of new facilities and protected areas.

Outcomes

The bids were ultimately successful in securing millions of pounds of funding which, over the last three years, has seen the Dartford Greenheart Project deliver numerous improvements. These include link bridges and tunnels, a skate park, a children's water play area, a new bandstand and outdoor fitness equipment, plus a new visitor centre and café.

Local residents have begun to use the links that the park facilitates across the town, providing faster, safer walking and cycling routes whilst also opening up access to other green spaces around the town.

The project has provided the citizens of Dartford with a park that has been restored to its Edwardian splendour and enhanced with modern day facilities and attractions suitable for all age ranges. It has become a focal point for the local community and home to band and carol concerts which have proved hugely popular. In the first summer of trading, the visitor centre and café exceeded expectations. It is estimated that the park now receives over 50,000 visitors per year.

Dartford Borough Council

Runner-up National Gazetteers Citizen Award

Key benefits

- a restored park with much better facilities for exercise and relaxation, now used by many more citizens, providing a focal point for the local community
- increased footfall in and through the park improves connectivity with the town and the country beyond, satisfying town centre policy for urban pathways
- an increased revenue stream for the council derived from the visitor centre, café and hire of the bandstand
- local businesses benefit from increased opportunities facilitated by the 'draw' of the park
- safer walking and cycling routes, some on the way to schools, which help to meet Government 'Healthy Living Goals'
- more opportunities for wildlife and plants to thrive which in turn lead to increased biodiversity in the heart of the town
- close partnership working i.e. Sustrans for cycle routes that cross the park and join the Darent Valley Path without the need to cross a road
- the project has won two awards which recognise both the benefits derived by the community and engineering excellence.



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View from the authority

"Since the Closing the Gap framework was introduced, we have developed a better understanding of where our deprived communities are, and gained an understanding of their multiple and interconnected problems. However, this is not just a 'project': it is actively changing the way we make decisions and plan for the future, ensuring we deliver the right services, in the right places and to the right people."

*Katherine Fairclough
Assistant Chief Executive,
Warrington Borough Council*

Closing the inequality gap

In recent years, Warrington has prospered and is recognised as one of the fastest growing economies in the country. However, despite overall gains in prosperity and, as a result, improvements in quality of life, these gains have not been distributed equally amongst the town's population.

As a result, Warrington has stark differences in the quality of life indicators of residents across the borough, and has, therefore, implemented a partnership programme to address these geographical and social inequalities.

Warrington Borough Council is a committed member of the cross sector Warrington Partnership, and tackling deprivation contributes to the long-term vision of 'making Warrington one of the best places to live and work in the UK'. 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.

Outcomes

A core objective of the Closing the Gap programme was to ensure that by 2030 none of Warrington's 125 Lower Layer Super Output Areas (the geographical areas defined for the collection and comparison of national statistics) would be included in the lowest 10% most deprived nationally; therefore closing the gap between the affluent and the struggling.

It was necessary to identify which areas fell into this category and understand who lived there. Once this exercise had been completed, it would then be possible to focus on what services these residents already used, what additional services may provide benefit and how best to engage with individual residents and communities.

LLPG was the most comprehensive address database available and was considered to be a vital component in the early stages of the Closing the Gap project. The LLPG was combined with social marketing, crime, health, education and emergency services data to identify those areas requiring attention.

The borough was then broken down by resident profiles, including 'flourishing families', 'vulnerable single parents and pensioners' and 'hard pressed vulnerable crowded families and struggling retirees'. Additional analysis using this Basic Land & Property Unit (BLPU) classification was also undertaken to identify 'hard to reach' residents, including communal properties, such as travellers, students, the elderly and disability groups. In all, thirteen specific areas or estates were identified as the most deprived.

Having identified the 'who' and 'where' elements of the Closing the Gap project, the partnership then went on to discover the 'why' and 'what' components. This included aspects such as unemployment, health, and living environment that may contribute to deprivation; and how these could be effectively addressed by the partnership or other organisations and groups. One common story identified early in the project was the 'chain of events' scenario. For example, if a resident was not receiving the benefit they may be entitled to, this might lead to debt problems, which, in turn, may lead to eviction. If the benefits need or eligibility was addressed early, then the chain of events may not unfold.

The Closing the Gap project has already been able to remove barriers to employment by up-skilling and providing support for those with caring responsibilities, and promoting active participation in the community through volunteering and good neighbour schemes. These, in turn, have led to sustained employment and an overall improvement in the quality of life and wellbeing of residents. Additional outcomes have included effective targeting of limited resources, and increased provision by the civil and community sectors.

Warrington Borough Council

Highly Commended National Gazetteers Citizen Award

Key benefits

- identification of residents and communities most in need of support
- partnership working supporting effective targeting of public sector resources and increased provision by civil and community sectors
- improvements in quality of life indicators
- reduced public sector spend per benefit claimant.



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View from the authority

"In the first stage of this project we needed a simple business plan, a small initial investment in extra resource and management buy-in. However, we weren't trying to do anything clever, we were just going for quick wins that built on what other authorities had achieved so that we could prove the concept and then carry on. This 'big bang' approach has shown what can be achieved if you resource projects properly. By integrating your gazetteer with major service systems, you can get quick returns, lay the foundations for further work and gain the momentum to carry on with the business of service transformation."

Riley Marsden
*Geographic Information Officer
and LLPG Custodian, Barnsley
Metropolitan Borough Council*

A compelling change

In 2009, Barnsley Metropolitan Borough Council could not see any identifiable return on its investment in its LLPG and decided to do something about it.

A true business case was difficult to formulate so, in part, the decision to move forward on the project's main aims was a leap of faith, based upon an understanding of what had been achieved by other local authorities.

However, it was generally understood that the council's plans for transformation needed to be underpinned by a high quality LLPG. To resource the project, the authority recruited two students studying geography from Leeds University to work under the direction of the LLPG Custodian. A year working for the council on this specific project would be part of a sandwich course, providing essential work experience between their second and final years.

Suitably resourced, the project had two initial aims: first to improve LLPG data quality, and then to review the business processes involved in the management of address data within each service area. The project was ambitious in its scope, targeting seven service areas in the first year to deliver the 'quick wins' that would be a measure of success and drive the project beyond the first phase. The seven service areas chosen were: Planning, Benefits and Taxation, Waste Management, Regulatory Services, CRM, Electoral Services and Education. It would also be incorporated into the GIS.

Outcomes

Barnsley has been successful in both improving its LLPG and making it the single database for a wide range of service areas. It is now automatically integrated with seven major service systems which receive updates on a daily or weekly basis. Domestic and commercial properties have been identified as missing from the council Tax and NDR registers and provided increased revenue as a result.

One of the key aims of the project was to transfer call handling from the back office to the call centre, facilitated by CRM integration with the LLPG. This is already delivering significant savings. Another aim was to 'channel shift' citizens to use the Council's website, the lowest cost channel, to find out information about council services, make requests and report incidents. Waste Management, for example, has already seen 25% channel shift as people have chosen this route to find out information about collections, or to request bins. A new 'Property Account' will be launched in 2012 to provide a citizen centric view of all Council services to encourage further channel shift.

Elsewhere, shared addressing is delivering significant operational savings, for example on simple everyday activities, such as data entry and address queries. Some specific annual tasks, such as measuring the accessibility of services for the Local Development Framework – a manual process that required staff to be sent out into the community, is now a simple GIS routine, delivering a saving of over 50 staff days. Similar savings have been achieved in housing monitoring processes.

This is just the start and projected efficiencies and savings resulting from the project already look compelling:

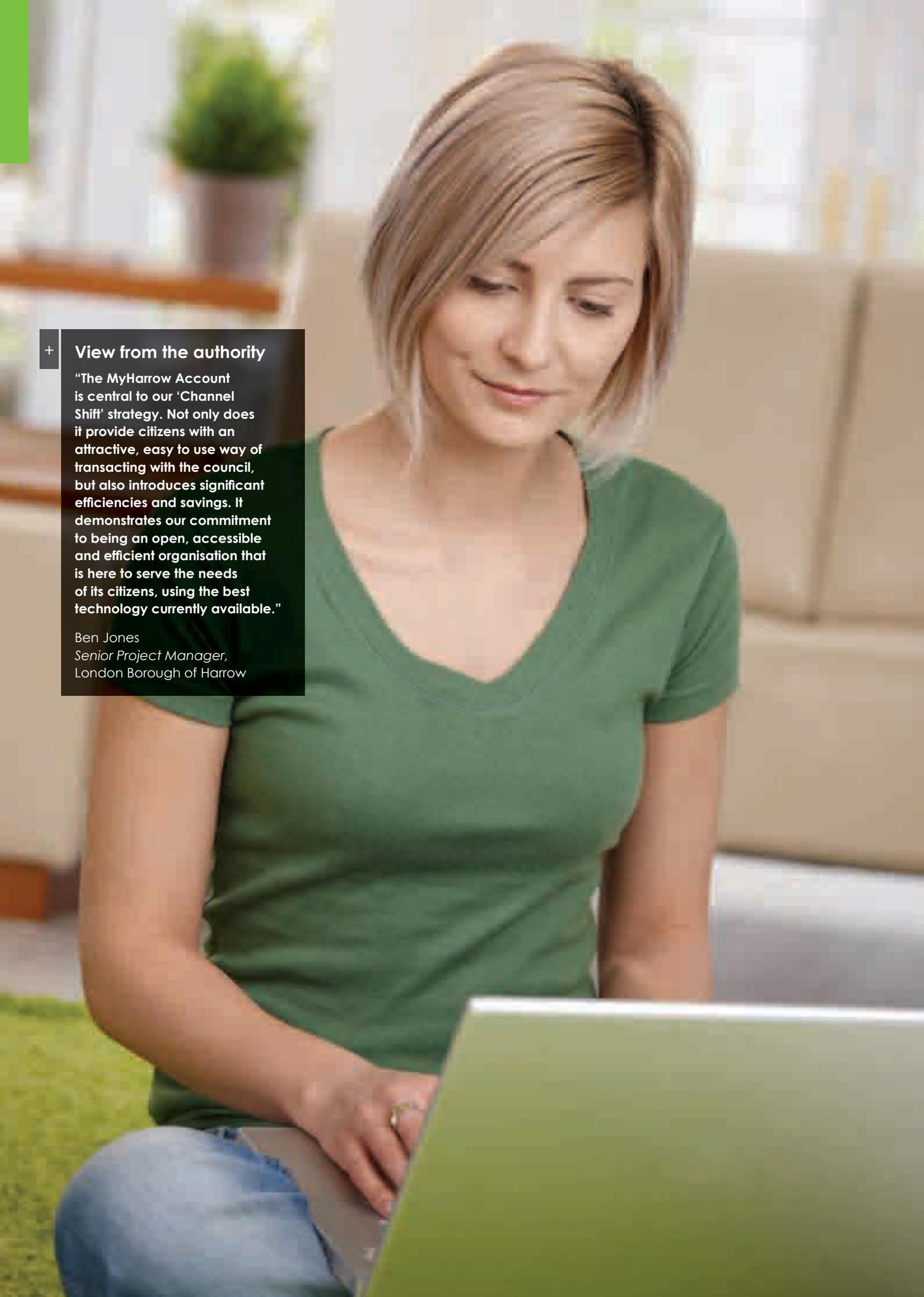
- De-duplication & efficiency – £12K
- Increased revenue (taxation) – £50K
- Transfer of call handling to front office (one service) – £42K
- Channel Shift – £10K
- Route Optimisation projects – £1m (projected over 4 years)

Barnsley Metropolitan Borough Council

Winner National Gazetteers Financial Award

Key benefits

- 'create once use many times' principle eliminates multiple address databases and associated maintenance
- improved address management workflow starting with new properties through the street naming and numbering process
- improved data quality through a daily feedback system from different service areas using the gazetteer
- ease of access to the gazetteer across the authority and a reduction in the time spent querying addresses by as much as 50%
- common referencing system for capturing, storing and transmitting transactions
- enables information from disparate datasets to be presented to citizens in a single view on the Council's website, encouraging a shift to the web channel to find information, report incidents and request new services
- senior management recognition of the value of the LLPG in underpinning business process transformation
- significant efficiency savings have already been achieved
- citizens benefitting from streamlined service provision in many areas
- GIS analysis for business transformation projects is eliminating a number of time consuming manual exercises.



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View from the authority

"The MyHarrow Account is central to our 'Channel Shift' strategy. Not only does it provide citizens with an attractive, easy to use way of transacting with the council, but also introduces significant efficiencies and savings. It demonstrates our commitment to being an open, accessible and efficient organisation that is here to serve the needs of its citizens, using the best technology currently available."

Ben Jones
Senior Project Manager,
London Borough of Harrow

Please help yourselves!

Channel Shift has been a major aim of transformation initiatives for some time, but when 82% of citizens have broadband access to the Internet and a strong desire to transact with the council through this channel the 'art of the possible' becomes a day-to-day reality.

In late 2010, the London Borough of Harrow (LBH) introduced the 'MyHarrow Account', a secure citizen's web portal that provides 24/7 access to service information and the means to self-serve.

Citizens, businesses, landlords and tenants have access to a host of services, including council tax and business rates, housing rents, benefits payments, waste collection, parking permits and map based reporting. Over 80 online services, including payments, applications for facilities, licences, discounts and incident reporting are catered for, via a simple log in and unified web interface.

To create the MyHarrow Account there has been a significant amount of back-end systems integration, not least with the council's own LLPG. Over 14 council service delivery systems now utilise the LLPG as the sole source for addresses. When a citizen logs in to his or her MyHarrow Account, the information pulled from various backend systems is based on that user's address and the UPRN held in the LLPG. The UPRN acts as the key, enabling the MyHarrow Account to display a single view of council services relevant to the individual user. The LLPG's location information is also used for map based reporting and viewing nearby planning applications on a map.

Recently launched street-based alerts and notifications, sent by SMS or email, are also facilitated by the LLPG. If road works are due to take place on a particular street, for example, then notifications can be sent automatically to everyone in that street who has a MyHarrow Account and has signed up for the service, courtesy of the UPRN.

The MyHarrow Account is very flexible. Citizens can select exactly what information they wish to see. They can request services, report faults or incidents, sign up for alerts, inform the council of changes in circumstances, view transaction history, and much more. One recent innovation is integration with Electoral Services which enables citizens to change their registration details via the web.

The MyHarrow Account is also open to Harrow's landlords who can view detailed account information, as well as schedules and correspondence, online. By making this information available online, calls to customer services have reduced significantly as landlords can view payment details for themselves.

Outcomes

The main aim of the project is to facilitate and encourage citizens to self-serve via the web rather than using the telephone or direct visits to Harrow's Civic Centre. This, in turn, delivered significant efficiencies and savings. By mid-2011, over 7,500 citizens had signed up for the MyHarrow Account. It is also proving popular with those using the service, registering a 96% satisfaction rate through the site's built-in exit poll.

Internet-based contact with the council has increased by 62% and telephone enquiries have reduced by 30%, with 11% now coming through the MyHarrow Account. Visits to Council offices have also dropped by 17%.

Based on mid-year transaction and web traffic figures, the initial £150K investment in the service will have been recouped in less than a year. Most significant is a reduction in the

average cost of transactions by 65%, from £2.33 to £0.77p. LBH's web site is receiving 74,000 unique web visitors every month and is host to over 4000 transactions. These transactions deliver approximately £720,000 in payments per month which will translate to £8.6m in a year in the web channel alone.

Work does not stop here. There are plans to integrate as many service areas that handle transactions as possible.

London Borough of Harrow

Runner-up National Gazetteers Financial Award

Key benefits

- significant 'Channel Shift' has taken place with over 75,000 visitors and 4000 online transactions per month
- reductions in telephone and one to one enquiries have already reduced the average cost of transactions by 65% based on internal benchmarking
- using the MyHarrow Account, online transactions in 2011 will exceed £8.5m per annum
- the initial £150K investment has been recouped within the first year through the reduction in transaction costs
- citizens can now request services, receive alerts and carry out the most usual transactions online
- citizens using the MyHarrow Account have secure log in areas to report incidents, request services, receive alerts and carry out most normal transactions online.



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View from the authority

"The introduction of a new charging policy for the provision of garden waste collection services was implemented as a savings measure. This required requests for the service to be subject to an eligibility check to ensure residents lived within the area covered by the service and, if eligible, for payment to then be taken. The initial arrangements proved cumbersome and time consuming for residents and offered a poor customer service. An improved garden waste system underpinned by the LLPG was therefore developed. This has provided crucial efficiency savings in a time of budget cuts, and a service to the customer that can be completed online or by front-line staff in one call whereas, previously, it could take up to three days and involved the back-office."

Paul Jones
Head of Waste Management,
Northumberland County Council

Dealing with inefficiency and waste

Millions of tonnes of garden waste, such as grass cuttings, pruning clippings and leaves, are sent to landfill sites each year. Since local authorities can face huge fines for failing to reduce the amount of waste going into landfill, improving garden waste re-cycling can only be a good thing.

When Northumberland County Council became a unitary authority, it inherited six different waste and recycling schemes, each with different pricing structures and one which was contracted out.

Following a review, out of approximately 146,000 council tax payers in Northumberland, only 16,000 took advantage of the limited garden waste recycling schemes. This was hardly surprising: firstly, due to the size and the nature of this huge rural area many people were not eligible for the service; secondly, the service was very difficult to access – payment was by cheque and scheme administration was haphazard.

The council hired temporary workers to help council staff with manual processing of customer applications and payments over a six week period. The council also decided it needed to promote and extend the service and to make it easier and cheaper to administer and deliver.

The first step was to introduce a new charging policy and then to streamline the administrative process. The latter has been achieved through the creation of a central garden waste database, synchronised with the LLPG and integrated with the council's CRM and website.

The process is now simple. A citizen's address and location determines whether the property is eligible to receive the service which is confined to 'deliverable' areas. Citizens can check eligibility online simply by typing in a postcode. Payment can be made online or via a call to the

contact centre. The former three day registration process has been transformed to a short telephone call or a few minutes spent online. Many citizens are happy to transact online and so contribute to Northumberland's efforts to move people to the lower cost channel.

Outcomes

In the first year, applications for Northumberland's garden waste service increased from approximately 16,000 to over 25,000. This will help Northumberland reduce the amount of garden waste going into landfill. Overall waste and recycling improvements, including vehicle route optimisation, have seen savings estimated to be in excess of £200,000 in the first full year.

Despite the huge increase in the numbers who have signed up for the garden waste service in the last year, it has been possible to provide further savings by reducing the fleet by one vehicle. The purchase price of a vehicle of this type is over £100,000 plus associated maintenance costs. The fleet still has plenty of capacity and the council is looking to extend the service further where there is sufficient demand.

The administration of the garden waste scheme is now much simpler. Of the 18,900 users of the previous scheme, 63% paid by cheque via the post or through face to face contact at council contact centres. Face to face transactions are estimated to cost £9.00 whereas an online transaction is estimated to cost £0.36p. The number of users of the new garden waste service paying by cheque has more than

halved, with 28% paying by cheque, and is predicted to fall still further. Savings on these elements of the scheme alone are conservatively estimated to be in excess of £50,000.

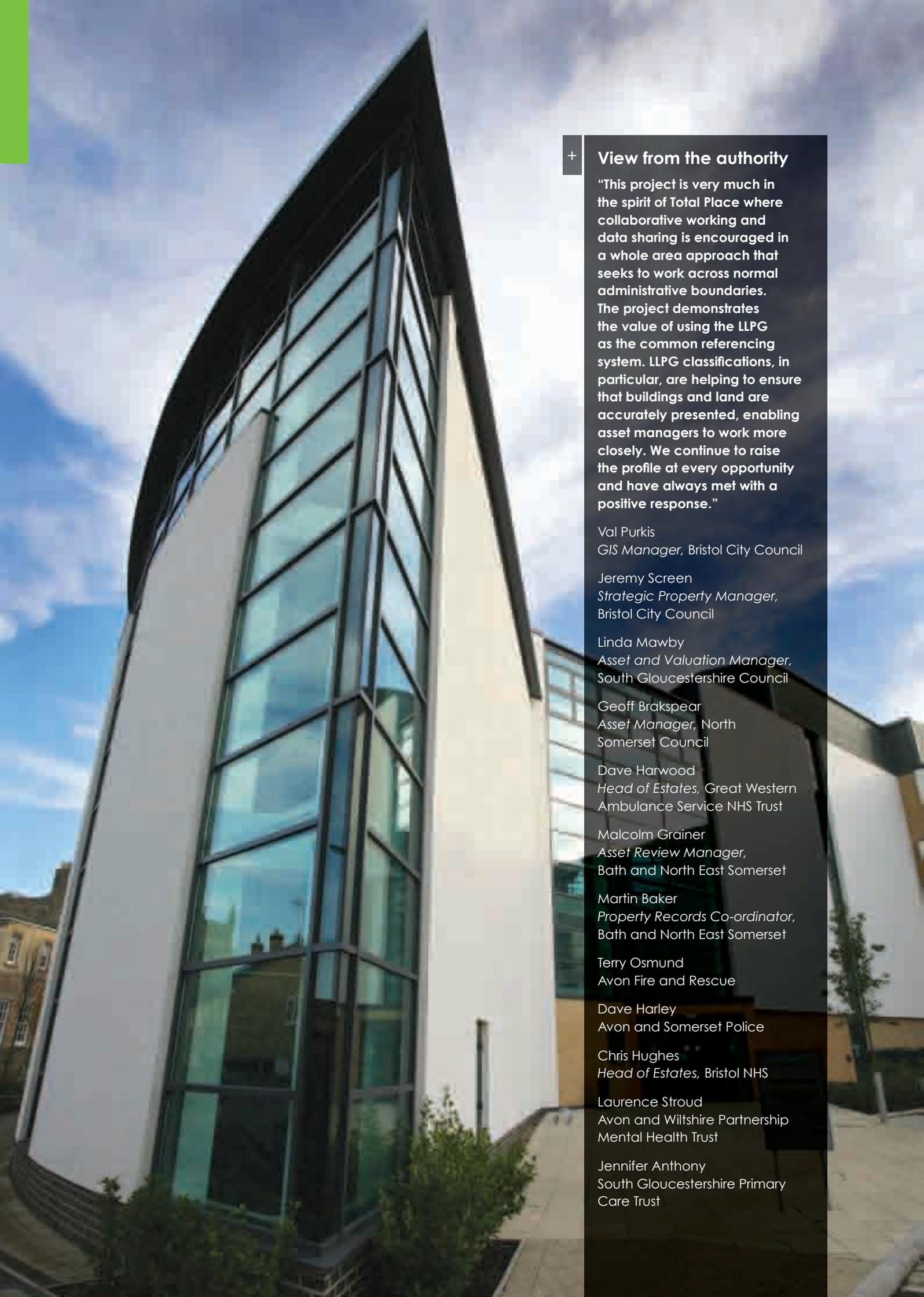
Citizens also benefit from a better service. Joining and paying for the garden waste service is now much more convenient. Citizens can go online at any time, type in their address and check their day of collection, or download a calendar, renew online and make a payment.

Northumberland County Council

Highly Commended National Gazetteers Financial Award

Key benefits

- system developed at minimal cost using internal resources
- it has encouraged greater take up of the garden waste service
- less waste going into landfill means less fines
- significant savings in excess of £50K through reduced cost of scheme administration and method of payment changes
- encourages people to shift to the lower cost online channel
- route optimisation, together with other waste and recycling, are delivering savings of over £200K per year
- further saving by reducing the overall vehicle fleet size
- much more convenient for citizens to check eligibility, sign up and pay for the scheme.



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View from the authority

“This project is very much in the spirit of Total Place where collaborative working and data sharing is encouraged in a whole area approach that seeks to work across normal administrative boundaries. The project demonstrates the value of using the LLPG as the common referencing system. LLPG classifications, in particular, are helping to ensure that buildings and land are accurately presented, enabling asset managers to work more closely. We continue to raise the profile at every opportunity and have always met with a positive response.”

Val Purkis
GIS Manager, Bristol City Council

Jeremy Screen
*Strategic Property Manager,
Bristol City Council*

Linda Mawby
*Asset and Valuation Manager,
South Gloucestershire Council*

Geoff Brakspear
*Asset Manager, North
Somerset Council*

Dave Harwood
*Head of Estates, Great Western
Ambulance Service NHS Trust*

Malcolm Grainer
*Asset Review Manager,
Bath and North East Somerset*

Martin Baker
*Property Records Co-ordinator,
Bath and North East Somerset*

Terry Osmund
Avon Fire and Rescue

Dave Harley
Avon and Somerset Police

Chris Hughes
Head of Estates, Bristol NHS

Laurence Stroud
*Avon and Wiltshire Partnership
Mental Health Trust*

Jennifer Anthony
*South Gloucestershire Primary
Care Trust*

Sharing public sector asset management delivers savings

South Gloucestershire Council won funding to set up an asset management project to manage public sector property assets more effectively across the sub-region. Bristol City Council's GIS department provided the technical lead.

One of the main aims of this project was to share the property asset data of all the public sector partners, including local authorities, PCTs, police, fire and ambulance services, and then to create a comprehensive asset map. The map would enable partners to gain an understanding of the property assets across the sub-region and their respective service requirements. This would allow them to work in a more coordinated way, share best practice and generally make better use of the property assets they owned.

Asset managers from local authorities, the emergency services and primary care trusts across the sub-region met in order to agree common data formats, base on the LLPG, and commit to collating all their asset data for submission to a central database to be hosted by Bristol. The unitary councils agreed to act as data custodians for their areas, and to collate data from the partners.

The partners were keen from the outset to ensure that their initial efforts to create the asset map were not wasted by the map becoming out-dated, and to agree a process to enable the data to be updated in a simple and cost-effective way.

During initial discussions it became apparent that some of the partners, were already looking to release space in some of their properties to save costs and improve efficiency. Other organisations were considering the disposal of some of their assets and looking to share office space and other facilities with partners.

Outcomes

The mapping resources are available online and are fully searchable. A pop-up box provides an address, property classification, a property reference number and contact details for the person responsible for managing the property. The secure asset managers' version is more sophisticated, providing full GIS based search facilities plus the ability to 'post' opportunities. This enables asset managers to share information and let each other know when a building might have some free space available, or is available for let or up for sale. Some innovative shared space arrangements have arisen as a result, with savings of over £1.5m per year.

Service users benefit from more convenient, joined-up service provision. Tenants benefit from rents that may be below normal market levels and building owners benefit from increased contributions to their own management costs.

Assets managers attend regular meetings to share information and keep the collaboration on track. A Service Level Agreement is in place, under which all data custodians receive data updates from partners in their area. The local authority GIS teams act as custodians, format the data and submit it together with their own data to BCC. This ensures data currency and continued reliance on the system to facilitate collaborative use of property assets across the sub region. There are now plans in place to add community assets such as social clubs and community centres whether they are owned by the local authorities or not.

Bristol City, South Gloucestershire, Bath & North East Somerset, North Somerset Councils, Police, Fire & Ambulance Emergency Services, Primary Care Trusts & the NHS in the greater Bristol Area

Winner
National Gazetteers
Integration Award

Key benefits

- using the LLPG has helped to facilitate data sharing and maintenance
- feedback has also helped to improve the LLPG
- main property assets now appear on accessible, searchable online maps which are available to all
- asset managers can share asset data across the sub-region, and post opportunities that lead to shared proposals for more effective asset use or disposal
- there are projected savings of £1.5m per year
- a second phase has recently been concluded which includes wider publicly held assets such as MOD buildings and the Highways Agency
- it is now much easier to supply data for other initiatives such as the DCLG public asset map – <http://publicassets.communities.gov.uk>



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View from the authority

“The LLPG is firmly embedded in the systems used across Huntingdonshire District Council so it was not difficult to recognise that it would provide the key to unlock the information that has enabled the housing strategy Team to target under occupancy. The LLPG was also used to provide an overall picture of under occupancy using maps. When it is possible to see the data geographically, other possibilities arise which we believe will lead to new developments that are appropriate in size and in the right locations.”

David Lloyd
LLPG Custodian,
Huntingdonshire District Council

Tackling under occupancy in social housing

When the Housing Strategy Team at Huntingdonshire District Council embarked upon a scheme to address under occupancy in social housing, it knew that the LLPG would be able to help them provide a clear picture of the size of the problem.

With increasing pressures on public funding and a reduction in social housing grant from the Homes and Communities Agency, Huntingdonshire and its Registered Provider partners undertook a project to make best use of their existing housing stock. In addition, proposed housing benefit restrictions on bedroom size, coming into force from April 2013 for working age households, will add further pressure on landlords to ensure that properties are not under occupied.

The first task was to accurately assess the size of the problem. This was achieved by using social housing stock data held on the LLPG. The UPRN and the corresponding council tax property reference are maintained in the LLPG. Further links are maintained between council tax and the housing benefit system through the common use of the council tax property reference, enabling both systems to be synchronised with the LLPG. Single occupancy data from council tax were matched with the number of bedrooms held in the social housing data, enabling the LLPG to effectively identify 544 properties, 6% of the total housing stock, which were under occupied by two or more bedrooms.

A mapping exercise was undertaken to visualise the overall picture, using the data cross referenced with the LLPG's address coordinates. This has provided the opportunity to compare under-occupying properties against potential new build schemes and enabled targeting of people living near new developments who may be suitable.

Outcomes

Following this initial exercise, Huntingdonshire and seven housing associations, Age UK Cambridgeshire and the local Volunteer Bureau signed up to the 'Under Occupation Partnership Agreement'. This joint working agreement will achieve a number of positive outcomes, both financial and social.

The mapping exercise will ensure that any new properties built will be of the right type and size and in the correct location. Fewer larger houses will need to be built with smaller homes for those downsizing being built instead. The public sector grant required to build one of these larger houses is estimated at £50,000, whilst the cost of an incentive encouraging a person to move to a smaller home can be less than £2,000.

There are significant benefits for tenants who will pay less rent for smaller homes and less on other outgoings such as council tax and utilities bills. There will be a consequent reduction in the council's housing benefit bill and the risk of rent arrears to housing associations will be reduced.

By releasing larger properties, those currently living in overcrowded homes or on the housing register will stand a greater chance of moving into suitable accommodation with a resultant improvement in health and well-being.

Huntingdonshire District Council

Runner-up National Gazetteers Integration Award

Key benefits

- LLPG integration enabled the identification of under occupied social housing
- challenging under occupancy will enable housing associations to make better use of existing housing stock
- facilitated joined up working across council departments including housing, housing benefits and council tax
- closer working partnership between the council, housing associations and the voluntary sector
- significant savings in the new property building programme with a more intelligent response to meeting real housing need
- reduction in the council's housing benefit bill for those on housing benefit who choose to downsize
- vacation of larger homes for those who need them
- service now available to support vulnerable people who want to move to smaller accommodation
- there has been great interest in this project which has been cited as best practice and drawn the attention of the Department for Communities and Local Government (DCLG) and the Chartered Institute of Housing Making Best Use of Stock team.



P Pay here
at machine
Display ticket

+ **View from the authority**

"We firmly believe the LLPG 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 LLPG."

Luke Studden
LLPG Custodian,
London Borough of Harrow

Putting it all into the blender!

Having benefited from its early efforts to integrate systems, the London Borough of Harrow decided it wanted to go further by linking its LLPG to each and every one of its operational systems.

There are clear advantages to this, not least having to maintain only one address database. However, at Harrow the ambition goes further. The council is aiming to create an enhanced version of the LLPG blended with other data that could then be used to benefit the operations of other council departments.

To create the enhanced version of the LLPG, the council's in-house development team created the 'LLPG Integrator', a series of routines and processes that utilises the latest NLPG data schema. Each day, the latest version of the gazetteer is extracted and then 'blended' with over 20 layers of existing spatial data. These include: wards, Experian data, controlled parking zone areas and times, bin collection schedules and flood zones, to name just a few. The result is one large spatial database table that enables any of the blended information to be accessed by any council system or resident facing web services with the UPRN working at its core.

This effectively enables improved service delivery to residents, on the one hand, and a complete 'citizen view' in terms of services used and incidents logged, on the other. The change in gazetteer use is far reaching, driving everything from the website to the contact centre, internal systems and support services.

The enhanced gazetteer is now integrated into the core of a number of council systems with more scheduled to integrate over the coming months. Day to day management of the base gazetteer remains crucial, even more so now that so many systems are reliant upon it.

It has been enhanced by a looping workflow between staff and systems

which enables any anomalies or mismatched addresses to be fed back to the LLPG Custodian. He in turn updates the gazetteer which benefits all the systems within the council that use it.

Outcomes

Over twenty of the borough's core systems are now fully integrated with the LLPG and a further seven areas use the enhanced data produced by the 'LLPG Integrator'. These include: the Access Harrow CRM, the MyHarrow Citizens' Portal, the MyHarrow Citizen Account, planning, web forms, intranet mapping, and corporate GIS.

Once integration becomes pervasive, there are many benefits that can accrue; for example, the presentation of services relevant to individual residents on the MyHarrow web portal which is fully automated and based on Experian profile data. Indeed, the online experience for the residents of Harrow, who have online access and a preference to self-serve, has been greatly improved. Two of the most common queries; bin collection days and controlled parking zones, can now be carried out online. The borough has, as a result, witnessed a significant shift from the customer contact centre to the web channel. Other specific and significant projects that have benefited from LLPG integration include:

- waste collector project – £3.2m saving over 10 years
- CRM system enhancement including citizen access
- streets and grounds maintenance project
- MyHarrow Account – secure log in area for residents to report and transact online.

The London Borough of Harrow continues to innovate and seek out new ways to integrate its LLPG. The project to create the 'LLPG Integrator' needed no business case as no additional funding was required. It is a great example of making the best use of available resources and in-house skills.

London Borough of Harrow

Highly Commended National Gazetteers Integration Award

Key benefits

- the LLPG is fast becoming the single source of address intelligence for all council systems
- further integration has enabled two way data transfer so that anomalies and mismatches can be fed back for better data matching or correction, enabling continuous gazetteer improvement
- LLPG is now core to initiatives that are delivering significant savings
- further Channel Shift via the MyHarrow citizens' web portal and CRM which also help to meet 'Avoidable Contact' targets
- placing the UPRN firmly at the centre of all council systems enables better understanding of which services are delivered to which citizens, in turn delivering further insights and better joined up working
- wider recognition of the LLPG as the authority's single source of addressing.

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View from the authority

“By working in partnership, Adur and Worthing Councils have successfully managed to achieve unprecedented levels of integration and, as a result, have achieved significant financial savings and instigated more efficient ways of working. Underpinning this success is a combined and integrated gazetteer that has been developed and maintained to the highest standards, providing address intelligence across the partnership.”

Gill Van-Eetvelt
*Corporate Information
Manager, Adur District and
Worthing Borough Councils*



Partnering for success

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

This partnership is proving to be a nationally significant model for collaboration, the first of its kind, which for 2011/12 achieved savings of £2.3 million with projected savings of £6.5 million for 2012/13.

The project involved amalgamating most services employed across the two councils. Of key importance was the creation of a single corporate information team with responsibility for the LLPG, GIS, Street Naming and Numbering (SNN) and the Public Sector Mapping Agreement (PSMA).

Outcomes

A comprehensive project plan for technical services, involving strategic level activities and including engagement with Members as well as human resources, legal and financial departments, identified the following:

- a need for currently disparate systems to be harmonised
- the integration of corporate information, such as the LLPG, to improve efficiencies
- a definite corporate need to ensure the full interlinking of the LLPG and GIS to support council services

So, where to begin? The project was considered too vast to attempt as a whole and was therefore broken down into the three key elements: LLPG, GIS and SNN. To maximise on efficiencies and cost savings, the project focused on the analysis of systems and procedures in order to identify the best software and working practices to be adopted across both councils. Due to limited staff resources, it was essential to eliminate unnecessary tasks and automate as many as possible.

Due to high levels of demand across both organisations for address data, the linking of the two LLPGs was established as the first priority. A single software solution was implemented and a review of the processes by which address data was created, updated and used was undertaken.

Of key importance was the ability to integrate address data across a variety of merged council systems. A simple reporting tool was developed to report address intelligence change, replacing previous manual processes. This solution reports changes made in any LLPG linked system; new street names and numbers created within the Planning function; and amendments to non-domestic rates and council tax data, providing all service areas with address change and LLPG intelligence.

A single GIS was required, underpinned by the LLPG information from both gazetteers, across both councils. An audit of GIS bases datasets, held by both organisations, was completed in order to gain an understanding of what data existed and how best it could be utilised. This audit identified 65 core datasets and a total of 1265 datasets overall across both parties. All data are now combined and held centrally to facilitate joint working being accessed by single GIS across the partnership intranet and Internet, where appropriate.

A single SNN system and process was also required to replace a manual process at Worthing and to introduce a formal system at Adur. A joint SNN policy was adopted by both councils, supported by new documented procedures and software.

Following the creation and deployment of the joint gazetteers and the development of systems and processes to integrate the data across the partner organisations, the following service areas are now actively using the gazetteer data:

- planning
- environmental health
- electoral registration
- waste services
- land charges
- concessionary fares
- allotments and park
- non domestic rates
- council tax
- customer relationship management
- street naming and numbering
- geographical information systems

Adur District Council and Worthing Borough Council

Best Practice National Gazetteers Integration Award

Key benefits

- a single corporate information team providing joint services for LLPG, GIS and SNN across both organisations
- high quality LLPGs in use by both organisations across a wide and diverse range of service areas
- simplified information management processes and systems, facilitating more efficient working practices and better service delivery
- cost savings to date of £32,000 with further savings predicted.

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View from the authority

"The opportunity to celebrate and commemorate a business which has been important to this community for many years was one we simply could not pass up. With the creation and adoption of these names, we have provided a long lasting identity and sense of community for the area, and engaged with council staff, elected officials and members of the public."

Lucie Breadman
Head of Corporate
Management, Colchester
Borough Council



TURBINE ROAD

Bringing the past into the present

In 2006, Fläkt Woods relocated from its Tufnell Way site to a purpose built factory at Axial Way on the Colchester Business Park to the north of the town. The former site, close to both the railway station and Colchester General Hospital, was then earmarked for redevelopment.

Woods of Colchester, a privately owned company that had been producing electric motors and propeller fans in the garrison town since 1909, had used this site since 1937. Established by Maurice Wood, Woods of Colchester was, at its peak, one of the largest employers in the borough and the major producer of industrial fans and motors in Great Britain, with the factory at Braiswick accounting for 60% of all industrial fan exports from this country. In 1972, this earned the company the prestigious title of 'Export Company of the Year'.

The redevelopment of one of the most important industrial sites and places of employment within Colchester provided Colchester Borough Council (CBC) with the opportunity to celebrate the past glories of the site and allow its story to live on for future generations.

Outcomes

Colchester has a legal responsibility to ensure that streets are named and properties numbered. The authority has the power to approve or reject property addresses submitted by developers or members of the public, or prescribe its own addressing schemes, with this power extending to commercial premises as well as domestic properties. However, proposals for street names are welcomed and community involvement in the street naming process is actively encouraged.

As prescribed in the 'Street Naming and Numbering' Policy document published by the council in 2009, guidelines to be followed when agreeing a new street name include:

- promotion of names with a local or historic significance to the area
- encouragement of names with a common theme on large developments
- avoidance of two developments with the same theme within the borough
- promotion of a company, service or product through street naming will not be allowed. (An exception to this may be made for a company that no longer exists, if used solely in an historical context so the claim of advertising cannot be made)
- Apprentice Drive (located on the site of the former apprentice school building)
- Fan Avenue
- Motor Walk
- Vortex Road
- Spindle Street
- Breeze Lane
- Woods Court
- Propelair Way (a product name used by Woods of Colchester)

This policy follows nationally accepted data entry conventions and has been recognised as best practice within the Data Entry Conventions document used by all LLPG Custodians across England and Wales.

To create an identity for the new development and to provide lasting recognition of the importance of the site to the town and the part Woods of Colchester played in the local community, street names that provided reference to these facts were chosen. The process to select appropriate and fitting street names included consultation with councillors and the local Member of Parliament.

The following street names were selected and are now in use:

- Little Woods Mews
- Aerofoil Grove
- Engineers Square
- Axial Drive
- Turbine Road
- Blade Road

Colchester Borough Council

Winner
National Gazetteers
Naming Award

Key benefits

- lasting recognition to the importance of the site and the part that the company, Woods of Colchester, played in the community
- an understanding for residents of local history and a collective sense of identity for those residing in the new development
- involvement of councillors and other elected members as well as the developers and members of the public in the street naming process
- allocation of appropriate and legal names, integrated within the national gazetteers, and recognised by other addressing authorities and users including emergency services.



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View from the authority

“Chorley Borough Council will always strive to pay respect to the history or geography of an area through its street naming and numbering process. However, this will never be to the detriment of the local community and we will, wherever possible, take into due consideration their feelings and opinions.”

Johnathan Barclay
System Support Assistant (GIS
and LLPG), Chorley Council

By popular demand

In 2011, Chorley Borough Council granted planning permission for a large development on the outskirts of the village of Eccleston. The site, known as Sagar House, had been home to the British holiday company Pontins from 1987 until 2009, prior to the company going into administration and its subsequent purchase by a Jersey based investment company with links to the Britannia Hotels group.

To honour this well-known brand and provide recognition of the site's former use, it was suggested by the council to use Pontins as a theme for the naming of streets on the new development.

The four proposed street names reflected both current and historic Pontins sites, and were as follows:

- Ainsdale Crescent
- Barton Hall Court
- Christchurch Avenue
- Seacroft Drive

As recommended within Chorley Council's 'Street Naming and Numbering Guidance Notes', consultation regarding the proposed names was made with relevant parties, including the developer, the Executive Member (Transformation), Shadow Portfolio Holder (Transformation) and the parish council, in order to gauge opinion and ensure no factors had been overlooked in the naming process.

The proposed names, unfortunately, received negative feedback from the parish council who reported that local residents were unhappy with the use of names reflecting the former owners, Pontins. It was felt locally that Pontins had, in the latter years of occupancy, let the site fall into a state of disrepair and had consequently sold the site to a housing developer: an unpopular decision in the village. The council had been unaware of these feelings and were therefore more than happy to reconsider their original suggested street names.

Outcomes

Further consultation with the parish council uncovered the fact that the site had historically been used as an orchard before the erection of Sagar House, and it was suggested to reference the proposed street names around this feature.

As Eccleston has been widely acknowledged as the 'Evesham of the North', due to its microclimate and prolific fruit production, the orchard connection was considered even more appropriate.

The replacement names proposed by the council were therefore based on varieties of apples that may have grown on the site;

- Braeburn Crescent
- Bramley Drive
- Cortland Avenue
- Laxton Court

Once the new names had been researched and passed through the consultation process, they were confirmed and communicated to all relevant parties. Feedback from the parish council indicates that the new names have been well received and the council has conducted itself in a positive way.

Chorley Borough Council

Runner-up National Gazetteers Naming Award

Key benefits

- the selection and adoption of appropriate street names that reference the development site's historical use
- engagement and consultation with relevant parties, in accordance with published guidelines, to ensure consideration of all facts and opinions
- positive feedback from the local community acknowledging the sympathetic response from the council.



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View from the authority

"This was not simply a paper exercise. By engaging and involving the public we now have a list of pre-approved street names, with absolute relevance to local geography, history or culture, from which developers can, if they wish, select."

Len Gregory
*Cabinet Member for
Transportation and Street
Services*

Proactive street naming

Within the teams responsible for Street Naming and Numbering at Birmingham City Council, it was commonly felt that the standard of suggestions for new road names received from developers tended to lack imagination or any real local connection. Suggestions were often duplicated and regularly displayed a similarity to existing road names within the immediate vicinity.

With responsibility for more than 2,500 miles of public highways within an area of 26,700 hectares, Birmingham City Council is the largest high density authority in the country. Birmingham has seen significant city centre redevelopment in the past few years, including the opening of the International Convention Centre, the redevelopment of the area around Broad Street and the opening of the Bullring shopping complex.

The removal of the Inner Ring Road, seen by many as a 'concrete collar' preventing expansion, and the adoption of a massive urban regeneration project known as the Big City Plan are set to further increase the size of the central city core by 25%. This is expected to include 5,000 new homes and 50,000 new jobs, as well as the £600 million redevelopment of New Street Station, a new Library of Birmingham and the first new city centre park since Victorian times.

To redress the street naming balance and engage the Birmingham public, the council launched an exercise designed to collate a list of approved new road names, with local geographical, historical or cultural relevance and in accordance with street naming and numbering policy.

Outcomes

The exercise to garner a list of approved street names was launched by the Cabinet Member for Transportation and Street Services; it was advertised on the council's website, promoted by

leaflet distribution and was even featured in a series of short items on Radio WM. This consultation process attracted over 75 unique and original suggestions.

Each proposal for a new street name included the suggested street name, the geographical area or ward in which this street name would have relevance, and supporting information which included the historical, cultural or geographical connection.

Each suggestion was rigorously checked for duplication in the local area, for acceptability to different cultures and religions, and for accuracy and relevance. A list of proposed names was then submitted to councillors for consultation and approval, resulting in a final list of approved road names.

This list now forms Birmingham's approved list of new road names from which developers may, if they wish, select. However, if a developer or landowner wishes to propose a different name they are encouraged to do so, and this will be considered in line with the above criteria before being put forward for councillor consultation.

The most unusual road name, in the opinion of council staff, is Invention Avenue – recently allocated to a cul-de-sac on a new development in Handsworth. Invention Avenue was suggested to reflect Birmingham's role as the 'cradle' of the manufacturing revolution. The 18th Century saw Birmingham emerge to the forefront of worldwide development in

science, technology, medicine and philosophy, while, as early as 1791, Birmingham was described by economist Arthur Young as 'the first manufacturing town in the world'.

Other names of interest on the list include: Doyle Drive, named after the 'founding father' of detective fiction, Sir Arthur Conan Doyle; Vegan Way, named after the Vegan Society that has recently relocated to the Jewellery Quarter; and Leyland Road, honouring the city's proud car manufacturing past. A full list of approved street names can be found on the council website.

Birmingham City Council

Best Practice National Gazetteers Naming Award

Key benefits

- a pre-approved list of street names with pertinence to local history, geography or culture
- street names validated to ensure compliance with Street Naming and Numbering Policy and the national data entry conventions
- engagement with the public, engendering a feeling of involvement in Council decisions and development of community spirit.

+ **View from the authority**

"The Brigade had a bold, all encompassing vision for a corporate gazetteer. By meeting and exceeding these expectations, we have delivered an LLPG based gazetteer capable of serving one of the busiest fire control rooms in the UK. We have also created a solution that can be adopted and developed by other emergency services and their partner organisations."

Tim Needham
Software Architect,
West Midlands Fire Service



Monkey business

West Midlands Fire Service (WMFS) has embraced open source technology to develop a dynamic gazetteer generator which they have called 'Chimp'. Designed to bring together traditionally disparate data products into a single system, Chimp also provides integrated extraction, transformation and load functions.

The delivery of Chimp was divided into two phases with the first instalment tightly focused on the creation of an LLPG based gazetteer to integrate with a new command and control system. The second stage was to roll-out the resulting gazetteer solution to all aspects of the brigade's activities.

The capabilities of Chimp have already been used to target, administer and prioritise over 120,000 Home Safety Checks across the region, and have enabled a recent 'Area Risk Modelling' project to help inform and visualise high profile policy decisions.

Outcomes

The primary aim of the command and control replacement project was to implement a modern emergency mobilisation system and build on the already high standards of service being achieved. The use of the NLPG was identified as a result of its links to the (now abandoned) regional FiReControl project. Following preliminary analysis of the data, additional objectives were set:

- localities must reflect names likely to be reported during an emergency call
- geographical coordinates must be validated and errors corrected
- spelling anomalies must be resolved
- missing names of organisations needed specifying
- a detailed model of the motorway system needed positioning
- over 112,000 pieces of location specific data, including, for example, emergency rendezvous points, asbestos presence and

police arrangements, needed to be linked to the relevant local authority LLPG.

Meeting these objectives resulted in the creation or modification of over 1 million pieces of data, and the brigade's current LLPG holding is in the region of 2.9 million records and 86,000 streets. This includes over 20,000 additional records created to assist in the correct identification of a location during an emergency call out. It contains purposely misspelled terms and alternative names to reflect local knowledge.

After completion of the initial data delivery, the focus shifted to integrate the data, using Chimp, within the brigade's new command and control system, and finally extending the use of the 'corporate gazetteer' across all of the brigade's business support systems.

In order to meet the requirements of business processes throughout the organisation, including community safety, legislative fire safety, statistics and integrated risk management, additional data objectives were established;

- household and postcode demographics supplied by Experian
- indices of Multiple Deprivation from DCLG
- water hydrant information from the water companies
- highway marker post data from the Highways Agency
- flood data from the Environment Agency
- telephone kiosks from BT
- additional datasets from Ordnance Survey.

West Midlands Fire Service is making the technology freely available under an open licence. So far, Staffordshire Fire Service is also using Chimp and two other brigades are working toward its adoption. Chimp is underpinning a drive towards partnership working and location based interoperability with other emergency services, and it is hoped that such collaborations will help to further develop the software in a pioneering, community driven direction.

West Midlands Fire and Rescue Service

Winner

National Gazetteers Technology Award and Award to 2011 Exemplar

Key benefits

- the exclusive use of open source technology, in adherence with Cabinet Office guidelines for best practice, has resulted in a significant avoidance of development and on-going costs per annum
- the development of a dynamic gazetteer generator, that will in turn be offered to other organisations under an appropriate open licence, will result in further cost savings / avoidance
- Chimp has helped deliver operational efficiency gains and improved the quality of policy making processes and decisions
- a future-proof solution that can be easily adapted to ensure compliance with changing statutory and legislative requirements, whilst allowing the benefits of the latest data products to be absorbed with minimal cost and development.



+

View from the authority

“Having failed to find a software solution that did what we wanted, it was decided to develop one in-house. The NSG stood at either end of this process, helping us to prepare the paper based records for the survey and validation process, and being the means by which TRO data are eventually communicated. The NSG is also instrumental in the process by which TROs are introduced, revoked or updated. So, in three years, we have moved from a paper based system with lots of missing orders that relied on officers’ memories to function to a full electronic system that is up to date and available to all.”

Carl Dent
LSG Custodian, and Asset
Database Manager
Northumberland County Council

An end to the paper trail

When Northumberland County Council became a single tier authority, it set out to consolidate its 1500 paper based Traffic Regulation Orders (TROs) into a single and maintainable database, underpinned by and accessible via the LSG.

TROs place legal restrictions on roads and streets. They include one way streets, no entry, single and double yellow lines, and provision for parking bays, taxi ranks and suchlike. With a paper system it is very difficult to manage the audit trail.

One TRO may be part rescinded by another and then reinstated by yet another, making it difficult to know which restrictions are in play at any point in time. Northumberland decided to review all its existing TROs and to consolidate all those still in force. The LSG was used both to facilitate the process of validation and to store the most up to date TRO information.

The paper records were scanned and then transferred into the council's document management system to ensure a proper audit trail. A new database was then created to hold the information from every existing TRO, with each one referenced against the LSG. This enabled each TRO to be reviewed which, in turn, led to a list of all live TROs. To verify these, the council carried out an extensive survey programme record existing lines and signs. Once this information had been collected, it was put into a 'Geo Database', designed specifically to hold all the TRO information and enable it to be validated and maintained. This also included standard forms referenced to the LSG in order to create new TROs when required. The underlying database can be used to produce reports and consultation documents that hold all the necessary legal information pertaining to each TRO.

Once the information is complete and validated in the geo database,

it has all the attributes required to go straight into the LSG, including the USRN and the street start and end points. Populating the LSG's Associated Street Data (ASD) is achieved via a single button click.

Outcomes

The TROs held in the Geo database are made available to the public via web mapping, enabling anyone to zoom into a particular point on a map and click on the relevant road or street to view details of the TRO. This is particularly useful at the legal consultation stage when the details are published for comment prior to adoption.

All council departments using the LSG now benefit from this rich source of TRO data. If re-surfacing work is required, for example where double-yellow line restrictions are in place, the council will know that the line work needs to be reinstated once the resurfacing is complete. This data is available to utility companies and other statutory undertakers who use the LSG. This, in turn, may lead to emergency TROs that lift restrictions for a limited period of time while work proceeds.

The new arrangements also improve the TRO process. Changes to roads resulting from new housing development, such as a new roundabout or a new road junction, will change the LSG and any existing traffic restrictions. This will trigger revocation of any existing TROs and lead to new ones which reflect the new road start and end points.

Northumberland has devised an end-to-end process that safely archives the original TROs, providing a valuable historical record,

and then links them to the LSG, the modern street referencing system, prior to validation. Once validated, live TROs are recorded in a map based system dynamically linked to the LSG, used both by the county's own systems and all those licensed to carry out work on Northumberland's roads. This system also provides access to TROs for consultation and public consumption via the council's own web mapping system.

Northumberland County Council

Runner-up National Gazetteers Technology Award

Key benefits

- eliminated the manual process involved in extracting 'live' TRO information from paperwork
- all TRO information is available for public use and scrutiny via a map based website. All legal documentation is also available online
- all those carrying out work on the roads now have direct access to 'live' TRO information via the NSG
- will assist the council, utilities and other statutory undertakers in planning their work on the highway
- ensures that parking restriction lines are re-instated after re-surfacing has taken place
- data are available to enforcement officers on their PDAs to ensure they remain fully apprised of TROs when inspecting the highway.

+

View from the authority

"It was essential, due to the rural nature of Northumberland, to provide a system which could manage booking arrangements for customers and the allocation of work based upon recognised and consistent addressing information. The LLPG has enabled the Council to make financial efficiencies coupled with service improvements at a time when the need for such is paramount."

Phil Soderquest
Public Safety Unit Manager,
Northumberland County Council



Building on what you've already got

When the Pest Control department at Northumberland County Council decided it needed to modernise its email and paper based workflow to improve efficiency and save money, it started to look around for an off the shelf system solution.

Under the old arrangements, a customer would call the council to make a request. Contact centre staff would then send an email to pest control where the request was logged on paper. Pest control staff would then call the customer and make an appointment using paper based diaries. All subsequent communication would be carried out by telephone and on paper.

Since the council's existing call centre CRM system could handle the workflow and processes involved in customer follow-up, it appeared that there was the basis for a new system already in place. As a result the council decided to build its own solution in-house.

The result is a simple web application which can be accessed in the call centre in the back office and by pest control officers working in the field using tablet computers, communicating over mobile networks. A pest control call will be logged in the call centre, complete with the type of pest, customer type, i.e. residential or business, and the price for the service communicated. Payment for the service can be taken at the same time the call is logged. Since the CRM uses the LLPG as its source of addresses, it can benefit from some of the simple, automated geo-processing set up specifically for the pest control service.

Once the caller's address has been entered, the system uses the LLPG's precise geographical location to automatically allocate the call to the appropriate pest control officer. This also triggers the relevant area diary to be displayed so call centre

staff can proceed with booking an appointment. Automated email notifications are then sent to both back office staff and area pest control officers. At any time staff can query status and information on any specific case. By extending access to pest control officers operating in the field, the system can be updated in real time providing further efficiencies. Field workers also benefit from the system's wide route optimisation.

Case visits or re-visits can be re-arranged at any time. The system also automatically raises business invoices on case completion if the call request has come from a commercial property. The system's admin facility enables full view and management of area diaries, access to email notifications, viewing of specific case information and checking to see if payment has been made. System data can be accessed for selective reporting, by area, by type and by date, for viewing on a map, to investigate the spread of infestation, for example.

Outcomes

Northumberland's Pest Control system provides an end-to-end solution from original call, appointment booking, right through to job completion and invoicing. Since the system is underpinned by LLPG integration, Call Centre staff don't need any local knowledge to deal with pest control requests and only deal with location specific diaries when booking appointments.

Pest control officers in the field are free from paperwork and have shorter distances to travel, thanks to

route optimisation and electronic delivery of cases to their tablet computers. There is no longer a need to visit council offices to pick up work.

The pest control workflow is now seamless, delivering a better service to customers, and significant process efficiencies. Negotiations are underway with several other local authorities who are interested in using a hosted and managed version of the service that will generate revenue for the council.

Northumberland County Council

Best Practice National Gazetteers Technology Award

Key benefits

- system developed at minimal cost using internal resources
- call centre staff can deal with the process from start to finish
- field based pest control officers' devices are updated remotely so they can travel straight to their first job and subsequently update the system in real time
- pest control officer routes can be optimised by area to cut distance and travel time
- customers benefit from a single phone call during which an appointment can be made and payment taken
- NCC is in negotiations with several other councils to deliver a hosted version of the service on their behalf to generate revenue.



+

View from the authority

“Using the LLPG it has been possible to substantially improve our waste and recycling vehicle routes, which delivers a big saving in fuel straight away. Further synchronisation and systems integration with the LLPG means we have seen a huge rise in garden waste service take-up whilst achieving significant internal efficiencies and savings. Reducing the amount of garden waste going into landfill further sharpens our green credentials.”

Ryan Gilchrist
*LLPG Manager, Northumberland
County Council*

Garden waste – more take-up, less landfill, greener outcomes

Today, local authorities have to be 'greener'. They are also under tremendous pressure to become more efficient, cut costs and deliver better services to their citizens. Northumberland County Council's waste and recycling service is proving that this is possible.

When Northumberland became a unitary authority, it inherited the working processes and systems of six former district councils. One of the first areas of concern was waste and recycling and, in particular, garden waste. Garden waste often ends up in landfill and many authorities are facing large fines through failing to reduce the amount of waste going there. Garden waste is completely recyclable, it is possible to charge for collection and disposal, and, if greater service take-up can be encouraged, it will cut down the amount ending up in landfill.

A review of Northumberland's garden waste services revealed different charging rates, low take-up and an archaic sign-up and payment process, heavily reliant on people for its administration. Northumberland introduced a new charging policy for the whole county and then started to look at using technology to improve administration. Today, all waste and recycling systems are synchronised, with the LLPG enabling Northumberland to transform six separate services into one service for the whole of Northumberland. Separate databases for waste and garden waste are linked to the LLPG and integrated with the council website and contact centre CRM.

Significant efficiencies have been made through the reinvention of Northumberland's garden waste project. Thanks to LLPG integration, citizens wishing to sign up can make a call to the contact centre, sign up and make a payment there and then. The LLPG is also being used to market and promote the

garden waste service in the spring with previous years' users being contacted direct and invited to re-apply.

In Northumberland, a huge rural area with over 140,000 council tax payers, waste and recycling routes are hugely different. Clearly anything that could be done to make the routes more efficient would have a significant impact on reducing fuel usage and the council's carbon footprint. Taking away the former district council boundaries which determined most of the old routes, and introducing route optimisation software enabled by the LLPG ensured that vehicles used the most efficient routes. Garden waste routes benefit too although different bins are used to eliminate contamination, and collections take place on different days using different vehicles.

Outcomes

Take-up of the garden waste service in the first year increased hugely from 16,000 to over 25,000, having a significant impact on revenues and a reduction in the amount of 'green' waste going into landfill. All garden waste is delivered to a single recycling location where it is transformed into garden compost and sold for £3 per bag.

Vehicle route optimisation has had a significant impact on the amount of fuel used by the waste and recycling fleet, resulting in savings of over £200,000 per annum and a substantial reduction in the council's carbon footprint. Despite greater take-up of the service, the garden waste vehicle fleet has

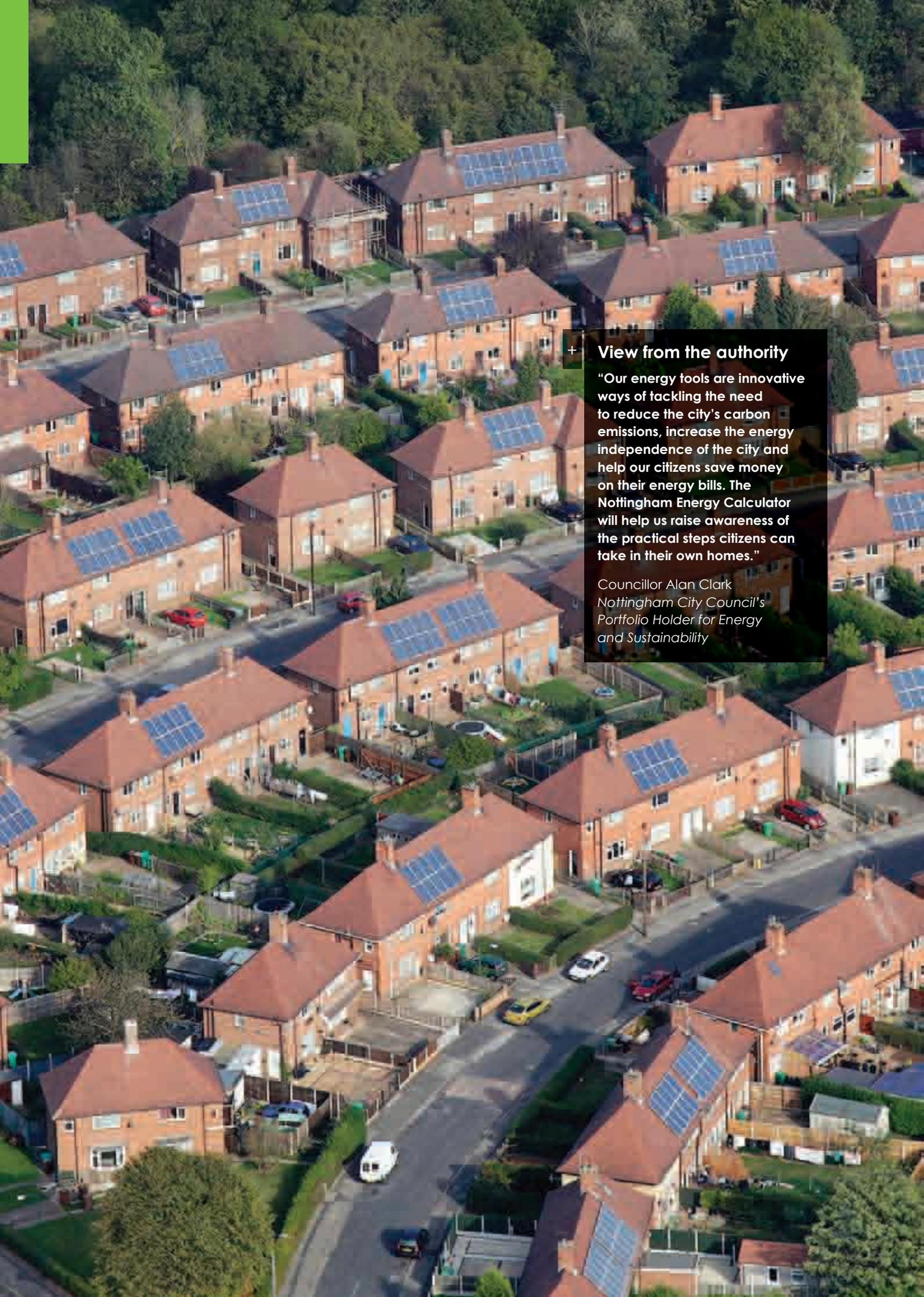
been reduced by one and there is still extra capacity available as the council moves to promote the service further.

Northumberland County Council

Winner
National Gazetteers
Green Award

Key benefits

- the garden waste service has been taken up by more citizens, increasing recycling and reducing the amount of garden waste going into landfill
- vehicle routes for all waste and recycling have been optimised, delivering cashable savings of over £200,000 per year with a consequent reduction in the council's carbon footprint with the majority being fuel savings
- the council has been able to reduce the administration costs for the garden waste scheme by over £50,000 per year
- routes have been shortened by 1,700 miles a year despite greater service take up, equivalent to a 9.15 ton reduction in CO₂ emissions
- all garden waste is recycled at no cost by an outside contractor
- internal administration savings and efficiencies, plus a major shift to the web channel, is estimated to be saving the council over £50,000 per year
- citizens benefit from a better service to which it is easier to sign up and pay for, either online or via a short phone call.



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View from the authority

“Our energy tools are innovative ways of tackling the need to reduce the city’s carbon emissions, increase the energy independence of the city and help our citizens save money on their energy bills. The Nottingham Energy Calculator will help us raise awareness of the practical steps citizens can take in their own homes.”

Councillor Alan Clark
*Nottingham City Council's
Portfolio Holder for Energy
and Sustainability*

Mapping a greener future

In 2010-11, the Department of Energy and Climate Change (DECC) ran a pilot programme with nine local authority areas to co-design a series of Local Carbon Frameworks to identify what works at what level, and to develop templates for action on carbon by all local authorities.

Nottingham City Council received funding under this initiative in order to create a knowledge base, facilitate deep cuts in carbon emissions, transfer learning, and generate a tool set. Working with the Nottingham Energy Partnership and other selected organisations, Nottingham City Council set about designing and delivering a citywide energy map.

Outcomes

Nottingham started the low carbon transition from a position of strength. Between 2003 and 2006, the city reduced domestic gas consumption by 16%, the greatest reduction of all local authorities in the East Midlands and of all the core cities; while, in 2006, 3% of heat and power was generated from renewables and waste, making Nottingham the most energy self-sufficient city in the UK.

The energy mapping project funded by the DECC will reinforce Nottingham's key energy ambitions: to reduce 2005 carbon dioxide emission by 26%, and to generate 20% of all energy and heat from low carbon and renewable sources. This would lead to an overall contribution to the council's wider long term green vision.

Nottingham's Energy Strategy articulates which technologies are available to support these targets and how much of them should be used. The main objective of the energy mapping project was to develop tools that would help define where these technologies could be deployed, and to ensure investment to maximise their potential. This was achieved by:

- combining DECC methodology with new approaches to develop a robust evidence base, with

data sourced and processed at a property level, to provide the necessary information to perform option appraisals

- developing a web based 'Decision Support System' (DSS) to model scenarios and inform decisions on energy generation and demand by the council and its partners
- implementing a web based 'Energy Calculator' tool to support property level assessment and cost estimation by citizens of solar energy generation and energy efficiency opportunities.

The LLPG was fundamental to the online mapping project as it provided a definitive and reliable list of properties within Nottingham. In addition, the LLPG was used to identify multiple occupancy dwellings: a vital input for solar energy generation mapping and energy efficiency scenario modelling. The LLPG also allowed for the classification of properties supporting wind and non-domestic energy mapping, and to filter results when using the Decision Support System.

Using the LLPG Unique Property Record Number (UPRN), additional information could also be integrated within the project to inform results. This included property tenure information, created from a range of datasets, including council tax records, Registered Social Landlords list and Nottingham Energy Partnership survey results, as well as third party demographic profiles.

As a result of this project, the council now has a property level dataset that includes: the UPRN; property type; building footprint area; average building height; building volume (including property volume

where flats are present); gas supply flag; property age; property tenure; solar energy generation calculations; viability flags, and much more. This means that any property can be assessed for its suitability for renewable energy installations and energy saving measures.

The online tools allow for this information to be accessed by partner organisations, residents, community groups and businesses, increasing awareness and understanding of low carbon technologies. It is hoped that this will support individuals and communities adopting these solutions, encouraging personal action and accountability and supporting Nottingham in meeting its Sustainable Community Strategy targets.

Nottingham City Council

Runner-up National Gazetteers Green Award

Key benefits

- citywide property level database to aid decision making in support of environmental targets
- development of a set of online tools to analyse the availability, suitability, costs and savings of renewable energy installations and energy saving measures at an individual property level
- creation of a solution that is being marketed at other local authorities and environmental organisations
- significant savings achieved through the use of the LLPG.



Sharing knowledge, raising awareness

The recipient of this Award was nominated by custodians and judged by the NLPG Custodian and the NSG Custodian. It aims to reward continuous commitment to the LLPG and the LSG communities. The nomination was made on behalf of, and supported by, all 22 LLPG Custodians in Wales.

Shaun Powell from Newport City Council has been, and continues to be, wholly committed to the development of LLPGs as the key property dataset for public services. He has taken a lead role in the Welsh Government project and has been instrumental in persuading the Welsh Government to invest over £500k in the LLPG Project in Wales over the last two years.

Shaun has completely transformed the way that the LLPGs have been perceived by senior management across the Welsh public service, and has achieved agreement that the NLPG will be the key property dataset for Welsh public services from all authority CEOs, Police Chief Constables, Chief Fire Officers, the CEO of the Welsh Ambulance Trust, and senior civil servants, including the Chief Information Officer.

Recently, both Gwent Police and South Wales Fire and Rescue Service linked their systems to the NLPG, with the other Blue Light services committed to do the same over the next twelve months.

Shaun's enthusiasm is phenomenal and he is an excellent mentor to other custodians who are happy to recognise his help in raising the standard and profile of their LLPGs. Shaun spends a considerable amount of his personal time ringing other Custodians, providing advice and encouragement in raising the standard of Wales's LLPGs and in making Wales the top performing Region. This personal commitment to assisting others has resulted in Wales improving from having no

Gold or Silver status authorities and nine authorities Below National Standard, in August 2009, to Wales now having 4 Gold, 11 Silver and no authorities Below National Standard. Wales has also improved from being 10th in the council tax and 10th in the non-domestic rates Regional listings, to being 8th and 4th respectively. In terms of council tax, only 0.3% separates Wales from Regional listing's leaders, Yorkshire and Humberside.

Shaun personally negotiated a financial package between suppliers and the Welsh Government that allowed Welsh authorities to integrate their LLPG with their council tax and NDR systems. This integration considerably improved the quality of the LLPGs and provided additional revenues of over £1.5m to Welsh authorities over the next five years.

Shaun instigated the 'Peer Review Programme' in Wales. This programme involves three or four Custodians visiting other authorities with a view to sharing knowledge and identifying best practice that can be shared. This approach has recently been further enhanced so that both LLPG and LSG custodians undertake joint visits to share this learning more widely.

Shaun Powell
Newport City
Council

Winner
National Gazetteers
Peer Award



Improvement = success

National Gazetteers Most Improved LLPG and LSG

Local authorities across England and Wales are committed to a programme of constant improvement and each year each authority makes a pledge to agree to a programme of work to improve the quality and content of their LLPG and/or LSG.

The Most Improved LLPG and Most Improved LSG Awards recognise 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 National Gazetteer hubs.

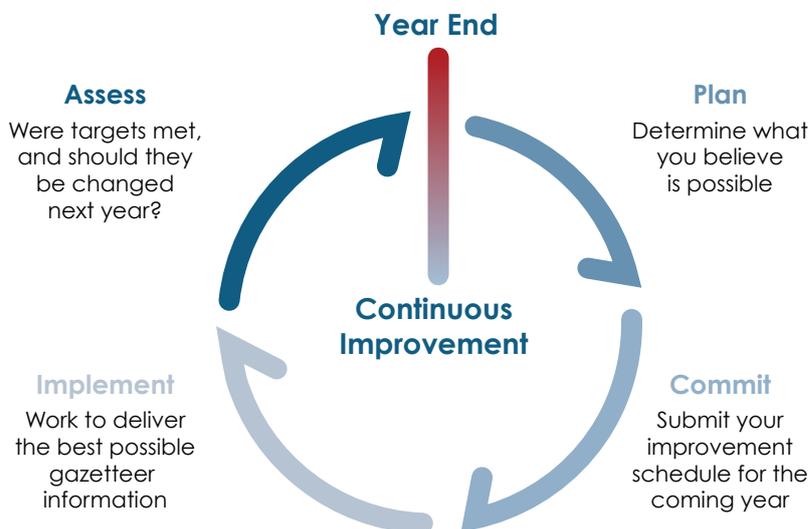
LLPG winner

Barnsley Metropolitan Borough Council

This award recognises the hard work that LLPG Custodians put into both maintaining their LLPG and constantly improving the integral data quality through planned work activities in order to meet internal and external pressures.

The last year has seen a large number of authorities strive towards reaching gold standard, and the winner this year has been able to make significant improvements over the period in all of the improvement schedule criteria, as well as data quality improvements measured through data supplied to the NLPG hub.

Barnsley Council have made significant strides forward in improving the quality of their LLPG and are worthy winners of the award.



LSG winner

Staffordshire County Council

Whilst there has been a lot of public focus on the NLPG in 2011, the NSG data has been quietly improving in the background at equally comparably high standards!

There has been a real commitment this year to improvements in accuracy and quality across all areas of NSG data.

Synchronisation of the NSG and NLPG streets has been at the forefront of everybody's mind this year, and many LSG Custodians, working closely with their LLPG colleagues, have made huge improvements in attaining vastly improved synchronisation, as well as developing good working relationships in the process. Almost all authorities continue to fulfil their obligations to submit data on a monthly basis, and that has meant that the quality of the data and the improved accuracy have become key factors in distinguishing the winner.

There were several authorities that have made a very large improvement this year, and choosing a winner has been very difficult. However, one authority did stand out: Staffordshire County Council.



National Gazetteers LLPG and LSG Best in Region

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

These awards were judged on overall quality of the LLPG and the LSG, looking at data quality and compliance to the Improvement Schedules.

The winning authorities have all been able to provide a clear message to their peers that a high quality gazetteer can bring with it success and better integration of local data. All authorities have undertaken not only to improve the content of their LLPGs, but also maintain this high standard as part of their day to day gazetteer work. The LLPG Best in Region is based on the top scoring authority in each region across the LLPG Improvement Schedule monitoring statistics.

NLPG Best in East Midlands

Blaby District Council

NLPG Best in East of England

Maldon District Council

NLPG Best in Greater London

The Royal Borough of Kingston upon Thames

NLPG Best in North East

South Tyneside Metropolitan Borough Council

NLPG Best in North West

Sefton Council

NLPG Best in South East

Adur District Council
Worthing Borough Council

NLPG Best in South West

Mid Devon District Council

NLPG Best in Wales

Newport City Council

NLPG Best in West Midlands

Lichfield District Council

NLPG Best in Yorkshire & Humberside Region

Kingston upon Hull City Council

NSG Best in East Midlands

Leicester City Council

NSG Best in East of England

Thurrock Council

NSG Best in Greater London

London Borough of Hillingdon

NSG Best in North East

South Tyneside Metropolitan Borough Council

NSG Best in North West

Wirral Borough Council

NSG Best in South East

Wokingham Borough Council

NSG Best in South West

Bournemouth Borough Council

NSG Best in Wales

Caerphilly County Borough Council

NSG Best in West Midlands

Herefordshire Council

NSG Best in Yorkshire & Humberside Region

Calderdale Metropolitan Borough Council



Terminology

AddressBase™

A range of address products which bring together the best parts of local government's National Land and Property Gazetteer (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

BLPU – Basic Land and Property Unit

A real world object recorded within a gazetteer

BS7666

For BS7666 (2000) Parts 1 and 2 and BS7666 (2006) Parts 0, 1 and 2 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

CRM – Customer relationship management

CRM is a strategy for managing a company's interactions with customers, client

DCLG – Department of Communities and Local Government

DCLG is the UK Government department for communities and local government in England

GeoPlace LLP

GeoPlace is a public sector limited liability partnership between the Local Government Association and Ordnance Survey. GeoPlace creates and maintains the National Address Gazetteer Database from which Ordnance Survey makes available the range of AddressBase™ products

GIS – Geographic Information System

Used to display digital imagery or mapping

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

LGA

Local Government Association supports, promotes and improves local government

LLPG – Local Land and Property Gazetteer

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

LLPG Custodian

The nominated officer responsible for the maintenance of the Local Land and Property Gazetteer; this person will also be the point of contact for all addressing matters within, and external to, the authority responsible for the gazetteer

LPI – Land and Property Identifier

A unique and meaningful identifier used to locate an object within the gazetteer, for example an address

LSG 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.

LSG – Local Street Gazetteer

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

MSA – Mapping Services Agreement

Contract under which all of local government procures address and mapping services

National Address Gazetteer Database

The National Address Gazetteer Database, managed by GeoPlace, is the data storage and internal set of processes bringing together the existing local authority sourced Local Land and Property Gazetteers (LLPGs), together with Ordnance Survey, Valuation Office Agency and Royal Mail data from which the AddressBase products are produced.

National Gazetteers

The collective name for LLPGs and LSGs

NDR

Non-domestic rates

NLPG – National Land and Property Gazetteer

The National Land and Property Gazetteer (NLPG) is the definitive, 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

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

TMA – Traffic Management Act

Act to make provision for, and in connection with: the designation of traffic officers and their duties; to make provision in relation to the management of road networks; to make new provision for regulating the carrying out of works and other activities in the street; to amend Part 3 of the New Roads and Street Works Act 1991 and Parts 9 and 14 of the Highways Act 1980; to make new provision in relation to the civil enforcement of traffic contraventions; to amend section 55 of the Road Traffic Regulation Act 1984; and for connected purposes

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



To find out more about how the National Street Gazetteer and the AddressBase™ range of products can benefit your organisation, contact:

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