

A guide for councillors:

why you should be
interested in Address
and Street data →

An introduction to a valuable, free resource

Councillors work on behalf of their communities and have responsibilities ranging from:

- Representing their wards, responding to residents' enquiries and supporting casework
- Contributing to the formation and scrutiny of the authority's policies, budget, strategies and service delivery
- Championing the causes which best relate to the interests and sustainability of the community
- Campaigning for the improvement of the quality of life of the community in terms of equity, economy and environment.



A resource to help your case work

At its heart, every local authority service uses address and street data to fulfil its remit. Your responsibilities focus on where your constituents live – and this means details about location hold the key to solving multiple problems:

Where are bins missed?

Where is the fly tip – is it on an adopted or an unadopted road?

Where is the faulty streetlight?

Where is the new planning application, will it impact on other nearby residents and who are they?

Where are all of the businesses in your ward?

Where are the council house tenants who need support?

Where are the hotspots of criminal activity and anti-social behaviour?

Where are the TPOs in your ward?

Where are the grass verges that need cutting?

It's your data

Did you know, every local authority in England and Wales helps to maintain the national address and street databases?

Local authorities are the first to know about local changes. That's because they have the statutory responsibility for granting planning permission and thenaming and numbering of new streets and properties.

Every local authority uses this information to help maintain its Local Land and Property Gazetteer (LLPG) and/or Local Street Gazetteer (LSG).

You have a **Custodian** who manages that data, daily. It's your data, for your location, and you also have access to the experts who can show you how to use it.

How does location 'work'?

Addresses and streets are located on the ground via precise geographic co-ordinates. Every address record in your authority contains a Unique Property Reference Number (UPRN) and every Street record contains a Unique Street Reference Number (USRN).

These unique references allow the various departments within an authority to 'tie' all of its information together at the household or street level, revealing where and how to overcome both localised and authority-wide challenges. For example, data analysts use them to generate social progress indexes, target warm home grants, identify tall buildings and the like.

They are also used for:

- Linking social care to housing needs
- Linking benefit claims to potential fraud
- Linking planning applications to efficient services
- Linking healthcare services to vulnerable people

Location information can show where the problems are and, in many cases, what the impact of changes in policy might be. It can be used for analytics, and to help promote key initiatives such as warm home grants, social care plans, tall building actions and emergency care.

How are local authorities using UPRNs and USRNs?

Here are just ten of the hundreds of case studies that GeoPlace has collected on how UPRNs and USRNs save money and help to deliver services better.

1. Analysing property taxes to discover potential additional revenue
2. Identifying vulnerable people in the community who need targeted care
3. Reducing queries by residents by managing a single customer record
4. Improving housing conditions for tenants and HMOs and people living in the private rental sector
5. Connecting datasets, sensors and operations - CCTV, road sensors, emissions
6. Reducing the occurrence of potholes and footway defects, and to find and swiftly fix those which do occur
7. Identify instances of fraud such as sub-letting within council properties and unlicensed privately rented properties
8. Using drones to help monitor developments from the Local Plan
9. Tracking home care allocations
10. Record new low emission zones and making this data visible to organisations that undertake street works



How much money will you save?

It's your own data, so it won't cost you anything to use it. Our case studies show how savings are made, how costs are brought down, where efficiencies are being derived, and how services are being improved across the board.

What could the Return on Investment be for your authority?

A recent independent cost-benefit analysis showed that wider adoption and use of this resource will generate **£384m** savings for local authorities in England and Wales over the period 2022-2026, particularly if it's deployed in collection of

- non-domestic rates
- highways asset management
- adult social care
- customer relationship management
- waste management
- data integration.

There may be investment needed in some service areas to integrate this resource across your authority's systems – but those savings represent a Return on Investment of approximately **6:1**.

We can help you understand the potential ROI for your authority.

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“The Unique Property Reference Number (UPRN) should be fundamental to all data matching and, therefore, to all data analysis.

This would ensure disparate data sets and innovative applications of data can be blended to provide insight and understanding about residents and businesses, which is needed to deliver area-based services effectively on the ground.

Every authority has common focal points, such as housing, education, welfare and highways. When the UPRN is added to each siloed department's data, the whole organisation benefits. It becomes a much simpler exercise to link inter-departmental information.”

Local Government Association

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How we help you

As an example of how easy it is to access comprehensive, granular street and address information about your Ward, we've used the information given to us from your authority's Local Land and Property Gazetteer and/or Local Street Gazetteer Custodian to create two simple tools that help you see where problems are, quickly.

FindMyAddress provides the location for every address and property in Great Britain. Use it to find those difficult addresses on a map - <https://www.findmyaddress.co.uk/>

FindMyStreet tells you where a street is, what its official name is, and who's responsible for its maintenance - <https://www.findmystreet.co.uk/>

These tools were created in partnership with and funding from the Local Government Association.

Comprehensive support

The LGA, GeoPlace and Ordnance Survey provide a wide range of free tools to help you find out more about how to get the most from your address and street data:

- 1 The LGA's 'Find my local address and street Custodian' tool shows you who your Custodian is <https://www.local.gov.uk/uprn-find-my-local-address-and-street-custodian>
- 2 GeoPlace's UPRN integration tool reveals gaps in your authority's capabilities, it shows which service areas should benefit from more-effective use of location data <https://surveyanyplace.com/uprnassessment>
- 3 We can help you understand the potential ROI for your authority. Contact communications@geoplace.co.uk for more information
- 4 Personalised integration infographic showing the systems in your authority so far integrated with UPRNs and USRNs contact communications@geoplace.co.uk to get one for your authority
- 5 FindMyStreet service Find out a street's maintenance responsibility www.findmystreet.co.uk/
- 6 FindMyAddress service Locate every address and property in Great Britain www.findmyaddress.co.uk
- 7 A tool to support your procurement of systems that consume address and street data
- 8 At a more technical level, the Ordnance Survey Data Hub includes an API which provides 'out of area' addresses, giving you full GB coverage if needed <https://osdatahub.os.uk/docs/places/overview>





Who is GeoPlace?

We are GeoPlace, a partnership that's owned equally by Local Government Association and Ordnance Survey. We're responsible for working closely with local authorities to collate, manage and maintain the UK's authoritative address and street data.

This data is available to you through your own Local Land and Property Gazetteer and Local Street Gazetteer or directly from Ordnance Survey through APIs.

The street data maintained by local authorities is used by all organisations with a remit to undertake street and road works, to ensure coordination and appropriate permissions are given for street works.

Within the data, are the two identifiers -UPRNs and USRNs - which have also been released under Open Government Licence.

The Open Standards Board has mandated the use of these identifiers across central government, for referencing and sharing all property and street information. This means all new public sector systems and projects that include address and/or street data should include these identifiers.

Government departments using them include: BEIS, Cabinet Office, CQC, DCMS, DHSC, DLUHC, DfT, DVLA, DWP, HSE, HMRC, Home Office, Land Registry, MoJ, NHS, Ofcom, Ofgem, OGP, VOA, Welsh Government.

Next steps

- Talk to your Custodian. If you don't know who your Custodian is, use the LGA's tool - <https://www.local.gov.uk/uprn-find-my-local-address-and-street-custodian>
- Support the teams that use this data
- Create a culture of data sharing - encourage other colleagues to find out more about UPRNs and USRNs

Talk to GeoPlace

Visit our case studies and guidance sections on our website on how other councils are using these resources to overcome fundamental problems in their authorities. We can also help you to surface the value from the street and address data that's being maintained by Custodians in your authority.

Find out more



<https://www.geoplace.co.uk/local-authority-resources/guidance-for-custodians/councillor-guidance>



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