



# Case Study:

## Blaby District Council



Background

In action

The results

Underpinning success

### → Overview

Leicestershire based Blaby District Council has transformed the quality and currency of address records following the implementation of gazetteer management software from GGP Systems. Since the introduction of GGP NGz the Council has leapt a staggering 273 places in performance ratings and as a result was presented with an award for 'Most Improved' at a prestigious national awards ceremony.

# Background

**Due to the pressure of day to day duties and responsibilities, the Local Land and Property Gazetteer at Blaby Council was badly neglected and as a result, years out of date. Errors, when identified, were being corrected on an ad hoc basis in remote service specific systems – such as the Council’s planning system, rather than at source.**

This compounded the initial problem and led to further discrepancies between the gazetteer and frontline service providers and Council departments.

The Government Direction requiring Electoral Registration Officers to take steps to ensure that electors’ details were stored to a consistent standard was issued in April 2008 and set standards for the formatting of names, dates of birth and addresses stored in electoral registers. This new initiative placed a spotlight on addressing within the Council and fuelled a project to rediscover and reinvent the LLPG as the primary source of address data within the Council.

## In action

The Council established a project team, headed by a project leader who reported directly to senior management. The team began a comprehensive review of the data flow feeding the LLPG, which in turn identified a number of unnecessary and or duplicate processes that were hampering the continued development of the gazetteer.

A new LLPG custodian was appointed and software options were explored. The decision to move forward with an existing solution, GGP NGz, was taken based on system stability and support. Staff training followed and the ongoing process of updating the LLPG, using newly created workflows, commenced.

*“We had two options open to us. We could either continue entering and correcting data in the planning system, and use this as a database management tool, or we could use software specifically developed for the job.”*

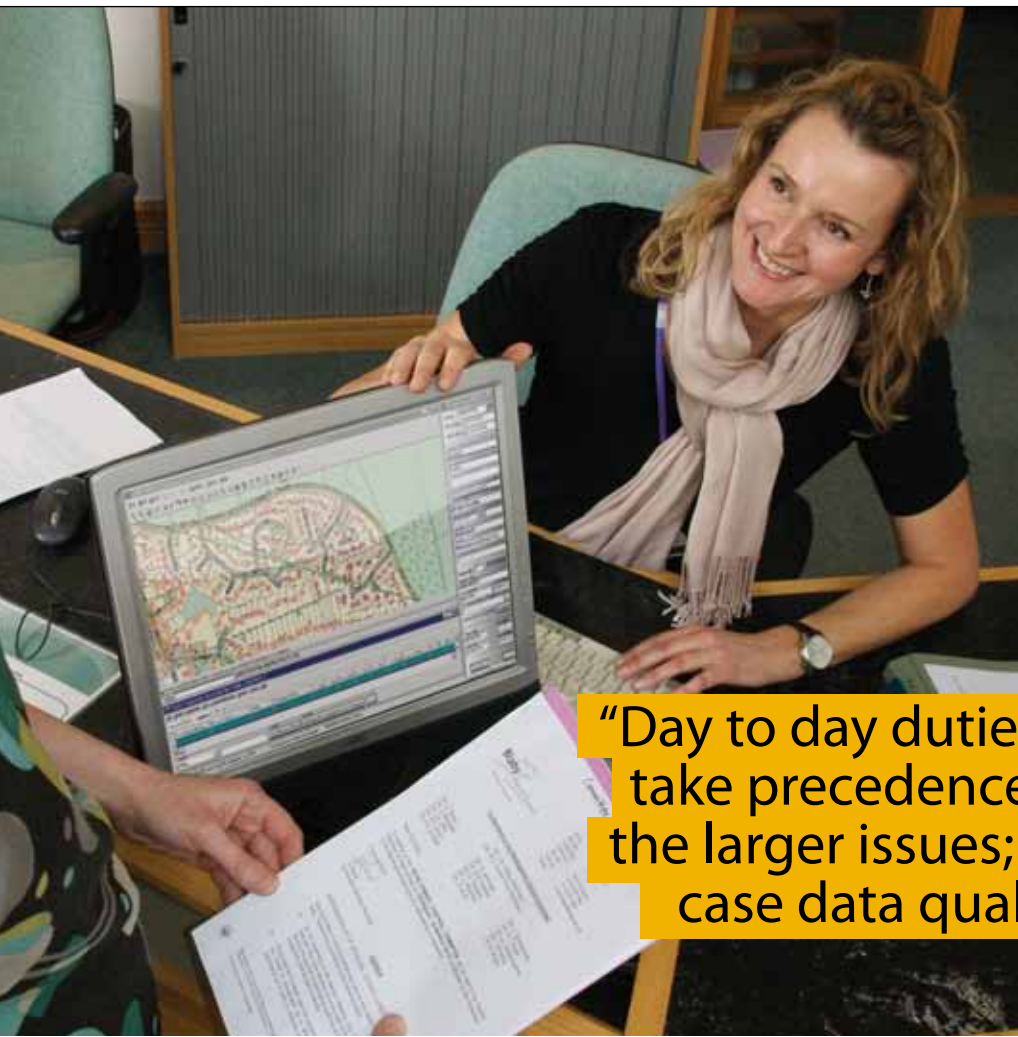
Jo Hickling,  
Planning Systems Officer  
Blaby District Council



*“We decided to go with GGP NGz as it was a proven and stable solution and had a dedicated support team – essential if we were to move forward with the project to transform our address resource.”*

Jo Hickling,  
Planning Systems Officer  
Blaby District Council





*“Drawing a line through existing operating procedures meant we were able to redesign work processes, select software, create a defined project team and with the support of senior management reinvent our gazetteer.”*

Diana Watt,  
LLPG Custodian,  
Blaby District Council

**“Day to day duties often take precedence over the larger issues; in this case data quality.”**

Diana Watt,  
LLPG Custodian,  
Blaby District Council

## The results

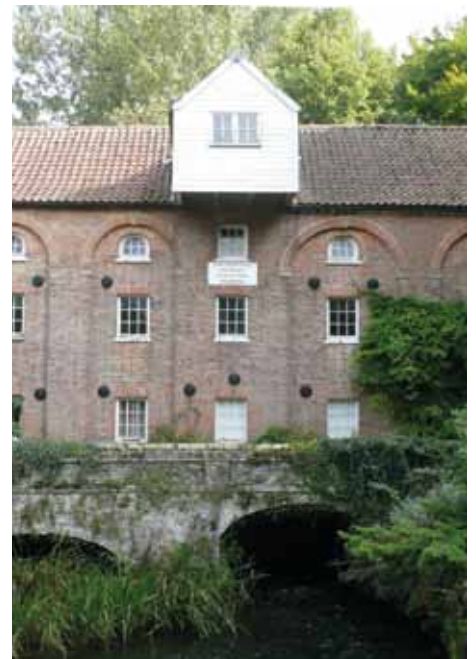
In less than a year Blaby District Council has turned around both the quality and applications of the gazetteer data within the Council. Independent review showed Blaby leaping a massive 273 places (out of a total of 348) in the analysis performed for the awards 12 months prior to the 2009 judging.

Blaby has significantly improved the match between the LLPG and benchmark datasets such as Council Tax and Non Domestic Rates and has been able to extract data for the CORE (Coordinated Online Record of Electors) information system. Such is the confidence in the data it has been used to populate a CRM (Customer Relationship Management) system implemented in 2009.

Blaby also continues to perform well in other health checks performed by the gazetteer custodians including the proportion of approved BLPUs (Basic Land and Property Unit) recorded as unclassified or with a poor relative positional accuracy.

Progress in Blaby is however ongoing with regular meetings between departments and a monthly progress report submitted to senior management. The project team continues with its efforts to cleanse the LLPG, sending daily updates to the hub. The team will further strive to address the positional accuracy of data which in turn will raise the value of the data to third party organisations such as the Fire Service.

- A streamlined NLPG data management flow with a recognised project team supported by and reporting to senior management within the organisation
- 100% match rate between the NLPG and Council Tax records and 99.7% match rate with Business Rates, up from less than 90% and 51% respectively in one year
- Adherence to the Electoral Registration Data Standard Directive and adoption of the LLPG to populate a newly introduced CRM
- Ongoing data cleansing with daily updates to the hub and improvements in positional accuracy.



# Underpinning Success

GGP NGz software, as used by Blaby to transform their LLPG, has been specifically developed to ensure a consistent, up to date and accurate base for all property based information within an organisation.

GGP NGz also manages the import and export of data between Local Authority databases and the NLPG, the national hub, and the complete product suite was one of the first two software solutions to receive accreditation for address data transfer (DTF 7.3) and full compliance with BS7666.

Blaby District Council is also a user of GGP GIS and uses synchronisation tools from GGP to provide real time, corporate wide access to essential service information. For example textual planning information is held in a series of UNI-form modules from IDOX Group, while all spatial data is held in GGP GIS. The GGP Synchroniser tool is used to link the frontline spatial data with both current and historic planning information including Planning Applications, Tree Preservation Orders, Enforcement Cases and Listed Building data. By integrating the two systems staff across the organisation have improved access to essential planning histories, with improved search functionality underpinned by the LLPG, and a single point of access via the GIS.

**“As our spatial data is viewed corporately it made sense to leave it a system and format that was easily accessible to all departments.”**

Jo Hickling, Planning Systems Officer, Blaby District Council



**Blaby District Council was recognised for the hard work, innovation and commitment demonstrated with the improvement in their address database winning the 2009 NLPG Exemplar Award for Most Improved.**

**The award was presented to Blaby at a ceremony that formed part of the NLPG ‘Underpinning Transformation Government’ conference which took place at the Victoria Park Plaza in London in December 2009.**