



THE ASSOCIATION
FOR **GEOGRAPHIC**
INFORMATION



Nottingham City Council predicts impressive 6:1 ROI on use of address and street data

BENEFITTING FROM ADDRESS DATA

Organisations of all kinds demand evidence before they can justify strategic investment. This new case study – ‘Return on Investment Analysis: Assessing the socio-economic value of address and street data to Nottingham City Council’– should be of huge interest to all local authority decision-makers. In it, the findings show that for every £1 invested in the use of accurate and integrated addressing, there lies the potential to make efficiency savings and increase revenue organisation-wide by up to £6. The report predicts that the benefits could generate a NPV of £5.7 million over the period 2023 to 2026.



Nottingham
City Council



**Local
Government**



**Location
Information**



**Measuring
Impact**

THE STUDY

Nottingham City Council is seeing impressive returns from its investment in and use of geocoded address and street data. An in-depth study has shown the council generated an estimated Return on Investment (ROI) of over 4:1 between 2018 and 2022 and has an estimated ROI of 6:1 over the whole study period of 2018 – 2026. That equates an estimated £9.8 million ROI over the whole study period.

These returns on investment are made achievable by making better use of the data held within each authority’s Local Land and Property Gazetteer (LLPG) and Local Street Gazetteer (LSG). At the current time when resources are tight, this report demonstrates invaluable insight into the quantifiable benefits of the council’s address and street gazetteers and evidence of delivery of a best value service.

if you would like to submit your own case study please click [here](#).



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KEY HIGHLIGHTS



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1

Data Integration

Savings ££££
est. £2.4 million
See more [here](#).

2

Collection of Business Rates

Savings £££££
est. £6.2 million
See more [here](#).

3

Children's social care and early help services

Savings ££
est. £0.4 million
See more [here](#).

5

Waste Management

Savings ££
est. £0.6 million
See more [here](#).

4

Safer Housing

Savings £
est. £0.25 million
See more [here](#).

6

Workplace Parking Levy

Savings ££
est. £5,000 per year
See more [here](#).

For other benefits this study has shown please see more [here](#).



GeoPlace are an AGI Associate Member and are the facilitator of accurate addressing for local government in England and Wales. They bring location to life, with the vision of a world in which everyone benefits from the power of location data.

